

Welcome Message

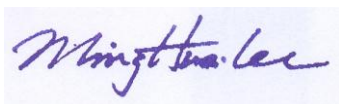
It is my great pleasure to welcome all esteemed participants to the 18th Asia Pacific Tourism Association Conference. We have chosen Taipei, the landmark city of Taiwan, as venue for this grand feast of tourism academics with the belief that this venue and all its attractions, coupled with our exciting itinerary, will make your stay with us a most memorable one.

The Asia Pacific Tourism Association enjoys a growing international reputation and great success with numerous conferences in the Tourism industry. With the addition of the vast experience and dedication of Taiwan Hospitality and Tourism College as this year's co-host, we are confident of making the 18th edition of the APTA Conference an unprecedented success.

In preparation for this year's conference, we received more submissions than ever before from industry and academia in more than 20 countries; undoubtedly a result of the APTA's expanding range of influence. This growing popularity has resulted in a significant loading increase for every branch of the organizing committee to whom I express my gratitude for their hard work and dedication.

I would like to express my sincere appreciation to keynote speakers Professor Kaye Chon, Professor Nigel Hemmington, Professor Cihan Cobanoglu and Dean Alister Mathieson for their invaluable academic contributions to this conference. I also would like to thank our numerous public and private sponsors from a wide range of government, commercial and academic fields. It is only with your generous support that this conference is possible.

I hope you all enjoy your stay in Taiwan. I am confident of a mutually successful conference and hold great expectations that this year's APTA Conference will open a new chapter in the development of tourism and set the benchmark for ones in the future.



Ming-Huei Lee, Ph.D.
Chairman of Conference
President, Taiwan Hospitality & Tourism College

2012 18th APTA Conference Schedule

Date : 2012/06/26(Tue)~2012/06/29(Fri)

Host : Taiwan Hospitality and Tourism College

Venue : The Grand Hotel Taipei, V-Floor

	6/26(Tue)	6/27(Wed)	6/28(Thu)	6/29(Fri)
08:00 ~ 09:00	Registration (08:30-17:00) (V Floor West Side of Grand Hotel)	Registration (08:30-12:00) (V Floor West Side of Grand Hotel)	Registration (08:30-12:00) (V Floor West Side of Grand Hotel)	Registration (08:30-12:00) (V Floor West Side of Grand Hotel)
09:00 ~ 10:00		Opening Ceremony (10 th Floor Auditorium of Grand Hotel)	Special Session I (V Floor International Reception Hall of Grand Hotel)	Keynote Speech II (V Floor International Reception Hall of Grand Hotel) Keynote Speaker 3: Professor Kaye Chon
10:00 ~ 10:30		Break (10 th Floor of Grand Hotel)	Break/Post Session II (V Floor West Side of Grand Hotel)	Break/Post Session III (V Floor West Side of Grand Hotel)
10:30 ~ 11:00		Keynote Speech I (10 th Floor Auditorium of Grand Hotel)	Concurrent Session III (V106, V107, V108, V109, V110 of Grand	Concurrent Session V (V106, V107, V108, V109, V110

			Hotel)	of Grand Hotel)
11:00 ~ 12:00		Keynote Speaker 1: Professor Nigel Hemmington Keynote Speaker 2: Dean Alister Mathieson	Concurrent Session IV (V106, V107, V108, V109, V110 of Grand Hotel)	Keynote Speech III (V Floor International Reception Hall of Grand Hotel) Keynote Speaker 4: Professor Cihan Cobanoglu
12:00 ~ 13:30		Lunch (10 th Floor Song Bo Room of Grand Hotel)	Lunch (Box Lunch on Bus)	Lunch (10 th Floor Song Bo Room of Grand Hotel)
13:30 ~ 15:00		Concurrent Session I (V106, V107, V108, V109, V110 of Grand Hotel)		Concurrent Session VI (V106, V107, V108, V109, V110 of Grand Hotel)
15:00 ~ 15:30	Board Meeting (14:00~17:00) (V110 of Grand Hotel)	Break/Post Session I (V Floor West Side of Grand Hotel)	City Tour (National Center for Traditional Arts)	Bus transportation
15:30 ~ 17:00		Concurrent Session II (V106, V107, V108, V109, V110)		Closing Ceremony (33 rd Floor of Taipei World Trade Center Club)

		of Grand Hotel)		
18:30 ~ 20:30	Welcome Reception (12 nd Floor Kunlun Hall of Grand Hotel)	Conference Dinner (V Floor International Reception Hall of Grand Hotel)	Free Night (Board Dinner in 33 rd Floor of Taipei World Trade Center Club)	Farewell Dinner (33 rd Floor of Taipei World Trade Center Club)

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THE ROLE OF CULTURAL EXPERIENCE IN EMOTIONAL RESPONSES TO AUTHENTICITY OF AN ETHNIC RESTAURANT SETTING

SooCheong (Shawn) Jang

School of Hospitality and Tourism Management
Purdue University

Jooyeon Ha

Dept. of Apparel, Design, and Hospitality Management
North Dakota State University

ABSTRACT

This study attempted to identify the influences of Korean cultural experiences on perceptions of authenticity and behavioral intentions in a Korean restaurant setting. More specifically, this study investigated how cultural experiences influenced emotions regarding authentic aspects of Korean food and dining environments and, in turn, the perceived value of the overall dining experience and behavioral intentions such as revisit intention. As a result, customers who have had Korean cultural experiences were more likely to have positive emotions regarding the authenticity of Korean restaurants. Further, positive emotions induced by authentic aspects significantly influenced perceived value and behavioral intentions in both direct and indirect ways.

CELEBRATION OF HERITAGE: THE DYNAMIC RELATIONSHIP BETWEEN COMMUNITY-BASED HERITAGE EVENTS' ATTRIBUTES AND PERCEIVED VALUE

Wenqian Zhang

School of Hospitality and Tourism Management
Purdue University

Xinran Y. Lehto

School of Hospitality and Tourism Management
Purdue University

Li Miao

School of Hospitality and Tourism Management
Purdue University

ABSTRACT

INTRODUCTION

Heritage is an important part of a community. Communities across the United States and elsewhere have turned to various community-based events to celebrate local heritage and culture. These types of events and festivals are occasions that not only feature activities and programs appealing to participants of all ages and interests, but they also serve as vehicles to bring generations together, to strengthen community spirit, identity, and pride, and to boost sustainable tourism by promoting unique heritages, ethnic backgrounds, and local customs (McKercher, Mei, & Tse, 2006).

Prior studies have explored festival visitors' perception of attributes, but little attempt was made to link perceived attributes with critical outcome oriented variables such as perceived value (Axelsen & Swan, 2010; Morgan, 2008). As perceived value significantly influences consumer satisfactions and future behavioral intention (Petrick, 2002; Wang, 2010), it is important to have a better understanding of how specific event attributes contribute to the value perception (Huang, Li, and Cai, 2010; Kelley & Turley, 1999). To that end, the main purpose of the present study was to investigate the relationships among specific dimensions of these attributes and perceived value of community-based heritage festivals. Means-End theory was utilized as a conceptual underpinning to examine such relationships. The objectives of the present research were to 1) identify the community-based heritage festival attribute factors; 2) to examine the relationships between event attributes, participants' perceived benefits after their festival experience, and participants' perceived

value of the community-based heritage festival; and 3) to determine the specific relationships among attribute factors and perceived value dimensions to identify salient attribute factors.

METHODOLOGY

Based on the literature review of community-based heritage festival, Means-End models, event attributes, perceived benefits, and perceived value, a Means-End model of community-based heritage festivals is proposed in the present study, as shown in Figure 1. The research instrument was a 3-page survey questionnaire and consisted of 50 items to measure Event Attributes, Perceived Benefits, and Perceived Value respectively.

Data was collected on September 24 and 25 of 2011, by 7 trained researchers at the Feast of the Hunters' Moon, a heritage festival that has been celebrated for 44 years and is a re-creation of the annual fall gathering of French and Native Americans in a town located in the Midwestern region of the United States. Respondents returned the survey questionnaires to researchers upon completion. By the end of the festival, 253 copies of questionnaires were received. Among which, five responses were excluded due to the significant amount of missing data, resulting in a total number of 248 usable responses.

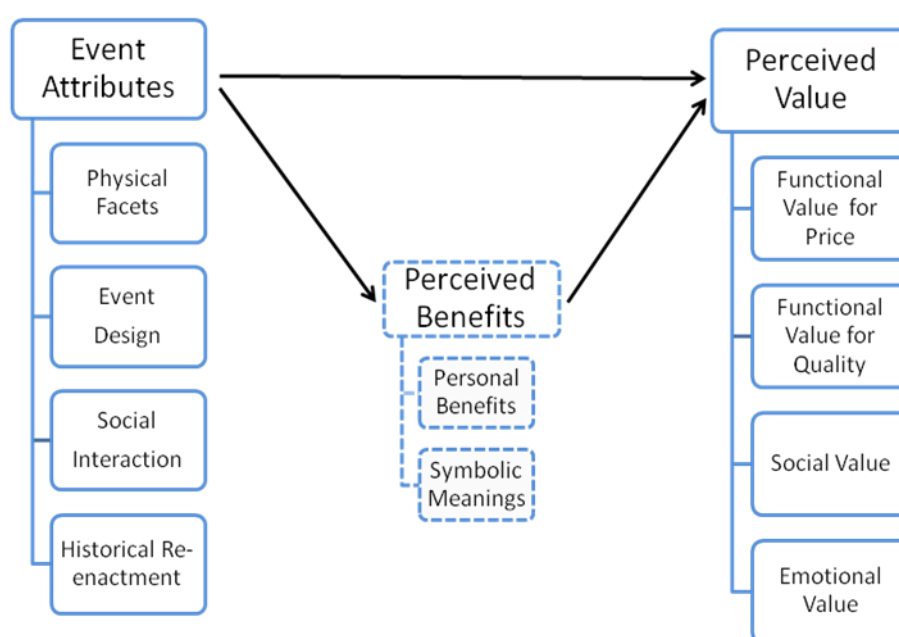


Figure 1: A Means-End Model for Community-Based Heritage Festivals

Data analysis was conducted through four major steps. First, frequency and descriptive statistics were obtained to understand the demographic and travel characteristics of the respondents. Second, 3 sets of exploratory factor analysis with a varimax rotation were conducted to purify the measurement scale and to verify that the items were measuring appropriate dimensions. For the ease of interpretation, a factor loading greater than .40 and

Eigenvalue greater than 1.00 were used as criterion for retaining an item in the scale. The reliabilities of the scales measuring the dimensions were then tested by obtaining Cronbach's coefficient alpha statistic. Third, Baron and Kenny's (1986) mediation test procedure was performed to determine the role of Perceived Benefits in the proposed model. Finally, general linear model (GLM) multivariate analysis of variance (ANOVA) was performed to determine the specific relationships between Event Attributes and Perceived Value.

CONCLUSION

Event Attributes

Event Design had the most significant influences on both visitors' perceived emotional value and functional value for quality of community festivals. The outcome of this research indicates that festival personnel's performance, appropriate schedule, festive atmosphere, and authentic surroundings are the elements warranting the high level performance of the festival as a whole. They are precursors for participants to enjoy themselves or relax at a festival. This finding is consistent with previous studies of wine and food festivals, in which atmosphere and surroundings were recognized by festival-goers as the factors having the most influence on their perceptions (Axelsen & Swan, 2010; Yuan & Jang, 2008).

Physical Facets were the most influential attribute factor for participant's perceived functional value for price of community-based heritage festivals. This finding suggests that participants appear to associate their perceived functional value directly with their actual monetary and time investments, such as parking, entry to the festival site, quality and variety of food and drinks or handcrafts and goods. This observation echoes Yoon, Lee, and Lee's (2010) research on generic festivals, which concluded that the quality of facilities, food, and souvenirs were valuable because they were closely related to the festival's theme and authenticity, and they similarly influenced the festival's value.

Historical Re-enactment, rather than Social Interactions was identified as the most vital attribute predicting respondents' assessment of the perceived social value of the community heritage festival. The finding is inconsistent with previous literature in conventions or other events that suggested a dominant role in social value (Sheth, Newman, and Gross, 1991). The inconsistency could be explained perhaps by the stronger prior social connections among community heritage festival participants as compared to groups in incidental social occasions.

Morgan (2008) mentioned in his study of music festivals that participants' responses depended partly on the extent to which they shared the cultural values of the performance at the festival. Most current studies of events and festivals have not paid enough attention to the distinctive role of cultural and historical elements, such as the items included in the Historical Re-enactment factor in the present study. Instead they mainly focused on the designed factors which are easier to manipulate and measure.

Social interactions within the duration of the community heritage festival were some other attributes significant to all four Perceived Value dimensions. It seems that attendees at community-based heritage festival enjoyed the interactions with program personnel, vendors, craftspeople, fellow festival attendees, and family members/friends who went to the festival together. The attendees appear to associate the overall value of such an event with the quality of these social interactional aspects. This finding is consistent with Carnegie and McCabe's (2008) study of re-enactment events and tourism. They claimed that the most important motive factor for people to join re-enactment events as actors or professional re-enactors was the involvement and interaction with their family and friends, shared interests in both re-enacting and other leisure activities.

Perceived Benefits

The partial mediator role of Perceived Benefits was confirmed in the present study, suggesting that in the context of community-based heritage festivals, except for the direct impacts on participants' perceived value, event attributes could function via their internalization of attributes into either the personal benefits or festivals' symbolic meanings to the community. Community-based heritage festival attendees' perception is related to the significance at a personal level and the community level at the same time. When both festival-goers' personal needs are satisfied or the proposed significance of the festival is manifested successfully, their valuation of the festival is high.

Perceived Value

Comparing the mean response of each perceived value dimension could give an indication of how attendees evaluate the festival in general. One important observation is that participants gave higher weights to Emotional Value than Social Value; the latter had the lowest value of the four perceived value dimensions. One plausible explanation for this tendency could be related to community heritage festival-goers' specific motives to attend -- they tend to be simply relaxing and enjoying themselves rather than attempting to impress others or get to know new people. Respondents also evaluated Functional Value for Quality the highest and Functional Value for Price much lower, suggesting that festival-goers are quite concerned about the price of merchandise at the festival. Yet they still think highly of the organization of the festival, the positive role it could play with the education of the next generation, and the interpretation of the lifestyle and culture of a certain time period.

EFFECTS AFTER PUBLIC ART PROJECTS

Lina Baek

Department of Mechanical and Environmental Informatics, Graduate School of Information
Science and Engineering, Tokyo Institute of Technology

Akira Soshiroda

Department of Mechanical and Environmental Informatics, Graduate School of Information
Science and Engineering, Tokyo Institute of Technology

Takashi Tsutsumi

Department of Mechanical and Environmental Informatics, Graduate School of Information
Science and Engineering, Tokyo Institute of Technology

ABSTRACT

INTRODUCTION

The important thing a city has to have is identity and to improve the environment and its life. This made the central and local governments focused on the public art. Based on these two reasons, public art projects have been widely spread in many places, especially poor residential districts, rural communities, and declined areas in Korea since ‘Art in City’ in 2006. On the other hand, as the identities made from public art project are attractive sights for tourists who seek something new, many tourists have started to visit the towns where public art project were managed and some towns were being changed into tourist spots regardless of the residents’ intention. The more tourists visited the towns, the more changes and conflictions occurred. It is essential to discuss the effects of post-public art project in supporting the development of the communities

In recent years, despite the increase in tourism development and the subsequent incidences of conflict, numerous studies in Korea have mainly attempted to give suggestions through analyzing possibility and problem of public art projects. According to Jang(2011), the worthy achievements of ‘Art in City’ were improvement of the urban landscape, creation of the chance to discuss about local topics publicly, and reconsideration of public art. The problems were also considered, such as; limited participation, temporary operation and the uniformity of the programs and results. Jung(2011) suggested that cooperation among residents, governments, organizers, and colleges as well as long-term planning and budgeting are necessary for public art project to succeed. Song(2011) clarified how tourists evaluated Dongpirang as a tourist spot through the questionnaire. Nevertheless, residents’ perceptions were not discussed. Therefore, this study has two purposes. First is to clarify the present conditions and the progresses of public art projects. Second is to analyze that how residents

perceive the changes to their communities as a result of public art projects such as the increases in the number of tourists.

METHOD

This study focuses on public art projects in several urban residential areas in Korea because conflicts have occurred in more than rural areas. Firstly, to find out the present condition of public art projects in these urban areas, interviews were conducted with the local governments and the organizers. Secondly, to clarify the process and effect of the public art projects, field work and interviews with the organizers were conducted in the nine towns of Gyeongsangnam-do. In addition, this study refers to the reports on public art projects. Lastly, the last chapter focuses on Dongpirang because the public art project was held earlier there than in any other towns and it has become a tourist spot. This part uses interview and questionnaire surveys to analyze what the organizers, residents, and tourists thought about the public art projects.

FINDINGS

Firstly, there were 31 towns where public art projects were implemented in urban areas in Korea. The number of the towns in Gyeongsangnam-do is nine, which is the highest number among the 31 towns. At the beginning of the public art project, central governments and artists groups were the primary organizers. Later on, especially since 2010, local governments gradually participated. The main purpose of public art projects among 31 towns was to beautify the environment of poor residential districts through public art. The next is to create identities and attraction of the towns.

Secondly, those nine towns were poor residential districts. All housings in 3 towns were built illegally on the government's land. Even though residents own the land and almost all these houses were deteriorated, they could not afford to move out or rebuilt because of their low income. Elderly population accounted for 9.9 percent (national average:11.3%) of the total population and the population of the government aid is 5 percent(national average:3.2%) of the total population in the six towns.

Thirdly, as shown in table 1, the activities of the public art project activities comprise three parts, which are conducted differently according to the organizers' purposes. One part was about art activities, another was activities that were held during implementation of the public art project (*Contemporary Activities*). The last was new activities from the public art project (*New Activities*). As being considered public art project wall painting, the wall painting was the main method. 'Contemporary Activities' such as the installation of town maps and the organization of events was intended to announce the towns to outsiders. Organizers of the four towns, whose purposes included tourism, have tried to aggressively

attract tourists in order to boost the economy by conducting ‘New Activities’ such as shops, information centers, and programs for tourists.

Table 1. The contents of the public art project

		Bok san-dong	Hang bok-maeul	An-dongne	Dang san-maeul	Dakbat gol	Culture village	Shin wha-maeul	Dong pirang	An chang-maeul
Purposes	Improvement of the environment	○	○	○	○	○				
	Tourism development					○	○	○	○	
	Creating identity						○	○	○	
	Others					○				○
Public Art Projects	Art Activities	Wall painting	○	○	○	○	○	○	○	○
		Sculpture				○	○	○		○
		Exhibition					○	○		○
		Art education of resident		○			○			○
		Providing programs for tourists								○
		Making a town map								○
		Event						○		○
		Others								○
	Contemporary Activities	Creation of open space				○	○			
		Installation of town map			○	○	○	○		
		Holding a event		○		○	○	○	○	
		Maintenance of houses and road				○				
New Activities		Operation of the shop				○	○		○	
		Operation of the centers for tourists				○	○		○	
		Providing programs for tourists				○	○		○	
		Educating residents on art			○		○			
		Creating open space			○				○	
		Maintenance of houses and road			○	○	○		○	
		Holding event		○					○	
		Others							○	

a. Based on field works in nine towns

b. ○ means that organizer conducted

Fourthly, on closer examination of four towns, there are some features after visiting more tourists as follows: 1) Three towns held continuous public art projects, and the organizers maintained the art works. 2) The area where artwork was placed was extended, which aimed to tourists to stay longer and to understand the towns better. The organizer also rebuilt empty houses to create an information center, art shops, and a book café for community business based on tourism in order to boost the economy and communicate with tourists. 3) Even though few residents participated in the first public art project, the

organizers create a new group that involved more residents in the public art project and the town management. The organizers have educated those residents in order that residents manage the town independently. Nevertheless, there was still very small number of participants. And they have taken on a roll slightly.

Lastly, Dongpirang was changed into a tourist spot, residents' lives were affected, as was the overall town. More than half of the residents were satisfied with these changes into a tourist spot (33/52 persons). They thought becoming an energetic town (26/52 persons) and the communication with tourists (12/52 persons) were the best effects by the increasing number of tourists. However, negative influences were also evaluated, which were concentrated on residents within the districts (*Inside district*) where nearly all the walls were covered with paintings. Residents suffered from invasion of privacy, noise, litters, and road congestion. Residents in the 'Outside district' mostly suffered from road congestion. Regarding this problem, the view of the organizers and the residents conflicted with each other, which is also considered another conflict. While the organizers asked residents to operate souvenir shops or small restaurants without any supports, residents did not intend to participate in any tourist activities as well as public art project. Residents' insufficient participant affects 'new activities'. It also let residents consider themselves as the disinterested party. The organizers constructed town management center in order to deal with those troubles in 2011. On the other hand, tourists had already regarded Dongpirang as a tourist spot, and over 80% of the tourists were satisfied with the tour. However, over 70% of them stayed less than 30 minutes there, which did not elevate residents' economy.

CONCLUSION

Four towns tried to become culture village with many tourists visiting after public art projects and gain economic benefit through tourism. Residents were satisfied with the change into the tourist spot. However, the results of the questionnaire surveys in Dongpirang showed that conflict occurred between tourists and residents as well as residents and organizers. In order to solve the conflict, organizers should make a plan to handle residents as well as tourists when they hold the public art project. Because it is important to form a consensus about visions of the town, organizers should to arrange the places, the meetings, and the workshops to urge residents to involve.

CONTENT ANALYSIS OF INTERNATIONAL TOURISM PROMOTION VIDEOS: A COMPARATIVE ANALYSIS USING CULTURAL DIFFERENCE VIEWPOINTS

Lin Wang

Graduate Institute of Tourism Industry, Tourism and Leisure Management
Chinese Culture University

Tzeng-Hua Yang

Department of Tourism Industry
Chinese Culture University

Hui-Li Lu

Department of Tourism Industry
Chinese Culture University

ABSTRACT

Audio-visual materials play an instrumental role in tourism marketing. Tourism authorities around the world have been endeavoring to produce tourism promotion videos, aiming at building decent destination images in the eyes of customers. In fact, the idea that ‘culture influences and is reflected in commercial advertising’ was brought into light in earlier research. Based on this insight, this study report on research undertaken to examine the association between culture and tourism promotion videos. In this study, 390 videos from 78 countries were content analyzed to reveal the similarities and differences in the content and means of tourism advertising among different cultures. Of the ten culture clusters, this study found notable differences in the message and design of the promotion videos. As a result of this finding, this study suggests that official tourism organizations take culture differences into account when designing promotion videos, so as to effectively attract the attention of different tourist segments.

AN APPLICATION OF THE MODEL OF VICIOUS CIRCLE TO THE HISTORIC CENTER OF MACAU

Younghee Lee

Faculty of Hospitality and Tourism Management
Macau University of Science and Technology

Hae-En Rii

Department of Geography Education
Dongguk University

ABSTRACT

INTRODUCTION

What does a phenomenon of crowdedness caused by huge numbers of visitors mean in Historic Center of Macau (henceforth HCM)? Is it an advocacy phenomenon for the HCM? Is it a lucky signal which means that the HCM entered to the mature phase of tourism area life cycle (TALC) developed by Butler (1980)? The TALC is the best known attempt to temporally model the spatial, economic, and socio-cultural consequences of tourism development within specific destinations. As an ideal type modeled on the S-shaped diffusionist product life cycle curve (Rogers, 1962), the TALC proposes sequential stages of ‘exploration’, ‘involvement’, ‘development’, ‘consolidation’, and ‘stagnation’, the latter being eventually superseded by either ‘decline’ or ‘rejuvenation’ depending on whether or not proactive ameliorative strategies are implemented. The TALC is described by Weaver and Lawton (2010) as highly compelling due to its intuitive logic, simple construction, measurability, basis in an established precedent, and apparent universality. Accordingly, its status as one of the most referenced and empirically tested models within the tourism literature and, arguably, the culmination of the cautionary period of tourism scholarship that dominated the 1970s, is unsurprising.

However, the TALC does not contribute to explain the phenomenon of congestion in the HCM. Russo (2001) also pointed out that the TALC is less appropriate to urban-historic environment (Pothof, 2006). Therefore, we introduce the scheme of vicious circle (Russo, 2002) that applied to Venice and can explain the phenomenon of crowdedness in historical site and test the applicability of the scheme to the HCM to explain the phenomenon of crowdedness in this study.

The model of vicious circle provides a rationale for the decline of heritage destinations that on expects from an application of the TALC (Russo, 2006). According to Russo (2000), the model of vicious circle is consisted of four phases: the expansion of the tourism region over the city's boundaries turns some of the visitors into “day-trippers” (first stage); the

increasing number of excursionists only have time to visit the most central attractions, and the concentration of the visit in the day also increases, creating further congestion (second stage); less control over the benefits from the tourism business implies a decline in the quality content of tourism products (third stage); the convenience to become day-trippers increases as a result of the increased congestion and of the de-specialization of the tourism product (fourth stage).

METHOD

A multi methods framework was adopted to obtain the required data. Photos' analysis was conducted between May 2011 and April 2012 to get the data relating to the number of tourists and the spatial structure of shops in the HCM. On-site structured interviews were also conducted in April 2011 with 139 tourists at 12 places of the HCM: Leal Senado Building (21), Senado Square (9), Sam Kai Vui Kun Temple (8), Holy House of Mercy (8), Cathedral (7), Lou Kau Mansion (11), St. Dominic's Church (17), The Ruin's of St. Pauls (20), Na Tcha Temple (5), Section of the Old City Walls (12), Monte Fortress (11), and St. Anthony's Church (8). The questionnaire for interview consisted of two sections. The first was concerned with the demographic profile of the respondents (nationality, gender, occupation, education, and type of company etc). The second section was about the behavior of tourists (motivations, length of stay, visited places, source of information of HCM, and response to weather and price). In-depth interviews with 25 Macau's local residents who have lived in the HCM were conducted in May 2011. The Macau's local residents have danced traditional Chinese dance since 1992 for their health every morning at park named Bak Gap Chao closed to St. Antony's Church and their age range is from 58 to 90. The first author has learned Cantonese and joined to the traditional Chinese dancing group since April 2011 for interviewing because the Macau's local residents can only speak in Cantonese. The detailed research questions with the local people were as followed: the structural change of shops of HCM, product contents of previous shops in HCM, spatial expansion of commercial area in HCM and the impact of tourism phenomenon. Semi-structured interviews with 140 students of the Macau University of Science and technology were also conducted in April 2011 in order to grasp their sense of place about the HCM.

FINDINGS

Expansion of tourist region.

Macau is relatively small area with its high population density comparing to the cities of mainland china. Macau has a population of 557,400 at the end of 2011 according to the estimation of Macau Census and Statistics Department. In addition to this, the number of tourists toward Macau has been growing rapidly. The number of tourists in 2011 is 28,002,277. Therefore, the expansion of region is under unavoidable circumstances. In the

HCM including buffer zone, the expansion of tourist region can be explained two sides. One is horizontal expansion and the other one is vertical expansion. First, in terms of horizontal expansion, the tourist region of HCM has expanded eastward along Avenida da Amizade and Avenida do Dr. Rodrigo Rodrigues with the development of Outer Harbour reclaimed land (Wong et al., 1997). Relating to the reclamation, Macau has a long history. The Macau's coastlines have experienced remarkable changes and the reclamation projects have been carried since 1860s (Wong et al., 1997). Only by the street names such as "seaside" and "riverside" or related to ships and boats, we can imagine that some places far away from the sea nowadays were once the coasts at a certain times before (Wong et al., 1997). Especially, the coastline of Taipa Island has experienced tremendous changes. In the 1920s, the Taipa Island was joined together for two islands: Big Taipa Island and Small Taipa Island. The route between today's Hyatt Regency Hotel and New Century Hotel was a strait in Taipa Island (Wong et al., 1997). Second, in terms of vertical expansion, the tourist area of HCM had expanded vertically until 2005 when the HCM was registered as a World Cultural Heritage by UNESCO (interview with Macau government officer, May 20, 2012) because there was no height restriction before 2005.

High share of shorter visits.

According to the result of survey, the length of stay of visitors in HCM is 2 ~ 4 hours (71.3%) while the length of stay in Macau is 2~3 days (66.2%). These day-trippers are typically more sensitive to weather conditions and special occasion' in HCM. For example, the 52.5 per cent (Cronbach's Alpha .602) of tourists who took part in the survey are sensitive to weather conditions. Especially on rainy day, the number of tourists is only one third comparing to sunny day in front of the Ruins of St. Paul's which is the symbol of Macau. And also the day trippers of the HCM are sensitive such as festivals and events. The day-trippers are less aware of the qualitative content of the tourism goods and less reachable by traditional information tools in HCM. According to the result of survey, the 56.1 per cent of tourists got the tourism information from internet; the rest of tourists got it from books (22.3%), postcards (2.2%), and films (1.4%). In addition to this, the tourist activities are restrictive and consist of shopping and sightseeing for only one or two world cultural heritage places in HCM because the length of stay is within 2~3 hours (67%).

Congestion.

Russo (2002) indicates one day visitors have less time and desire to consume a cultural and auxiliary products and tend to concentrate around the most famous and central attractions causing congesting that complicates ones more a qualitative cultural experience (Pothof, 2006). According to the result of survey, 8.6 % of respondents answered 'congestion phenomenon' in the questions relating to the sense of place. In addition to this, Senado Square (837 persons) and the Ruins of St. Paul's (586 persons) have to cope with congestion while Sam Kai Vui Kun Temple (6 persons) and Na Tcha Temple (6 persons) remain under-

used. Io (2011) pointed out that the reasons of this congestion phenomenon were insufficient parking facilities, narrow paths, limited on-site facilities and shops, and lack of resting facilities. The indicator 'day trips produce more congestions than overnight stays (Russo, 2002)' can be also applicable to the HCM. The length of stay of tourists in HCM is 2~3 hours (65.5%) based on the result of survey. During the staying of 2~3 hours, tourists' activities are concentrated on mainly shopping (27.3%) and sightseeing (74.1%) of one or two Macau heritage sites.

Down-grading of quality of products.

The indicator 'only low-quality suppliers are left in the end' is partly applicable to the HCM. The main shops of HCM are souvenir shop (16.3%), antique shop (15.0%), dress shop (13.7%) and footwear store (8.2%). The souvenir shops near the Ruins St. Paul's was changed from antique shops (interview with Macau local resident near the Ruins St. Paul's, 81 years old, female, May 20 2012). As Russo (2006) mentioned, the tourism of HCM trends to crowd itself out, replacing high-quality products relating to antique objects such as sculpture, painting, jade with cheap standardized one: biscuits, cake, dried beef, badge, postcard, booklet, map, bookmark, cup, t-shirt, photo, candles, mascot, card, stamp, cookie, album, tea pad, umbrella, snack, frame, key chain, fridge magnet, amulet, handkerchief, toys, pen, medals, religious souvenirs such as rosary.

IMPLICATIONS OR CONCLUSION

The model of vicious circle provides an explanation for the decline stage foreseen by the well known TALC. The HCM has entered the four phases of the model of vicious circle based on the result of this study. However, some policies that may reduce or prevent decline as Russo (2002) mentioned. For example, tourism information of the other Macau world cultural heritage except the Ruins of St. Paul's and Senado Square resulted in congestions must be provided, with promotion by government and tourism providers and arranging of travel agency-made itineraries in order to stem the decline of the HCM and congestion.

CHINESE ONLINE TRAVELERS' SEARCHING AND SHARING BEHAVIOR

Shanshan Qi

Tourism College
Institution for Tourism Studies

Sharon F. H. Pang

Department of Leisure and Recreation Management
Asia University

ABSTRACT

INTRODUCTION

The Internet has shown its superb applicability in travel context, in order to obtain market advantages and to better reach its responsibilities, establishing a website has become as the most comment marketing strategy in travel industry (Bai, Law & Wen, 2008). Since the primary responsibility of a travel website is to introduce, promote, market, and brand travel products, websites can help travel suppliers achieve their marketing objectives, which include providing information, communicating with consumers directly and promoting their products. On the demand side, internet has changed tourists' travel behavior domestically. It provides convenience to online travelers who adopt online channel to search travel information and purchase travel related products without location and time barriers, planning their trip and share travel experience. Investigating consumers' perceptions on travel related websites will definitely benefit to tourism industry on enhancing their website performance, improving online service and promoting travel products. Since China has rapidly become one of the top travel markets in the world (Leong, 2011), it is of paramount importance to investigate China's online travel market.

With China's fast growing economy, the average income of Chinese citizens as well as their travel demand has largely increased. As stated by ChinaContact (2012), to develop China outbound tourism market, Chinese government introduced Approved Destination Status (ADS) system (which allows Chinese residents to travel to selected countries or regions by joining tour packages from assigned Chinese local travel agencies). As of late 2011, there were 140 destinations around the world that signed the bilateral tourism agreement with China (ChinaContact, 2012). Hence, China has a huge travel market and a large number of potential travelers who will likely to visit worldwide destinations. As one of the top counties in terms of internet users, many Chinese travelers use the Internet as a tool for information searching, trip planning and sharing travel experience. Up to December, 2010, the number of net citizens in China has reached 457 million, with an increase of 73.3 million

compared with the end of 2009 (CNNIC, 2011). Identifying Chinese consumers' perceptions will assist the global travel industry from reacting appropriately to meet the requirements of this emerging market.

This study aims to explore Chinese travelers' travel interests on world destinations and their online travel information searching and sharing characteristics. Research findings are expected to contribute to China outbound market development by identifying the most attractive world destination to Chinese travelers. It also attempt to reveal their online searching behaviors by indicating most frequent used online channels such as hotel website, airline websites.

METHODOLOGY

The data of this research was recently collected by online questionnaire. A structured questionnaire was developed to determine the Chinese online travelers' online sharing and searching experiences. The original questionnaire was developed in English which was then translated into Chinese by a translation-back-translation process to ensure the accuracy of the translation. In order to justify the Chinese online travelers, the first question was designed to identify the respondents' online experience, only the respondents who have searched travel information online and identified themselves as a Chinese citizen were selected. Using a snowball sampling approach, a total of 165 questionnaires were completed, and among these respondents, 90 respondents were identified as without overseas travel or study experience, 75 respondents have overseas travel and study experience. These 165 people were selected and their perceptions and data were used for further analysis.

FINDINGS

The respondents with overseas experience are residences from the world, most of them studied or travelled to UK, Canada and USA. The respondents were categorized by their overseas travel or study. No significant differences between groups were detected with respect to gender and age. The significances were found in education, employment, domestic travel experience and overseas travel experience. Furthermore, to Chinese travelers the top three most attractive world destinations are Japan, Greece and France. In terms of online searching and sharing behaviors, travel agent websites were the most frequent used online channel and Blog was the most favorite online platform for Chinese traveler to share their travel experience. Finally, the importance of consumers' online requirements, website reputation was ranked as the most important requirement to Chinese online travelers.

CONCLUSION

This research has investigated the Chinese online searching and sharing experience. As research finding indicated, Chinese travelers do have preference on world destinations and

most of them are using internet searching travel information and sharing travel experience on blog. The finding suggested that establish a nice brand image and good website reputation is very important, furthermore the travel agent websites should improve their quality to fulfill Chinese consumers' needs. More importantly, the research found most of the Chinese online travelers sharing their travel experience online this alert the travel industry to pay attention at eWOM influence. Moreover, travelers with or without overseas travel experience both like to search travel information from airline and travel agent website, however, more without overseas experience respondents would be more likely to search from travel agent websites. Additionally, the respondents without overseas travel experience concern more about the website reputation; secure payment system and price than those with overseas experiences. Hence, this finding reveals a hint to international travel suppliers should serve these groups of Chinese customers differently. This research still in an initial stage, it only found difference between travelers with and without overseas experience. Future study may consider adopting different research method and exploring for deep analysis by using larger sample size.

THE EDUCATIONAL ROLE OF MUSEUMS: FROM LEARNING CENTRES TO VISITOR ATTRACTIONS

Ka Tat Nixon Chen

Division of Tourism and Hospitality Management
Mahidol University International College

ABSTRACT

Museums are to educate. They are learning centres to provide informal education to satisfy learning needs of people. The common challenges of today's museums are the massive changes in the environment within which museums work, the complex social and cultural context of museum visitors, and increased competitions from centres and activities of amusement such as theme parks, playgrounds and digital games. To meet these challenges, museums have to keep abreast with new ideas and new practices to appropriate their educational context. This paper is to look into the appropriation of museum education to the current temporal and spatial context of museums to uphold their educational role and to make museums visitor attractions. To be learning centres and to attract visitors, current museum education has to be entertaining, to involve visitors as co-owners of the process of learning and to decipher relevant meaning of museums to visitors, societies and the world.

EFFECT OF ZEST ON HOSPITALITY STUDENTS' CREATIVITY

Chia-Shiang Hsu

Graduate Institute of Management
National Kaohsiung First University of Science and Technology

Li-Ling Hsu

Department of Information management
National Kaohsiung First University of Science and Technology

Yu-Hung Su

Graduate Institute of Hospitality Management
National Kaohsiung University of Hospitality and Tourism

ABSTRACT

INTRODUCTION

Education researchers have recently distinguished zest from prior behavior frequency. We expanded this research by examining zest effect of prior hospitality students' creativity. In our research, we found that the prior students predicted creativity, and zest only predicted personal creativity for activities with higher zest levels.

Although the term "ZEST" has a dispositional characteristic of students' learning motivation, prior research has shown that learning satisfaction can't simply measure learning zest of students. But these features make differences between different campus. Safety, challenge, variety, and responsibility must be present to optimal degrees for satisfying work (Warr, 1987). Student answered the question by suggesting that "when we are engaged in zest, perhaps we are investing, building creativity for our students learning behavior.

Our research objectives examined zest antecedents the effect of creativity and learning ability of student who majoring in hospitality. We used zest as a variable (Hall & Seligman, 2009) in our research model and a structure model of team students creativity ability effect, and team members show creativity not only associated with their ability but, more importantly, are engaged in creative activities intention (Amabile & Mueller, 2010). Zest is especially variable if students find competitive colleagues in the class (Rath, 2006). Zest as a construct captures many of these characteristics (Peterson & Seligman, 2004). The present research also investigated the association of zest with an individual's orientation to work (Bellah, Madsen, Sullivan, Swidler, & Tipton, 1985). A campus may be regarded as place to build their zest of learning, also, it made students get additional benefit. Maybe we can find our zest from work, or our zest can build on power, self-esteem and reward.

METHOD

From the documents review, the research model summarizes the relationship test in this study. In general, we propose that zest positives have influences on creativity. we will discuss the effects interaction zest in predicting team student's creativity ability of Student who majoring in hospitality.

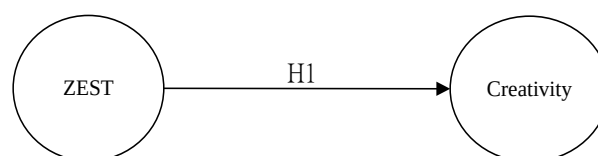


Figure 1. Structural Model

The research model is shown in Figure 1. The data are collected from one of the Student who majoring in hospitality in Taiwan, which was then used to examine the structural model. Data collection was on college student, pilot research phase and questionnaire survey phase emphasized the importance of psychological capital when student are building on self-positive emotion. This study use an online survey system sending a request to 189 student of the Student who majoring in hospitality of two college in Taiwan, Student whom majoring in Hospitality College in Taiwan.

We contacted with a total of 189 student and two college of Student who majoring in hospitality for the survey, yielding a 79% response rate. The student's percentage of the gender male is 26.5%, and female is 47.1%, We discuss that college student of the firm. The participants were given an assessment that evaluated their own zest and creativity of the firm.

FINDINGS

This study is measuring reliability into the conduct test by Cronbach α value, all variables are greater than the α value is almost 0.7, consistent with Nunnally (1978) proposed threshold. Validity is divided into convergent validity and discriminate validity, convergent validity in measuring (Fornell & Larcker, 1981), proposed three Proof (1) All of the standardization item load is greater than 0.5; (2) CR values of large at 0.8; (3) AVE values greater than 0.5. In this study all dimensions are in compliance with three standards, so good Convergent validity. As for discriminate validity, according to Fornell & Larcker (1981) in its own dimensions of the AVE value is greater than 0.5, our results of the factors significantly dominated are shows in Table 1.

Table 1. Psychometric Properties of Formative Constructs

Constructs	Item	Factors		Item	Factors	
		Loadings	ITC		Loading	ITC
ZEST <i>CR=.966, Alpha=.954, AVE=.879</i>	1	.934	.882	2	.916	.853
	3	.952	.912	4	.948	.905
In-role Creativity <i>CR=.914, Alpha=.910, AVE=.727</i>	1	.903	.840	2	.849	.790
	3	.813	.772	4	.867	.810
Extra-role Creativity <i>CR=.877, Alpha=.890, AVE=.641</i>	1	.793	.730	2	.869	.790
	3	.753	.952	4	.807	.750

Structural equations modeling (SEM) is particularly test the relevance is suitable and use LISREL 8.88 to tested research model. The positive effect of psychological capital and creativity all are latent variables that need to be anchored in measurable manifest variables in order to be tested for statistical significance. Discriminate validity indicates the explored to which a given construct is different from other constructs the potential variable of having measures for overlap the conceptual theory model of another construct. For adequate discriminate validity LISREL requires that a construct should share more variance with its measures than it shares with other construct in the model, i.e. the latent construct should be demonstrably closed to its measurement items than to any other construct (Johnston et al. 2004).

Table 4. shows the entire variables correlation matrix.

	Mean	S/D	ZEST	CR-IN	CR-EX
ZEST	5.57	.831	1.000		
in-role Creativity	5.47	.929	.981	1.000	
extra-role Creativity	5.52	.892	.990	.972	1.000

Structural Model Analysis

Baron and Kenny (1986) explore the testing in SEM is as follows. The direct effect models most is consistent regression model, and test the direct effect on independent variable. Besides that consistence direct model. When research model show the result psychological capital have positive effect of creativity.

Table 5. Fit-index of Direct effect Model (N=260)

Model	χ^2	p	df	RMSEA	GFI	AGFI	NNFI	CFI
Null model	3713.80	-----	15	-----	-----	-----	-----	-----
Hypothesis model	439.93	.00	8	.44	.95	.90	.86	.83

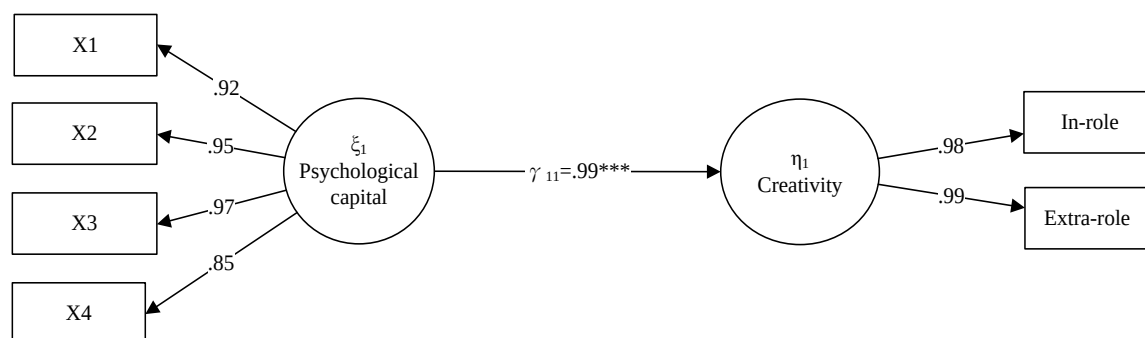


Figure 2. The Direct effects Model (Standard solution); *= $p < .05$ **= $p < .01$ ***= $p < .001$

According to Figure 2, models evaluate the Path coefficient between zest and creativity path coefficient is $\gamma_{11} = .99(t=35.37)$ is positive significant. According the result zest estimates within-unit models of team student's creativity ability in IS project team. Besides that examination relationships among variables of the psychological capitalist positive affect on student's creativity.

CONCLUSION

This study investigates the relationship among zest and creativity, students' creativity via zest. The results show that positive creativity ability is related to high lever zest of student. Thus, firms need to focus on learning environment and make student has a positive zest of learning and thinking by themselves creation.

Several practical implications emerge from the results of the study. First, this study provides further evidence of the important role of zest may play in positively impacting the potentially experience and work attitudes of zest. In other hand, although important, it is not enough just to provide a positive on zest and creativity on them self. Zest for both better behaviors understanding and effective practice concerning the zest of firm, impact relationship is the role of zest as an important Potential resource for students' creativity.

**STAKEHOLDERS' PERCEPTIONS ON THE DEVELOPMENT OF
FRESHMAN SEMINAR SUBJECT IN SCHOOL OF HOTEL AND
TOURISM MANAGEMENT FOR THE NEW 3-3-4 CURRICULUM IN
HONG KONG**

Simon, Chak-Keung, WONG

School of Hotel and Tourism Management
The Hong Kong Polytechnic University

Johnny, Ching-Man, LEUNG

School of Hotel and Tourism Management
The Hong Kong Polytechnic University

Anne, Lai-La, TANG

School of Hotel and Tourism Management
The Hong Kong Polytechnic University

Andrew, Wing-Kit, CHAN

School of Hotel and Tourism Management
The Hong Kong Polytechnic University

Mimi, LI

School of Hotel and Tourism Management
The Hong Kong Polytechnic University

Joey, Yip Hung, WU

School of Hotel and Tourism Management
The Hong Kong Polytechnic University

Barbara, TAM

Education Development Center
The Hong Kong Polytechnic University

Winnie, Wing Ying, LEE LAU

Student Affairs Office
The Hong Kong Polytechnic University

ABSTRACT

As the new education structure of 3-3-4 curriculum will be implemented from the academic year of 2012/13 onwards in the higher education sector of Hong Kong, Hong Kong Polytechnic University (PolyU) will launch a brand new concept of discipline-based Freshman Seminar subject to facilitate students' transitions from secondary school to university study. The aim of this paper is to identify and discuss four major Freshman Seminar's Stakeholders' perceptions, namely i) Current Year 1 and 2 SHTM Students'; ii) Current Secondary Form 5 Students'; iii) SHTM and PolyU Teachers'; and iv) Secondary Schools' Career Masters' and Teachers', on the development of Freshman Seminar subject in the School of Hotel and Tourism Management (SHTM). Qualitative research in form of focus group and in-depth interviews was used to investigate how Freshman Seminar could cope with the needs and expectations of freshmen in their PolyU's and SHTM's study. Opinions for the development for Freshman Seminar subject from the perspectives of the current first and second year's SHTM students, academic staff in SHTM and PolyU, Secondary Schools' Career Masters and teachers, and Secondary 5 students were collected. The stakeholders' viewpoints collected through the qualitative interviews were analyzed by thematic analysis to summarize and categorize perceptions' among different stakeholders. Based on the findings, recommendations on the development of Freshman Seminar subject in Hong Kong are made.

FEMALE COLLEGE STUDENTS' PERCEPTION OF GENDER ROLES IN HOSPITALITY EDUCATION

Ling-Chen Chang

Graduate Institute of Multicultural Education

National Dong Hwa University

Lecturer, Center of General Education

Taiwan Hospitality & Tourism College

ABSTRACT

INTRODUCTION

In recent years, along with the implementation of the domestic two-day weekend, the development of Taiwan's tourism industry is blossoming as well as coping with the demand for Hospitality professionals, hence, the departments of Hospitality, Tourism, Food & Beverage and Catering of higher technical and vocational education have been springing up in Taiwan. In order to fulfill the manpower needs of Hospitality industry, the colleges and universities with Hospitality departments have been increased from 40 schools with 76 departments in the academic year of 2005 to 45 schools with 101 departments in the academic year of 2010 with regard to Hospitality services (Yang, 2010).

According to Taiwan's Ministry of Education and Statistics Department in 2011, there are only 4 institutions -- Kaohsiung Hospitality University, Chung Chou Institute of Technology, De Lin Institute of Technology and Taiwan Hospitality and Tourism College-- setting up Culinary Art Management Department, Chinese Cuisine Training Department, Western Culinary Art Department, Baking Management and Culinary Department among the 101 Hospitality service learning groups. The statistics exposed that the proportion of male and female students studying in college has always been balanced, but the related departments of Culinary Art Management displayed the phenomenon of gender segregation in Hospitality education instead. There are only few of female college students attending Culinary Art Department compared to the rest of the departments of the Hospitality educational field.

Hence, the researcher attempted to explore female college students' perception of their gender roles and motivation in studying at the Department of Culinary Art Management in terms of the traditional male dominant occupation and also to investigate whether there are gender segregations in the kitchen.

METHODOLOGY

The qualitative research technique was applied in this research. The researcher conducted mainly in the way of focus group interviews and supplemented with questionnaire

of personal backgrounds. The research objects are the 20 female sophomores of the two classes conducted with a total of 88 students majoring in Culinary Art Management of a selected Hospitality college in Taiwan. A total of 18 respondents completed the interviews and 20 respondents completed the questionnaire.

FINDINGS

The findings of this paper presented that in the face of various difficulties, women carried out their multi-initiative and optimistic attitude in the male-dominated department, but the persistence of these respondents determinates them to go on their own way. Furthermore, although the concept of gender equality encourages many female students to study at the Culinary Art Management Department, through the interviews, there's still existing significant gender segregation in the educational fields. However, these female college students attempt to across the walls of the department of gender segregation in the face of uncertain messages, they still retain traditional gender role stereotypes without even realizing as an internalized signs in their mind through the interviews. The study of this paper may provide a reference for reflection in Hospitality education.

KNOWLEDGE, ATTITUDE AND PRACTICES ON NUTRITION AND NUTRITION LABELING OF SELECTED COMMERCIAL FOODSERVICE ESTABLISHMENTS IN QUEZON CITY

Marry Ann R. Navarette

Department of Tourism,
Hotel and Restaurant Management
University of the East

Ma. Lourdes D. Catral

Department of Hotel, Restaurant &
Institution Management
University of the Philippines
Diliman, Q.C. Philippines

INTRODUCTION

The impact of modern lifestyle is having a profound effect on the level and nature of meals eaten out and the foodservice market. Factors driving this ever-increasing trend to eat outside of the home include an increasing number of single and two-person households, working mothers, demand for convenience and desire to try new cuisines.

As the number one provider of food, foodservice institutions have to give its attention to this growing concern of the society. This growing concern of the society towards diet-related diseases or chronic diseases and the increase obesity especially among children needs a serious attention from our foodservice providers and practitioners. This has been an issue of public health concern due to increasing morbidity and mortality in NCD's.

Foodservice establishments are now on the firing line as a key player in the control or reduction of the global overweight and obesity crisis. The restaurant industry knows that there is an obesity epidemic and that this is partly their responsibility. Thus, it is of importance that it takes steps to address these issues. One of the main purposes of this study is to determine and assess the level of knowledge, attitude, and practices of selected commercial foodservice establishments in Quezon City on nutrition labeling relative to the growing concern for healthy options in restaurants.

Specific Objectives:

1. To determine the level of knowledge, attitude, and practices on nutrition labeling of selected commercial foodservice establishments in Quezon City about nutrition labeling.
2. To determine the awareness of the kind of nutrition labeling these establishments

prefer to adopt for their food items.

3. To correlate knowledge, attitude and practices of food establishments on nutrition labeling.

Hypotheses:

1. There is a relationship between knowledge, attitude and practice of food establishments toward nutrition labeling.
2. There is no difference in the KAP of the different food establishment category towards nutrition labeling.

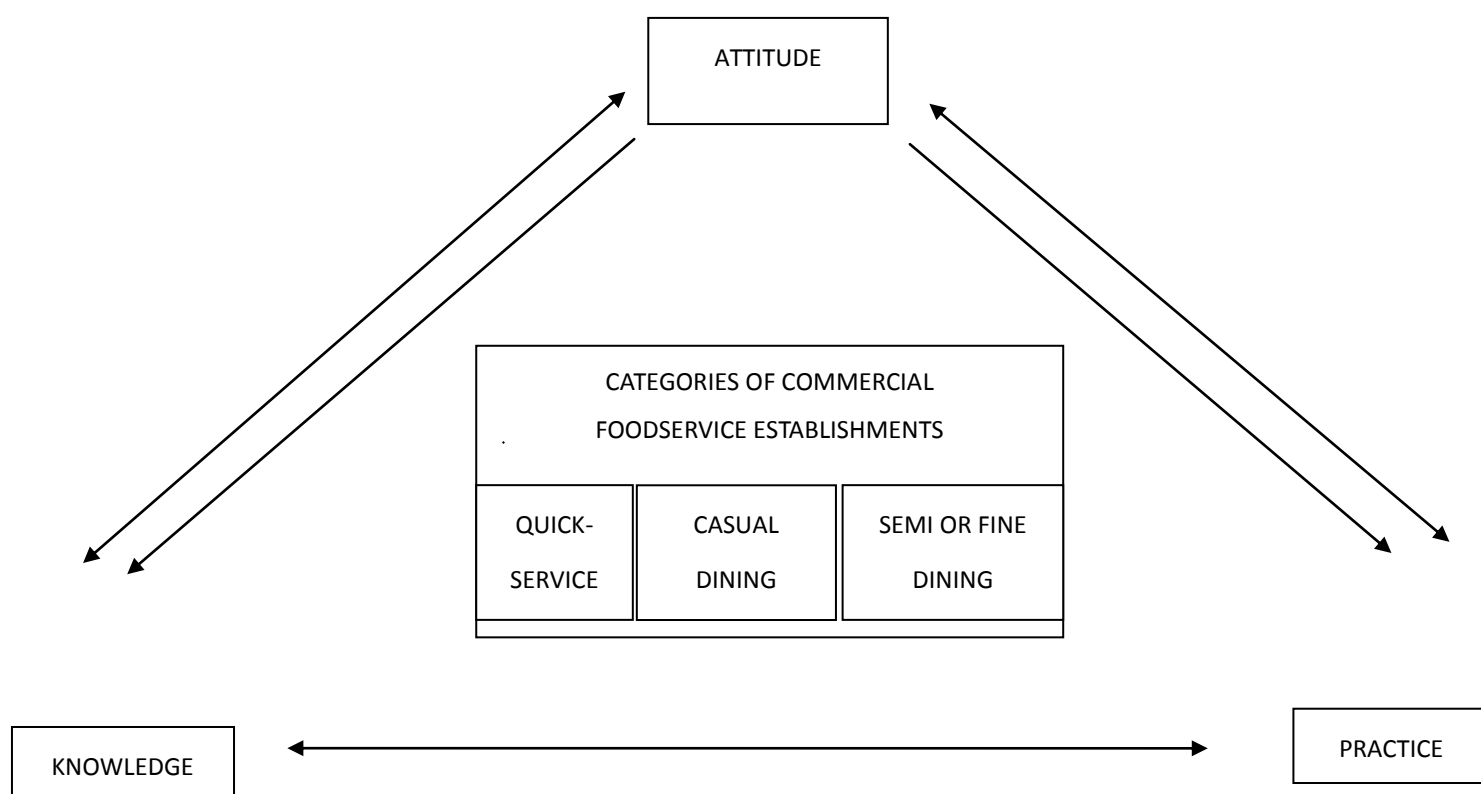


Fig 1 Conceptual Framework

This study adopted the framework shown in Figure 1 which illustrates the different categories of commercial foodservices, the differences of their knowledge, attitude and practices and the relationship of the knowledge, attitude and practices of the different commercial foodservice establishments. The theoretical perspective of this study is borrowed from Icek Ajzen's (1985) Theory of Planned Behavior. This theory is about the link between attitudes and behavior and an extension of the theory of reasoned action (practices). This model shows the interrelationship of nutritional knowledge, attitude and practices of selected commercial foodservice establishments.

METHODOLOGY

This study is a descriptive and a correlational research. The researcher used stratified

random sampling in the selection of the 100 sample respondents listed in Quezon City, Philippines. The respondents were from the Research and Development (R&D) and Managers of the different chain and well-known foodservice establishments in the country today. A four part survey questionnaire was developed and comprised of 56 questions and statements. The following variables have been considered – knowledge, attitudes and practices on nutrition and nutrition labeling of the different categories of selected commercial foodservice establishments which were categorized into three; quick service restaurants, casual dining restaurants, semi-fine dining or fine dining restaurants. The survey questionnaire used a 5-point Likert scale – strongly agree, agree, disagree, strongly disagree and not applicable.

The tested hypotheses of the study used correlational test among , attitude and practice of commercial foodservice establishments and the Kruskal Wallis H Test was used to determine significant difference among the different categories of foodservice establishments.

FINDINGS

The final sample consisted of ninety six (96) out of the 100 respondents who returned the questionnaire. Among the 96 foodservice establishments, there were 14 casual dining, 3 semi-fine or fine dining and 7 quick-service establishments identified to be practicing nutrition labeling within Quezon City, only one fourth for a total of 24. Although percentage was low, most of the respondents showed their willingness to implement nutrition labeling. When asked if nutrition labeling should be made mandatory 78% were willing to implement mandatory nutrition labeling. This should give cue to response to the government in providing a healthy state and to instill health and nutrition consciousness among them.

Among the 96 foodservice establishments, most of these establishments were familiar with the existing types of nutrition labeling. The most popular types based on highest percentage were the healthy choices followed by “the assignment of good and “bad” points, and sign post . Among the three categories of foodservice establishments surveyed within Quezon City, knowledge on the importance of nutrition and nutrition labeling was highest for semi-fine and fine dining establishments; followed by quick-service foodservice establishments and closely by casual dining. The three categories of foodservice establishments had high awareness in terms of the guidelines on nutrition labeling especially among casual dining and semi-fine and fine dining but least among quick-service food services. On the healthful food preparation practices analyzed, semi-fine and fine dining ranked the highest with 90% of the respondents who said that their establishment is known to offer nutritious choices like low-fat food and sugar-free food followed by casual dining restaurants with 60% and quick-service restaurants with 56%. Attitude towards the importance of healthful preparation practices and their level of knowledge towards nutrition

labeling were very positive. All three groups believed that they have the responsibility to help consumers make healthy meal choices (97%).

Non parametric test (Spearman Rho) was used to determine correlation among knowledge, practice and attitude towards nutrition labeling.

Table 1 Correlations of Knowledge, Practice and Attitude Towards Nutrition Labeling
By Type of Establishment

			PK – PP	PK - PA	PP - PA
Spearman's rho	Casual Dining	Correlation Coefficient	.535**	.594**	.666**
		Sig. (2-tailed)	.000	.000	.000
	Fine Dining	Correlation Coefficient	.685**	.685**	.606**
		Sig. (2-tailed)	.000	.000	.000
	Quick Service	Correlation Coefficient	.502**	.630**	.488**
		Sig. (2-tailed)	.000	.000	.000

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

It shows that all criteria measured (percentages of knowledge – practice, knowledge – attitude, and practice - attitude) have significant relationship with each other ($0.000 < 0.05$, reject H_0). Moreover, all the correlation coefficients have positive moderate relationship ($0.3 \leq p < 0.7$). The findings support the relationship between knowledge and attitudes; attitudes and practices; and knowledge and practice.

A statistical test was done to test the significant difference of knowledge, attitude and practice towards nutrition labeling using the Kruskal-Wallis Test. The test results in Table 2 shows that among the three categories of the foodservice establishments, knowledge (p-value = $0.012 < 0.05$) and practice (p-value = $0.001 < 0.05$) had significant difference.

COMPENSATION STRUCTURE AND TASK PERFORMANCE IN THE HOSPITALITY: THE MODERATION ROLE OF SERVICE ORIENTATION

Chia-Dai Yen

Graduate Institute of Human Resource Management,
National Central University

Tung-Chun Huang

Department of International Business and
Institute of International Business Management, Chin Yun University

ABSTRACT

INTRODUCTION

Practitioners in the hospitality industry often have to face the labor shortage (Cairncross & Kelly, 2008). One of the main reasons is the low wages of the front line staffs (Sturman, 2001). Because of the entry-level wages in the hospitality industry are lower than any other industry, employees in the hospitality usually have lower equity ratios of input and output.

A proper pay structure would positively contribute to firm performance (Lawler, 1984). Pay structure is generally seemed as an important factor to retain talented employees and reduce the turnover rate. Balkin & Gomez-Meiji (1990) argued that pay systems elicit and reinforce behaviors that support firm strategy, which positively or negatively affects performance. However, many psychologists argued about the negative effects of institution influence. Therefore, whether all types of pay structure have positive relation to employee performance remains unclear. The first purpose of this research is to demonstrate the direct effects of pay structure and task performance.

Employees in the hospitality industry require a highly interactive relationship with customers. Service orientations in organizations could lead to higher performance because the service orientation is a resource which is difficult to imitate and creates a competitive advantage (Gebauer, Edvardsson & Bjurko, 2010). Lytle (1994) indicated employees' behavior and knowledge are positively related to service orientations, and better service orientations had greater positive effects on the training process. Besides, the service orientation is an extremely important antecedent for the viability of a foodservice business to provide quality food products and service (Kim et al., 2003). The second purpose is clarifying the role of service orientation in the relationship between pay structure and task performance.

To investigate the effects of compensation structure, service orientation, and task performance based on the theories, this research not only examines the effects of

compensation structure on task performance, but also verifies the moderation impact of service orientation in the individual level. This paper uses the multilevel Hierarchical Linear Model (HLM) to analyze individual and group levels influence separately. There are two control variables (gender and experience) to verify the inference.

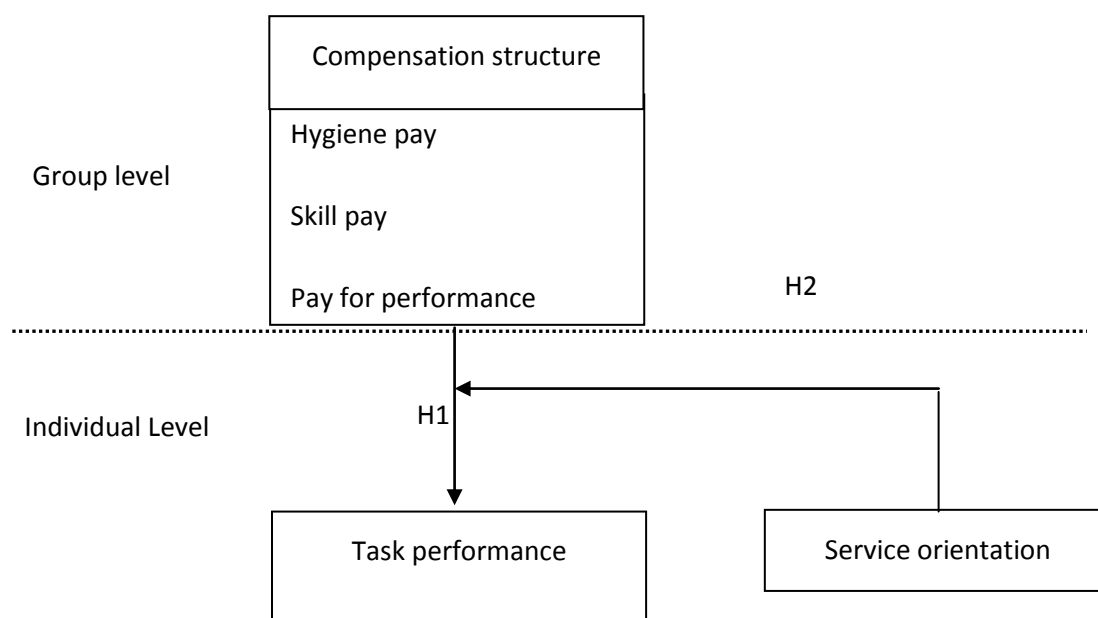


Figure1. Research model

METHOD

More than 550 questionnaires were distributed with mail to the human resource managers of Taiwan international hotels. A total of 311 usable data from 31 hotels were included in this study for analysis. Once data were collected, there were analyzed to assess (1) the compensation structure, (2) task performance, and (3) service orientation scale. In order to avoid the common method variance (CMV), we set some reverse questions and designed the scale in different direction.

FINDINGS

The first model showed that two factors of compensation structure have a significant positive relationship on task performance ($HYG\gamma_{01}=0.139$, $p<0.1$; $SKI\gamma_{02}=0.253$, $p<0.01$). Level one variance is 31.5%. The result supports hypothesis H1a and H1b. The other two factors of compensation structure are not significant. To test the within-group explanation effects (R^2) of contextual effects variables to the individual level variable, we calculated the decrease ratio of contextual model and null model residual. ($R^2=(\text{null model } \epsilon_{ij} - \epsilon_{ij})/\text{null model } \epsilon_{ij}$)(Gavin & Hofmann, 2002). The result shows that after setting the control and contextual variables (compensation structure), the between-group residual decrease 4.25% ($(0.329-0.315)/0.329$). It means that the compensation structure could explain 4.25% individual level task performance.

The interaction results show that the service orientation negatively moderate the relationship between hygiene pay and task performance ($\gamma_{32}=-0.813$, $p<0.01$). It means that when employees have higher service orientation, the relationship between hygiene pay and service orientation would be lower. This result supports the hypothesis 2 that the service orientation negative moderates the relationship between compensation structure and task performance.

CONCLUSION

Researchers consider pay for performance to be a positive compensation policy to encourage employees to work efficiently, but they doubt it alters psychological perspective (Harder, 1992; Francois, 2000). Based on the analysis on collected data, the hypotheses are supported. We found a positive relationship between compensation structure and task performance. Besides, service orientation negative moderate the relationship of hygiene pay and task performance. The finding explains the important of hiring employee with service orientation is more important than paying lots of money to keep the talent employees.

NEXUS OF HOTEL LOYALTY PROGRAMS AND SOCIAL MEDIA: A CONCEPTUAL ATTEMPT

Lina Xiong

School of Tourism and Hospitality Management
Fox School of Business and Management
Temple University

Clark Hu

National Laboratory for Tourism & eCommerce
School of Tourism and Hospitality Management
Temple University

ABSTRACT

INTRODUCTION & LITERATURE REVIEW

With the marketing focus shifting from transaction-based exchanges to customer relationship management (CRM), loyalty programs have gained considerable acceptance in many industries such as financial industry (e.g., banks, credit card companies) and hospitality industry (e.g., hotels, car rentals, airlines), etc. Loyalty programs are important because they are suggested to defend and/or capture market share through maintaining a loyalty customer base (Kumar & Shah, 2004). Especially when companies are increasingly competing for the same group of customers with similar products, establishing effective loyalty programs to help market differentiation becomes the mainstay in the hospitality industry (Hoffman & Lowitt, 2008; McCall & Voorhees, 2010). In a typical hotel loyalty program, members are rewarded with additional benefits based on their loyal purchase patterns. Members often get reward points through their purchases and can redeem those points for rewards based on their loyalty programs' policies. The amount of accumulated points also reflects the member's status (Silver, Gold, or Platinum membership, etc.) in each loyalty program, which offers differential treatments accordingly. Thus, such rewarding features are believed to maintain members' "loyal relationships" such as willingness to pay higher rates, use of lower-cost channels, and likelihood to make additional purchases (Crowell, 2010; Dowling & Uncles, 1997; McCall & Voorhees, 2010). From this perspective, managing loyal customers' relationships become the utmost important task in the business. However, loyalty programs that do not have a well-planned CRM initiative (e.g., increasing firm profitability, better market research, etc.) and proper implementation can end up hurting the bottom line as loyalty programs are usually expensive to develop and manage.

Berman (2006) suggested that the key to CRM success lies in the effective use of loyalty program data. Such data include transactional data, purchase history, and

demographic data of large sets of members. He argued that through mining such customer data, companies are better equipped to understand the customers, monitor promotion effectiveness, and implement more effective marketing campaigns. For example, facing the challenge of Wal-Mart's entry (Wal-Mart purchased ASDA, a competitor to Tesco) to the market, Tesco (A famous retail company based in UK) identified 300 items that price-sensitive shoppers typically purchased. Considering those shoppers were most likely to defect to ASDA, Tesco lowered the prices of those items and successfully defended the market from Wal-Mart. A better understanding of members through loyalty programs can further extend companies' ability to forecast demand through tracking longitudinal history of members' purchases. This feature is particularly important for hotel industry because of the perishability of the hotel products. By analyzing members' past purchase patterns, hotels are able to improve the revenue management practice through better predictions. On the other hand, Kumar and Shah (2004) argued the importance of linking to firm profitability in utilizing loyalty programs. The rationale of such argument lies in adjusting firms' sole emphasis on increasing members' repeated purchases. Thus, a frequent shopper may not necessarily be a profitable shopper in that he or she may just purchase the discounted products and it brings little or even negative revenue to the firms. For example, Safeway's ABC card was abandoned eventually because the cost of communication and operations outweighed the program profit. This situation is also common in today's hotel market. Many hotel loyalty programs end up "buying" or "bribing" behavioral loyalty from members (McCall & Voorhees, 2010). Further, loyalty programs are relatively easy to copy and often offer zero monetary effort to join. Adding to the diminishing attractiveness of hotel loyalty programs (Kivetz & Simonson, 2003) and the growing similarity among hotel loyalty programs, hotel firms should rethink about the effective use of such programs.

INSIGHTS & DISCUSSION

Facing problems of hotel loyalty programs, many studies devoted to investigating the secret of loyalty program success from both program design and members' perspectives. Some noticeable attempts include the myopia effect as members tend to pay more attention to the points rather than the final rewards (Hsee, Yu, Zhang, & Zhang, 2003), possible strategies to increase loyalty program performance (Nunes & Dreze, 2006), potential negative effect of customer demotion (Wagner, Hennig-Thurau, & Rudolph, 2009), potential reactance of members because of the switching costs (Wendlandt & Schrader, 2007). In summary, there is a delicate balance between an effective loyalty program design and members' true loyalty enhancement. Hotel firms need to have a clear objective when development loyalty programs and the authors propose that the effective use of loyalty program data mining is the key. Both Berman (2006) and Kumar and Shah (2004) argued the importance of a highly functional data mining division of loyalty programs. Through a better understanding of customers,

loyalty program marketers are able to enhance the fit between members and the programs, provide more differentiated program designs and customized rewards, and develop better market campaigns. Such insights from loyalty programs can offer valuable information on members' real purchase patterns rather than the self-reported information in surveys. However, the information mined from hotel loyalty programs may suffer from several biases. First, the dataset only offer the information of active members who have made purchases. The generalizability of such knowledge can be limited. Second, the member-specific information cannot suggest the motives of their purchases. It is further limited in depicting a holistic behavioral pattern of the members, e.g., no information about how they influence other customers.

The recent rise of social media has shed light on the current struggling state of hotel loyalty programs. Many hotel loyalty programs are increasingly using social networks (e.g., Facebook, twitter, etc.) to extend their exposure to current and potential members. However, a closer look at official social network sites of many hotel loyalty programs reveals that hotel firms have varied perspectives and usage of social media. For example, while the Facebook fan page of the (Hilton) HHonors Program is for updating the promotion messages with fans but the Twitter pages of HHonors are mainly for handling customer complaints. Other practices include helping enhance the community sense among loyalty program members, adding more channels to convenience members (e.g., online check-in to a property), and promoting members' purchases through location-based functions of social media in mobile devices. These observations suggest that hotel marketers still have been exploring the potential of social media in facilitating loyalty programs.

PROPOSITION

The authors proposed that the nexus of hotel loyalty programs and social media lies in the data mining of purchase data from loyalty programs (customer engagements), online analytical data from customers' use of social media, and customer's personal profile data (demographics, psychographics, geographics) (see Figure. 1). The uniqueness of social media is the ubiquitous access to customer generated contents. In particular, Xiang and Gretzel (2010) suggested that a substantial amount of travelers' information search was directed to social media contents. Through monitoring and tracking of social media contents, hoteliers should have a complementary perspective of customers' "voices" besides the loyalty program datasets. Data/Text mining techniques from statistical methods (e.g., decision tree, cluster analysis) to nonparametric methods (e.g., genetic algorithms, neural networks) can be used to extract important information for better understanding current or potential loyal customers. By this approach, vital loyalty in online environment can further facilitate the design of social CRM initiatives that will sustain the loyalty program. Social CRM, sometimes called social media monitoring or CRM v2.0, enables firms to engage with their customers through use of

social media services, techniques, and technology (Greenberg, 2009; Morgan, 2010).

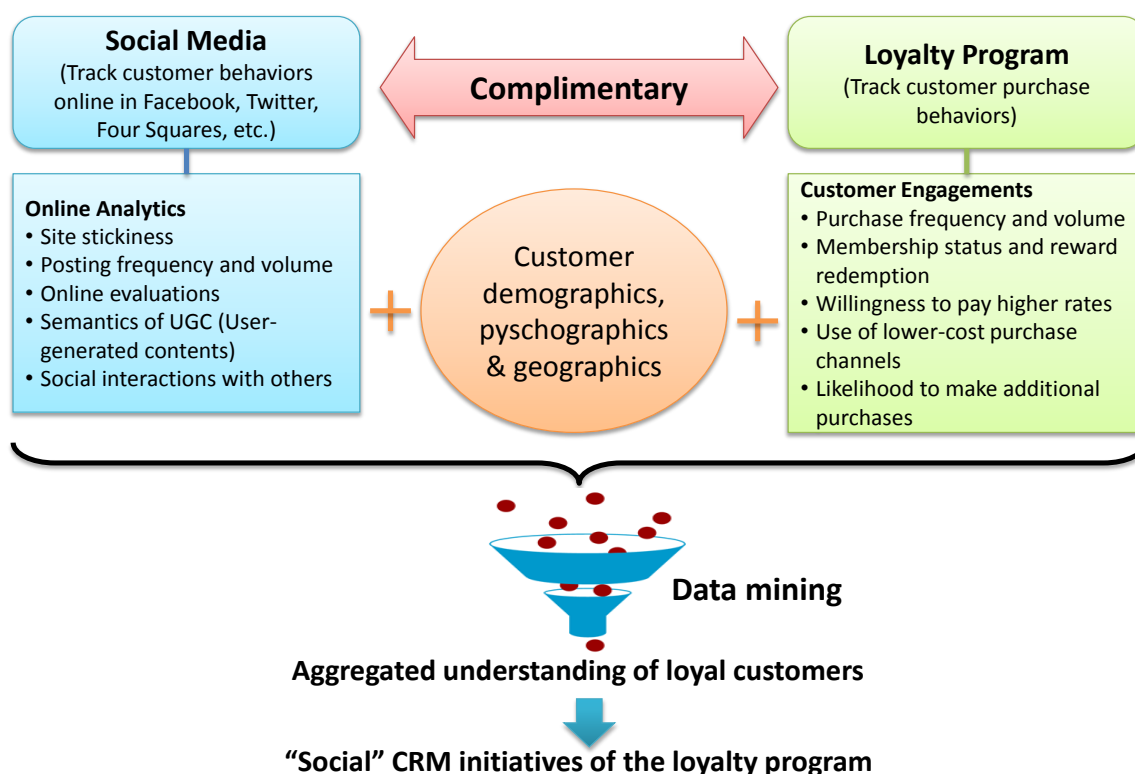


Figure 1: The nexus of hotel loyalty programs and social media

CONCLDING REMARK

This study offers an alternative view of researching hospitality (e.g., hotel) loyalty programs. The contribution of this study helps conceptualize a working progress in the discipline. Besides the current efforts in enhancing loyalty program efficiency through redesigning program structure and reward choices, hoteliers should pay more attention to the valuable data in their loyalty programs. With the advent of social media age, a better understanding of the customers through various data sources and methods can further facilitate hotel firms' efforts in improving the loyalty programs. However, such perspectives have yet been fully explored by both practitioners and researchers. Nevertheless, this functionalism attempt should receive equal (if not more) attention from both academia and practitioners. Alba (2012) suggested that the current lack of popularity of functionalism is a matter of research tastes rather than scientific legitimacy. Through the discussion of new observations, new theories and practical implications can be further explored. It is hoped that this study can extend current thinking of hotel loyalty programs and social media marketing. More in-depth discussions and future research will be provided in the full paper.

BED AND BREAKFAST ACCOMMODATIONS: THE EMERGING INDUSTRY

Karen Miranda-Fernandez

Imus Institute

82 Nueno Avenue Imus, Cavite

ABSTRACT

INTRODUCTION

Bed and Breakfast (B&B) accommodation has been increasing in popularity over the past decade as a desirable alternative form of tourist accommodation. A bed and breakfast is generally known as a private home where a guest is provided a place to stay for the night. It is usually a smaller, owner-operated establishment emphasizing a more personal relationship between operator and guest, leaving an at-home feeling. Rooms may not include modern amenities and may have shared bathroom but the breakfast is usually included with the price of the room.

Generally, a Bed and Breakfast is not the reason for a guest to visit an area, but in some cases B&B's have done such masterful marketing job that this has changed. People read articles in a variety of publications and sometimes are attracted by a bed and breakfast and plan to visit an area specifically to stay at that B&B.

Travelers usually attracted by recreational, cultural or historic sites, or by business they have in particular area. Business travelers, especially women, sometimes seek out bed and breakfast accommodations as an alternative to the typical lodge, motel or hotel facility available in an area. B&B's provide the traveler with the different lodging experience, as well as, what many consider a safer environment.

With the emergence of B&B's as more affordable alternative accommodations for travelers' young and old alike, to this study was therefore very timely as this would somehow institutionalize the certification and eventual accreditation of B&B's in the country.

METHOD

A descriptive type of research was used in this study to develop the proposed operational guidelines for Bed and Breakfast accommodations in the Philippines. In data analysis, the statistical treatments utilized were percentages, weighted mean, and analysis of variance (ANOVA).

FINDINGS

The proposed operational guidelines contain three sections:

Section 1: Priority Guidelines

Section 2: Elective Guidelines

Section 3: Optional Guidelines

Sections 1&2 shall have to be followed by all B&B type of accommodations while Section 3 shall serve to complement and enhance the establishments' image to provide for a total customer satisfaction.

The guidelines for bed and breakfast accommodations was designed to cater to local setting with the following parameters: parking and access, sleeping rooms, fire safety, kitchen and food handling, social and economic effects, toilet and bathroom, security, people with disabilities, and domestic facilities.

These guidelines have been developed to standardize the operations of bed and breakfast accommodations in the Philippines

CONCLUSION

The following conclusions can be obtained based from the findings of the study:

1. The B&B's in the Philippines could be characterized in terms of the following features:

- a. Typically located in the rural areas mostly contemporary in style offering en-suite rooms numbering for about 4-17.
- b. Operational for an average of 2-4 years and employing more or less 10-15 personnel.
- c. No other facilities other than accommodation and breakfast. However, domestic facilities are adequate, e.g., portable fire extinguishers in case of fire, kitchen and food handling, dining facilities, living area for guests, parking space behind the building line, own toilet and bath for each guest room, and well-appointed reception area.
- d. Annual capacity rate is from 50%-70%.
- e. No recreational facilities but has cultural significance and ecotourism sites

2. There is no significant difference between and among the ratings as perceived by the managers and owners of the B&B establishments, as well as, the inspectors from the Department of Tourism. Therefore the null hypothesis of the study is accepted.

COMPENSATION DISPARITY BETWEEN LOCALS AND EXPATRIATES IN THE CHINESE HOTEL INDUSTRY: A MULTILEVEL ANALYSIS

Alice H. Y. HON

School of Hotel and Tourism Management
The Hong Kong Polytechnic University

ABSTRACT

INTRODUCTION

Multinational corporations (MNCs) have set up operations and assigned expatriates to work in many developing countries to take advantage of low labor costs and high market potential. Overseas assignments of this kind are particularly popular in the hotel industry (Tan & Mahoney, 2006; Toh & Denisi, 2003). However, expatriates are usually placed in key positions to ensure their assignments are effective. A major problem with this arrangement is that expatriates are paid in line with the expectations of their home labor market, whereas local employees are paid local rates, which results in a large disparity in compensation (Black, Gregersen, Mendenhall, & Stroh, 1998; Harvey, 1993).

The large compensation gap between expatriates and locals is a cause of conflict between the two groups (Nicholson & Goh, 1983; Thompson & Loewenstein, 1992) and a source of perceived injustice for local employees (Chen, Choi, & Chi, 2002). It threatens the viability of MNCs' foreign operations because conflict is mostly counterproductive (Thompson & Loewenstein, 1992), and a sense of injustice breeds a wide range of negative reactions ranging from low morale, uncooperativeness, and poor performance to withdrawal, turnover, and workplace deviance (Colquitt, Conlon, Wesson, Porter, & Ng, 2001). However, since expatriates have to be paid with reference to their home labor market, it is difficult for MNCs to narrow the compensation gap. Given its destructive potential, it is important for managers to identify factors that can buffer this negative impact (Toh & Denisi, 2003).

This study adopts an uncertainty management perspective to formulate and propose a climate of trust initiated by expatriates that can mitigate the compensation gap. More specifically, we consider the moderating roles of two group-level variables, namely affective and cognitive trust, which can influence the compensation gap when displayed by expatriates. In addition, previous research has examined individual-level variables that also buffer its negative impact (e.g., Chen et al., 2002; Shaw, Gupta, & Delery, 2002). We extend this line of research by adopting a multi-level approach which considers the possibility that group-level variables may moderate individual-level relationships (e.g., Ambrose & Schminke, 2003; Hoffman & Stetzer, 1998). This research contributes to the theory of how group-level variables influence the negative effects of the compensation gap in the hospitality context.

Since the gap is hard to reduce because of the financial costs involved, our multi-level approach offers novel managerial insight for managers in service industry by providing ways to mitigate its negative influence.

METHOD

Data were collected from China in the hospitality sector in the Guangzhou area of China. We chose the hospitality industry since jobs in this sector tend to involve a lot of expatriates and the compensation difference between locals and expatriates is obvious. The identified organizations were invited to participate in a survey, which was described in general terms as being part of a project examining human resource management (HRM) practices in MNCs operating in China. Data were subsequently collected from 286 local team members, including 52 expatriate leaders in 52 well-known hotel companies in the region. Survey packets were distributed to local subordinates by their expatriate supervisors. Each packet included a cover letter explaining the general purpose of the study and stating that participation was voluntary.

FINDINGS

Since employees were “nested” in their firms, we used hierarchical linear and nonlinear modeling (HLM) to analyze the multi-level data. The HLM results show that the compensation gap was related to local employees’ negative reactions toward expatriates and their organizations.

Consistent with Hypothesis 1, results show that the compensation gap was negatively associated with satisfaction with expatriates ($\gamma = -.82, p < .01$), altruism towards expatriates ($\gamma = -.57, p < .01$), job satisfaction ($\gamma = -.23, p < .01$), and organizational commitment ($\gamma = -.28, p < .01$). The results (see Table 3) show that expatriate affective trust was significantly and positively related to satisfaction with expatriates ($\gamma = .63, p < .05$) and altruism towards them ($\gamma = .48, p < .05$). In addition, cognitive trust showed (see Table 2) significant and positive relationships with job satisfaction ($\gamma = .62, p < .05$) and organizational commitment ($\gamma = .79, p < .05$).

Consistent with Hypotheses 2a and 2b, a higher compensation gap resulted in lower job satisfaction and lower organizational commitment. As the compensation gap increased, employees were less satisfied with their job, and less likely to be committed to their organization. However, these negative relationships were weaker when the cognitive trust climate initiated by expatriates was strong.

Consistent with Hypotheses 3a and 3b, as the compensation gap increased, employees became less satisfied with their expatriate managers, and less likely to be altruistic towards them. However, these negative relationships were weaker when the affective trust climate initiated by expatriates was high.

IMPLICATIONS OR CONCLUSION

As predicted, a large compensation gap is negatively related to satisfaction with, and altruism towards, expatriates and also to job satisfaction and organizational commitment. Consistent with the uncertainty management perspective, affective trust in expatriates is able to attenuate the negative relationships between the compensation gap and satisfaction with and altruism towards expatriates. Similarly, cognitive trust in expatriates is able to buffer the negative relationships between the compensation gap and job satisfaction and organizational commitment. Furthermore, consistent with the specificity argument, the moderating effects of expatriate affective trust are confined to the two expatriate-oriented variables, while the moderating effects of expatriate cognitive trust are confined to the two organization-oriented variables.

Support for the uncertainty management approach in the MNC context has important managerial implications for service firms and hospitality managers. In a culturally-diverse workplace, as long as the compensation employees receive is partly determined by their nationality, the issue of distributive injustice will be salient. This will affect morale and lead to difficulties in intergroup cooperation (e.g., Chen et al., 2002; Toh & Denisi, 2003). In the MNC context in China, the compensation gap between locals and expatriates gives rise to negative feelings and reactions among the former. Consistent with previous work, local employees strongly disapprove of the compensation gap, which is related to negative reactions toward expatriates themselves as well as their organizations.

Obviously, these negative reactions are counterproductive to organizational performance and need to be contained for an expatriate and MNC to succeed. However, our results suggest that the legitimacy of the compensation gap is ambiguous and can be influenced by uncertainty management processes. Expatriate trust as a group-level construct was found to buffer the negative impact of the compensation gap, so expatriates should make genuine, visible, and concerted efforts to build a climate of cognitive and affective trust for local employees. This sounds easy, but research indicates that while Western expatriates often endorse participative management (e.g., Chen & Tjosvold, 2006; Miller, Bhatt, Kumar, Cattaneo, & Hill, 1981), they may not actually engage in such practices because they are not sure that local employees have the ability to participate effectively. Expatriate managers therefore need to learn how to build trust effectively with locals in decision making to benefit from the buffering effects of multi-dimensional trust.

The findings suggest that if expatriates make an effort to establish a climate of high-trust and high-quality communication and caring, these actions are likely to convey non-exploitative intentions on their part to local employees and so cushion the negative impact of the compensation gap. The existence of a cooperative climate between locals and expatriates should signal the absence of an exploitative intent on the part of the latter. Other positive discretionary management practices that may be collectively initiated by expatriates, such as

empowerment, supervisory support, and coaching and mentoring, may also have similar effects.

To conclude, MNCs have set up operations in China to take advantage of low labor costs and high market potential. Expatriate success is a critical factor for the globalization of the modern hotel industry. However, the high rate of expatriate failure and unsatisfactory performance as reported in the field has resulted in a call for studies looking specifically into this problem (Toh & Denisi, 2003). Generally, the success of expatriates depends largely on their competence in job tasks (cognitive trust) and their effective interpersonal relationships (affective trust) with local employees. The findings of this study address this by emphasizing the important role of trust in buffering the negative effect of the compensation gap between locals and expatriates. We hope this study will stimulate more applications of the uncertainty management approach and inquiry into the compensation difference between locals and expatriates in the international management research.

THE INFLUENCE OF POLICY TO TAIWAN HOSPITALITY INDUSTRY: A PERSPECTIVE FROM THE RELATIONSHIP BETWEEN TAIWAN AND MAINLAND CHINA

Angela Ya-Ping, Chang

Doctoral Program of Hotel and Tourism Management
The Hong Kong Polytechnic University

Chen-Shien,Lo

Department of food and Beverage Management
Taiwan Hospitality and Tourism College

ABSTRACT

INTRODUCTION

Hospitality industry is one of the oldest businesses and a leading player (Chung & Parker, 2010), which continues to be one of the fastest-growing industries and has constituted the largest industry in the world (Woodward, 1998) within the global economy, and its development is also an important index of the development of a country, therefore, it is generally assumed that the expansion of hospitality industry should have a positive contribution to economic growth, which as a major force for influencing political policies and international relations (Matthews, 1978; Richter, 1989; Edgell, 1990). However, due to political differences, travel is restricted between Taiwan and Mainland China. Since 1979, Mainland China has opened up to the outside world and begun a major economic reformation. With the reformation, Taiwanese investments in Mainland China have been permitted to flourish. While during the past one decade the tourism relationship, has developed quickly, Mainland China even becomes one of the largest partners for Taiwan, it has sometimes been suspended by political discord (Guo et al., 2006). The obvious reason is the strong economic growth of Mainland China, which has generated a large number of business travelers and being a huge tourist market for Taiwan. On the other hand, to mitigate the political tensions, tourism may be used as a tool for building better relations (Kim and Prideaux, 2003; Guo et al., 2006) and as a potential low-politics activity for influencing political interaction.

METHOD

This paper aims to the influence of governmental policy to the development of hospitality industry between Taiwan and Mainland China. The Chinese visiting Taiwan has comprised the main tourist market which gradually replaces the market of Japanese and boosts the hospitality industry in Taiwan. However, the Taiwan government always neglects or shilly-shally toward this market. Most obstacles remain in the development of hospitality industry between two sides is greatly influenced by the changing political relation of the two

governments. The paper identifies according to the analysis of secondary data and previous studies, 1) what policies related to hospitality industry in Taiwan; 2) the development of hospitality industry response to the key policies; 3) how the current policies to boost hospitality industry 4) the continuity of policies, and future challenges and opportunities to hospitality industry have also been discussed.

FINDINGS

Generally speaking, the policies are supposed to be regulated before the trend taken shape to manage and to have an insight into the future development. However, in consideration of the political standoff, most tourism related policies in Taiwan were regulated after trend approached. From 1978, a series of policies have been promoted negotiations and travel between Taiwan and Mainland China, which led to the low politics activities of tourism, business and cultural exchanges, and promoted close contact, mutual understanding and business opportunities between the two peoples (Huang, 1993; Chi, 1995). As the exchange frequently, the development of tourism not only increases foreign exchange income, but also creates employment opportunities, stimulates the growth of the hospitality industry and by virtue of this, triggers overall economic growth (Lee and Chang, 2008). Therefore, tourism development has become an important target for Taiwan government. We can infer that open Mainland Chinese tourists up to Taiwan may have a positive effect upon Taiwan's tourism. Hospitality industry accounts for more than half in tourism revenues, whose power can not be underestimated.

As the limitation removal of tourism, the rapid increase of group tours and travel agencies mushroomed like bamboo shoots after a spring rain, and helped many kinds of traditional Chinese restaurants enter the market. To cope with the development of cross-Strait, charter flights were officially approved, this made aviation industry a great progress in 2005. In 2008, Taiwan government opened up 14 banks, hotels, department stores, and specific scenic spots to offer exchange for Mainland tourists. This service not only allowed Mainland Chinese tourists to shop freely but also made the shopping sites profit from, which created a foreign exchange earnings of NTD215.4 billion and Mainland group tourists accounted for NTD126.9 billion. Besides, travel agencies in Taiwan also plan plenty of travel routes and cooperate with hotel and restaurant industry to attract more Mainland Chinese tourists. Wherever they go, there is always money gathering, which have brought additional income for Taiwan hospitality industry.

The positive contributions that tourism can make include the provision of hard currency, which may help to alleviate a gap in foreign exchange and finance imports of capital goods, increases in personal income, higher tax revenues and additional employment opportunities. For these very reasons, thoroughly investigating all aspects of tourism development and economic growth is extremely important (Lee & Chang, 2008) for Taiwan government. Beyond this, tourism expansion also affects the demand for certain goods and services,

hospitality industry, and transportation facilities (Eugenio-Martin & Morales, 2004; Lee & Chang, 2008). With the advancement of transportation, tourists are easy to travel in Taiwan. As the policies relaxed, estimating about 97.8 billion capital will put into the hotel industry and around 47 hotels will be built until 2015, and about 11,485 employments will be released. Tourism expenditure by Mainland Chinese tourists can enhance domestic tourism construction as well as bring about an accumulation of physical capital, and the needs for skilled labor in hospitality industry will cause human capital investment to increase (Lee & Chang; 2008). Hence, comprehensive human resource planning (HRP) is also a key issue in the hospitality industry, with accurate of forecasting of human resource, it is possible to plan for the recruiting, educating, and training of suitable employees (Lin et al., 2011).

Despite the rapid development of trans-Strait hospitality industry, there are still several problems related to cooperation, transportation, politics and culture. There is one problem can be identified in the area of hospitality industry cooperation. Owing to the similarity in race, ethnicity, culture, and language, Taiwanese and Mainland Chinese behave in a similar way but at different stages of travel development (Wang, Guo, & Yen, 2004). Many Mainland Chinese think that Taiwan looks like an orphan for more than half century, and have great sympathy for Taiwan, most of them traveling to Taiwan are motivated by kinship and cultural ties, with a few visitors seeking pleasure and recreational activities (Butler & Mao, 1995). Therefore, developing a series of characteristic tourist attractions could be designed (Guo et al., 2006), and Taiwan government should fully permit Mainland Chinese to travel in Taiwan (Guo et al., 2006) with reasonable restriction.

CONCLUSION

Travel accessibility was temporarily restricted by the Taiwan government - one side restriction. To activate tourist flow from Mainland China and create a win-win for both sides, the results can be discussed in four points. First, though there are continuous twists and turns in the political relationship, the development of cross-border tourism has been affected by politics issues (Guo et al., 2006) most. It is also crucial to improve more regular direct flights, and other cities in Mainland China are supposed to be connected with Taiwan. Besides, lower the fare of flights can bridge the gap and create more cultural and economic opportunities. Second, Taiwan government should have a close cooperation with Mainland China to consider fully permitting Mainland Chinese travelers to travel in Taiwan. Third, with the same historical background, many similarities in race/ethnicity, culture, language, (Wang et al., 2004; Guo et al., 2006) and religious belief are shared. Fourth, continuous effort to improve political relations is the most important lesson. Under current political conditions, tourism will not be able to grow much more, until the deadlock is broken. Once both sides commit to improving political relations, tourism and other forms of economic development will grow at a rapid pace and harmony will take the place of conflict (Guo et al., 2006). We will never know if there are really opportunities until we actually open up!

ASYMMETRIC IMPACT OF MONETARY POLICY CHANGES ON US HOSPITALITY INDEX RETURNS

Ming-Hsiang Chen

Department of Finance

National Chung Cheng University

ABSTRACT

This study examines the impact of Fed monetary policy changes on long-term US hospitality index returns (HIRs) in bull and bear markets. Monetary policy changes are measured by directional changes in the discount rate (dr) and in the federal funds rate (ffr). This study uses a Markov regime-switching model of stock returns to identify bull and bear stock market conditions. Test results bring new evidence to the hospitality literature. The significant effects of both dr and ffr on all five HIRs exist only in bear markets over the 36-year period from January 1973 to May 2008. In addition, after controlling for all three different macroeconomic conditions, asymmetry in the impact of both dr and ffr remains robust in bear markets, but not in business cycle contractions or under tight credit market conditions. The findings support the credit channel of monetary policy transmission mechanism by showing that characteristics of hospitality sectors interact with stock market conditions to determine the impact of Fed policy changes on HIRs.

EXAMINING THE EFFECTS OF HOTEL BRAND, PRICE, QUALITY ON TRUST, ATTITUDE AND PURCHASE INTENTION: COMPARING UPPER AND MID-PRICED HOTELS

Chun-Fang Chiang

Department of Tourism Industry
Chinese Culture University

Chia-Yun Yu

Department of Tourism Industry
Chinese Culture University

Yun-Shiou Li

Department of Tourism Industry
Chinese Culture University

ABSTRACT

The purpose of study was to examine the causal relationships among brand awareness, brand image, perceived quality, perceived price, perceived value, brand trust, brand attitude, and purchase intention with comparing mid-priced and upper-priced hotels. Research model, hypotheses and survey instrument were proposed and developed based on literature review. Two online surveys were distributed for consumers who have experienced consuming mid-priced and upper-priced hotels. Different perceptions of variables were found from consumers when they book mid-priced and upper-priced hotels. Brand awareness influenced brand image. Perceived quality had significantly positive effect on brand image and perceived value, respectively. Perceived price affected perceived value. Brand image and perceived value had influence on brand trust and brand attitude. Brand trust and attitude contributed to hotel purchase intention. Hotel segment was a moderator among variables between mid and high-priced hotels. In conclusion, mid and high-priced hotels are suggested to adopt different strategies of brand management to attract different targeted customers.

THE EFFECTS OF CREATIVITY ON THE EMPLOYEE'S COUNTERPRODUCTIVE WORK BEHAVIOR

Chien-Wen Tsai

Department of Hotel Management
Ming-Hsin University of Science and Technology

Chung-Kai Lee

EMBA Program, College of Management
Yuan Ze University

Huan-Ling Ke

Department of Hotel Management,
Mingsin University of Science and Technology

ABSTRACT

INTRODUCTION

It is a closely related relationship between the good or poor work performance (the attitude and behavior) of employees and the success or failure of the enterprise. The employee may choose to work hard and perform beyond the requirements of duty, and they will do a good job performance; the opposite may choose not to do the same, and even do damage to the organization engaged in negative behavior (Fox & Spector, 1999).

Counterproductive work behavior usually happens in the industry and which affect the enterprise a lot. According to the literature, 33%-75% of employees in organizations had been subjected to theft and fraud. These damages slow down the organization's efficiency, and embezzled time and resources, inappropriate language or behavior happen in the organizations, and which make the organization to suffer huge financial losses and may affect other employees, which causes the overall cultural affected.

Past empirical researches judge or predict the individual's future development or accomplishment by Intelligence Quotient. From 1990, there were many new relevant quotients literatures discussing about individual's future development predictions. People with high creativity personality traits usually do others that cannot do, not obey someone else, not think like others, to question the reasoning and assumptions of social norms, and willing to show that his/her position (Sternberg & Lubart, 1995). Past literature shows that CQ has the predictive power of the human behavior. There is rare research explore the relationship between counterproductive work behavior and creativity (Creation Quotient CQ). What is the relationship between creativity and counterproductive work behaviors? It is the main contribution of the study.

METHOD

The study applied the employees of 37 4-star and 5-star international hotels approved by the Tourism Bureau, Taiwan, (until September 2010) as the study object. There are a total of 1000 questionnaires issued, with 725 returned, so the return rate is 72.5%. After deducting 25 incomplete questionnaires and 38 late questionnaires, there are 662 effective questionnaires and the effective recycle rate is 66.2%. The SPSS (Statistical Package for the Social Sciences) for Windows 17.0 software is applied as the data analysis tool.

1. The measurement of Creation Quotient(CQ)

Based in the study of Amabile (1996, 1997) and Zhou and Shalley (2003) for the point of view of employee creativity, employee creativity is defined as follows: in the areas of work, employees propose novelty and practicality of the ideas and opinions, and which potentially make contribution to the organization. In this study, Zhou & George (2001) scale is cited to measure employee creativity and some questionnaire items are cited from Huang (2002). Then, this study makes the revision according to the international tourist hotel industry's characteristics. There are a total of 13 questions. The scale applied Likert's five-point scale.

2. The measurement of counterproductive work behavior (CWB)

The study applied the deviance scale developed by Bennett & Robinson (2000). The scale is divided into two parts: organizational deviance scale (including 12 questions) and interpersonal deviance scale (including 7 questions), and is based on the scale amended by He, Yi-fong (2007) focusing on the international hotel industry. The scale applied Likert's five-point scale. The test subject will give points according to the work behavior appearance frequency, from "Strongly disagree" (1 point) to "Strongly agree" (5 points).

3. Reliability and validity

The Cronbach's α values of the study scale are between 0.70 and 0.97, and they are all bigger than 0.7, which means that the questionnaire has good reliability; it, therefore, meets the basic requirement of having consistent questions. After the test, the KMO values of the study questionnaire are between 0.45 and 0.96, which meets the statistical requirement.

4. Data analysis method

The study, in addition to testing the reliability and validity, also processes the descriptive statistics analysis and regression analysis to clarify the relationship between variables and dimensions, and further ensures the impact relationship between various dimensions.

FINDINGS

It is found after the empirical analysis that the overall current statuses of counterproductive work behavior are respectively "playing jokes on coworkers" (M=3.24), "daydreaming or fantasizing during work hours" (M=2.44), and "saying something hurtful to

coworkers” (M=2.24); the current statuses of organizational deviance behavior are “daydreaming or fantasizing during work hours” (M=2.44), “self-extending the break time without following the company policy or resting and doing nothing during the working hour” (M=1.91), and “not trying ones best at work” (M=1.86). The current statuses of interpersonal deviance behavior are “playing jokes on coworkers” (M=3.24), “saying something hurtful to coworkers” (M=2.24), and “playing tricks on coworkers” (M=1.71). The correlation coefficients for the Creativity Quotient and counterproductive work behavior exhibit significant positive correlation, which confirms a relationship between both factors.

CONCLUSION

In between the dimensions, interpersonal deviance behavior is more serious than organizational deviance behavior, which corresponds with the related counterproductive work behavior studies of Lyu, Wan-lin (2007) and He,Yi-fong (2007). Due to the hotel industry highly stressing the cooperation and interaction between employees, it is easy for conflicts to erupt between people. The occurrence of interpersonal deviance behavior, therefore, will be more frequent than organizational deviance behavior, and furthermore, interpersonal deviance behavior is more the parallel relationship behavior between coworkers, and organizational deviance behavior is the behavior that has a direct conflict with the enterprise organizational policy and regulations. From the perspective of managers and the identification of employees, they are the behaviors with different serious levels. Therefore, the empirical analysis would create the result.

Individual’s Creativity Quotient is positively related with organizational deviance behavior of the counterproductive work behavior, which confirms that there is still a gap for counterproductive work behavior required to be studied. The study recommends that future studies can extend and expand the theory to allow it to be more complete.

FORMING INTERNATIONAL COLLABORATION AMONG HOSPITALITY AND TOURISM INSTITUTIONS: A STRATEGIC PERSPECTIVE

Worarak Sucher

School of Hotel and Tourism Management, The Hong Kong Polytechnic University

Hu Xiao

School of Hotel and Tourism Management, The Hong Kong Polytechnic University

Boosaraporn Kobkitpanichpol

School of Hotel and Tourism Management, The Hong Kong Polytechnic University

Norman Au

School of Hotel and Tourism Management, The Hong Kong Polytechnic University

ABSTRACT

INTRODUCTION

The fast growing trend of the 21st century for the internationalization of education has called upon both government public universities and private universities to take up the challenge. Universities find themselves operating in an increasingly internationalizing and globalizing environment. An upside of global competitiveness is that there is a greater volume of institutions which provide tourism and hospitality studies, therefore students have more choices in selecting the educational institutions which match their requirements, as well as provide the greatest overall benefit. Consequently, a strategic alliance is vital to form international collaboration among hospitality and tourism institutions in order to share their potential advantages between parties (Elmuti et al., 2005).

This study aims to investigate the key motivations and challenges in forming an international hospitality and tourism education collaboration. The criteria in selecting partners for an international hospitality and tourism education collaboration are discussed to contribute the strategies that could push universities to develop new forms of internationalization efforts and policies. International collaboration can serve a board variety of objectives; such as the diversification and growth of financial input, the broadening of curricula and educational experiences for domestic students in foreign partner-institutions, working regionally in order to allow a cost-effective use of resources, a collective institutional learning and development and an enrichment in the quality of education and research which brings students and staff into the realm of international competitions (Damme, 2001).

METHOD

In this study, the researchers adopted the qualitative research method. The study aims to identify the motivation for forming an international collaboration, the criteria of selecting a partner, and the challenges of forming an international collaboration. Information gathered from the literature review was used to develop a list of questions for the in-depth interviews. Data were collected during March and April of 2012 from respondents in Thailand, Hong Kong, China, Malaysia, and the United States. The entire respondents are educators in the hospitality and tourism education institutes. Data and information gathered from six in-depth interviews were analyzed using content analysis. Content analysis is a systematic, replicable technique for compressing many words of text into fewer content categories based on explicit rules of coding (Krippendorff & Bock, 2008).

After the data collection process was completed, the transcripts and logbooks of the interviews and focus groups were thoroughly compared. First, similarities were sought, as these can indicate general, common structures. Then, special attention was paid to the differences, which enable the researcher to compare and contrast different perceptions. Regarding the data reduction stage, the researchers using content analysis analyzed the transcripts. Content analysis is a systematic, replicable technique for compressing many words of text into fewer content categories based on explicit rules of coding (Krippendorff & Bock, 2008). Key words, key phrase and messages in the transcripts were identified and categorized. Open coding was adopted in this research. Main messages were grouped prior to the question content.

FINDINGS

The research discovered that all the interviewees have similar points of view about how to define international collaboration. It is perceived as an exchange platform. Different hospitality institutions can work together for sharing resources. International collaboration can enable institutions to share knowledge, to exchange students and teachers, to conduct research, and to develop a joint program. It is encouraging to find that all the institutions have a common perception and understanding towards the international collaboration. The common understanding towards the international collaboration is helpful to form an international collaboration. By forming a successful international collaboration, institutions benefit in several different fields, not only in financial performance, but also in other aspects.

There mainly three benefits the institutions can gain from the international collaboration:

Resources benefit

As outcomes of the international collaboration, institutions can conduct joint research, exchange both students and faculty, and establish common standards. Therefore, teaching resources exchange is an important benefit of international collaboration for the institutions.

International collaboration can also help institutions to strengthen their teaching forces in two ways: instructor visiting and instructor sharing. Furthermore, hospitality institutions can develop a double degree program, which is offered by two different educational institutions. Hospitality institutions charge more tuition fees from the double degree. Therefore, a double or joint degree program, which is built upon the international collaboration, can enhance the financial performance of the participant institutions.

Reputation and Marketing benefit

It is beneficial to build a linkage with well-recognized institutions. International benchmarking is one of the most important objectives for institutions to establish the international collaboration. The ‘child’ hospitality institutions can elevate their reputation by forming an international cooperation with another well-known hospitality college. On the other hand, the “mother” institution can access to a new market from the collaboration. Having a local partner can help the foreign institutions to avoid risk and to gain competitive advantage. Develop a program with another institution can reinforce the reputation and attractiveness of the program. Remarkable reputation of the partner can reinforce the attractiveness of the program for applicants respectively.

Students’ competitiveness benefit

Students studying in the international collaboration programs are regarded as having broader scope. The international collaboration can strengthen not only the academic reputation but also the industrial employment reputation. A strong linkage between perceived benefits from international collaboration and motivations for forming international collaboration is indicated. Therefore, the motivation of forming an international collaboration is not single. Multi- motivations interactively drive the hospitality institution to form an international collaboration with other organizations.

To form a successful international collaboration, efforts and time are needed. Firstly, institutions are suggested to be selective. They need to choose their partner carefully. Secondly, continuous effort is also critical for the success of the collaboration. It is suggested the institution should form a hard working professional team to participate into the cooperation. Thirdly, being patient is also pivotal for success of the cooperation project. Time investment is suggested being on ongoing basis. Finally, it is suggested that top management involvement can be positively related to the learning performance of the collaboration

CONCLUSIONS

The result shows that the most significant driven factor for forming international collaboration is the reputation and/or institutions image, international benchmarking and recognition. Three main benefits from the international collaboration are founded. Moreover, there are a correlation between developing of international collaboration and legal requirements in forming alliance across border. Besides, the cultural differences also play a

significant role in forming international collaboration due to different mentality and cultural background will reflect on contributing alliances. Implication of this study to educational managerial practices to the fact that there are the numbers of motivation drivers contributing the international collaboration formation and challenges factors which could help educational management overcome through collaboration in order to achieve the competitive advantages and success. These factors are both international and external to the organization. Executive should conduct environmental analysis with a view to understand this diverse range of factors and how they influence the international collaboration in educational institutes. The institutes, which are lack of international reputation/ recognition and adequate resources, the international collaboration, can compensate and enhance the competitiveness.

DEVELOPING SERVICE INNOVATION IN HOTEL INDUSTRY: THE EFFECTS OF SOCIAL CAPITAL AND KNOWLEDGE SHARING

Ta-Wei Tang

Department of Leisure and Recreation Management,
Asia University

Chao-Hua Li

Department of Business Administration,
TransWorld University

ABSTRACT

Service innovation is a source of competitive advantage to the hotels. Though service innovation is a powerful tool to satisfy customer requirements, how hotels shape a socially interactive environment is beneficial to the development of service innovation capabilities but we know very little about this. Thus, the central purpose of this research is to investigate the effect of social capital on knowledge sharing and service innovation in the hotel industry. Using samples from hotel industry, empirical results demonstrate that knowledge sharing partially mediates the effects of social capital on service innovation.

BYPASSING DESTINATION CHOICE IN DRIVE TOURISM: A COMPARISON STUDY

Fang Meng

School of Hotel, Restaurant and Tourism Management
University of South Carolina

Simon Hudson

College of Hospitality, Retail and Sport Management
University of South Carolina

ABSTRACT

INTRODUCTION

Despite the significance of drive tourism in many parts of the world, very little research has been conducted on this subject, especially in the U.S. (Timothy, 2011). Drive tourism in the U.S. serves as the backbone of domestic tourism in the country, and the extensive, complex road and highway network is conducive to automobile travel. Compared to other forms of travel such as air, train, coach or sea, drive tourism is more inclined to spread the economic benefit of tourism to more communities and sectors, as highway-located attractions/places could be important focus of the journey to the primary destinations (Connell & Page, 2008). However, drive tourists are not necessarily an ‘easy’ market to attract (Carson & Cartan, 2011), and their choice to visit bypassing destinations along the route may be influenced by many factors. Therefore, it is important to examine drive tourists, including the visitors who choose to “stop-and-see” and those who do not, and their travel decision-making such as destination image, interest, and perceived barriers.

Destination choice behavior such as intention/likelihood to visit/revisit is heavily influenced by destination image (Um & Crompton 1990; Tasci & Gartner, 2007; Baloglu & McCleary, 1999). Destination image, starting from Echtner and Ritchie’s study in 1993, has been defined to comprise both cognitive (perceptual) and affective (evaluation) domains (Baloglu & McCleary, 1999; Pike & Ryan, 2004; Baloglu & Brinberg, 1997; Beerli & Martin, 2004). Consumers’ choice process are impacted by internal psychological factors, external destination factors (most importantly, destination image), and situational constraints (Perdue & Meng, 2006; Sirakaya & Woodside, 2005). Despite the numerous studies on destination image and future travel intention, scarce research has examined drive tourists and their desire to visit a bypass destination based on a short image formation process, and little is known about their barriers and constraints to visit a stop-over destination.

Using existing theories on drive tourism and destination choice behavior as a foundation, this study aims to compare the travel behaviors of two tourist markets –

current/past visitors vs. potential visitors – on bypassing destination choice in the drive tourism context. Specifically, the research objectives are: 1) to understand the barriers of taking a side-trip tour in drive tourism and compare the perceived barriers between current/past visitor and potential visitor markets; 2) to compare the destination image generated through different means between the two markets; and 3) to examine the different indicators to predict future visit intention of side-trip tour in driving tourism between these two markets.

METHOD

Data used in this study comes from a larger project examining the tourism development in the Pee Dee region of South Carolina, USA. This study used two versions of consumer surveys for the current/past and potential visitors to the Pee Dee region in South Carolina. The target population of the survey consists of adult visitors (18 years old and above) who were visiting or had visited this area before, as well as potential adult visitors who had never visited this region but stayed in tourist destinations within a three-hour driving distance to this area.

The two surveys shared the same questions on the majority parts, with an additional section about the past visiting experience in the current/past visitor survey. The first section of both surveys asked about respondents' awareness of this region as a tourist destination and attractions / activities this area provides. Questions about general interest in this destination were also included, such as the "willing-to-drive" distance to this area, preferred length of stay, and interest in the features and activities in this area. Visiting barriers (16 items) are also included in this section (Nyaupane and Andereck 2008; McKercher 2009; Haukeland, 1990). In the second section, respondents were asked about their cognitive image (17 Likert-type items), affective image (10 semantic differential items), future visit intention (2 likert-type items), and overall perception of the destination (Gartner, 1993, 1996; Echtner & Ritchie, 1993; Pike, 2002; Baloglu & Brinberg, 1997; Russel & Pratt, 1980). Questions about auto travel behavior in general, for example, information search, travel party, and side-trip along driving, were included in the third section. The last section asked about the demographic characteristics of the respondents.

Data collection took place in September 2011. Self-administered surveys were distributed with an intercept approach in different counties of this region, as well as Myrtle Beach and Charleston, South Carolina, as the primary potential visitor market to this destination. A systematic random sampling method was used. Potential visitors were also given an official travel brochure with very detailed tourism resource information of the Pee Dee region before they took the survey. A total of 472 useable surveys were collected, which include 226 current/past tourist surveys and 246 potential visitor surveys.

FINDINGS

The results of independent t-tests showed that the potential-visitor respondents had significant different perceptions of the barriers to visit this area. Specifically, potential-visitor respondents reported more severe barriers/constraints than those who were visiting or had visited this area before. When comparing the perceived destination image, potential-visitor respondents also reported significantly lower mean scores on most of the destination attributes items (cognitive image), all the questions about how they feel about the destination (affective image), overall image of the destination, as well as the travel intention to this area in the next 12 months.

Factor analyses were conducted on the visitation barriers for both the current/past and potential visitor surveys. For the current/past visitor survey, three factors were identified and labeled as: limited information and interest (CB1), destination negativity (CB2), monetary concern (CB3). The three factors explained 70.2 percent of the total variance and the reliability value (Cronbach's alpha) was .91, .85, and .86 respectively. For the potential visitor survey, three factors were also generated and labeled as: negative impression (PB1), unawareness/limited information (PB2), time/budget and interest (PB3). They explained 62.6 percent of the total variance, and had the reliability value was .84, .80, and .79 respectively. Although three factors were generated in both current/past and potential visitor survey, the items of the factors were not identical, thus the factors were also labeled differently to represent the essence of the items in each factor.

Factor analyses were also conducted on the image of destination attributes (cognitive image) for both the current/past and potential visitor surveys. For the current/past visitor survey, two factors were generated and labeled as: tourism resources (CI1), and driving-accessibility and non-touristy features (CI2). The two factors explained 65.0 percent of the total variance and the reliability value was .94 and .85 respectively. For the potential visitor survey, three factors were identified and labeled as activity and service/cost (PI1), accessibility and natural features (PI2), and non-touristy features (PI3). The three factors explained 61.6 percent of the total variance and the reliability value were .92, .80, and .62 respectively.

To examine the important factors which influence the future visit intention of the current/past visitors and potential visitors to this destination, multiple regression analyses were used for these two different surveys individually. The independent variables include the factors of barriers, cognitive image, affective image (scored as the sum of the ratings for all the items), and overall perception of the destination. The results showed different patterns in predicting the future visit intention for the current/past and potential market.

The results revealed that to the current/past visitors, intention of future visit to this rural, side-trip driving tourist destination would depend solely on their overall perception of the destination, which is most likely generated by their actual visitation in the past. However, for

the potential visitor market, who had never visited this destination before, future visit intention would be determined by three major factors: time/budget and interest barrier, affective image, and overall perception of the destination. The latter two cannot be formed based on their own experience but only from external information sources such as media and word-of-mouth. In addition, potential visitors also need to overcome their time and budget constraints and be intrinsically curious or interested in taking a tour in the destination.

CONCLUSION

This study compared the travel behavior and decision-making of two visitor markets to a bypassing drive tourism destination. The study revealed significant different constraints, destination image, and visit intention between the two markets. It contributed to the literature by examining the influences of information source on the image formation and how future visit intention can be affected by the image generated by different means in the drive tourism context. This study revealed that destination image/perception generated through real visiting experience (first-hand information) may be more positive than that formed by exposing to the detailed print media (second-hand information). Future visit intention to a drive tourist destination is influenced by different indicators for current/past visitors and those who never traveled to the destination, which provide practical marketing insights to destinations.

OUTBOUND TOURISM DECISION OF THAI TOURISTS

Piyaluk Buddhawongsa

Faculty of Economics,
Chiang Mai University

Vicente Ramos

Department of Applied Economics,
University of the Balearic Islands

ABSTRACT

INTRODUCTION

Thailand is one of the most famous destinations for international tourists. In 2010, the number of international arrivals was 15.9 million persons (Department of Tourism, 2012). While the country generates enormous income from international tourism, Thai people also enjoy international traveling which would negatively affect the country's tourism trade balance. Even though the number of outbound tourists was only a third of that of international arrivals, the average growth rate of outbound tourists in the last decade was almost a triple of the rate of inbound tourists. Therefore, Thailand has been trying to discourage people from traveling abroad and then promote domestic tourism among Thais through several campaigns. To our knowledge, this study is one of the first empirical studies on individuals' decision on outbound tourism in Thailand. This would be key information for Tourism Authority of Thailand and other related agencies to boost domestic tourism.

METHOD

The sample used in this study was collected from Thai tourists, who traveled through Suvarnabhumi international airport in April, 2011. Tourists, whose primary purpose was working or business, were excluded from the interview. The secondary data, tourism competitiveness was obtained from World Economic Forum (2011). There were 706 Thai tourists in the survey; 302 domestic tourists and 404 outbound tourists. A binary logit model was used to estimate Thai tourists' decision on international tourism and a mixed logit model was used to estimate Thai outbound tourists' decision on destination choice; ASEAN, Asia, North America, Europe and Oceania. It was hypothesized that the decisions would be affected by tourist characteristics as well as destination attributes such as tourism resources. (Eymann and Ronning, 1997; Eugenio-Martin Juan, 2003; Lim, 2004; Vanhov, 2005; Prideaux; 2005).

FINDINGS

The estimated outbound tourism decision in table 1 suggested that there were a few

tourist characteristics affecting the choice of outbound tourism. Age and educational level of tourists had a positive impact on outbound tourism. However, the other characteristics such as gender, marital status employment status, presence of young children or elders, number of family members and population density of tourist's living city did not statistically affect Thai tourists' outbound decision. Family income also positively affected on outbound decisions. This would be because international traveling was relatively expensive and considered as a luxury good in most Thai tourists' perception. Moreover, tourists having package tour and preference to see art and cultural, to shop, and to go to amusement parks were likely to travel abroad.

Table 1. Result of Outbound Tourism Decision

Variables	Coefficient	Standard error
Age (years old)	0.0169*	0.0094
Family income (thousand Baht)	0.0011*	0.0006
Master degree or higher ^a	0.7888***	0.2276
Package tour ^a	3.2517***	0.3042
Art and culture ^a	1.0358***	0.2117
Shopping ^a	1.3969***	0.2104
Amusement park ^a	1.3952***	0.3117
Constant	-2.9214***	0.3967
Observations	706 (n ₀ =302, n ₁ =404)	
Pseudo R ²	0.3843	
Log likelihood ratio	370.49***	

Note: 1. ^a for a dummy variable
 2. *, ** and *** are significant level at 10%, 5 % and 1% respectively
 3. The original model included other variables such as gender or marital status but those variables were not statistically significant

Thai outbound tourists' decision on destination choice was estimated using only 404 observations of outbound tourists. The result in table 2 showed that the major determinants were destinations' characteristics rather than individuals' characteristics. The regions with ease of visa requirement, high scores on price competitiveness, cultural resource and security and safety were more likely to be chosen. Tourists using package tour were more likely to go to Asia because there were so many package options to Asia available in Thailand. However, employed tourists were less likely to go to destinations far apart from Thailand such as Europe and North America. Tourists with more planned budget for international trips were likely to go Europe, North America or Oceania. This was because the costs of traveling to those regions were relatively high. Regions was chosen based on the type of tourism, for example, North America would be chosen for shopping and natural tourism while Europe would be chosen for shopping and cultural tourism.

Table 2. Result of Choice of Destination Decision

Destination-specific variables	Coefficient				p-value
Price competitiveness	7.664***				0.000
Cultural resource	2.591***				0.000
Visa requirement	0.099***				0.000
Security and safety	15.135***				0.000
Individual-specific variables	Asia	North America	Europe	Oceania	
Age (years old)	-0.021	0.003	-0.008	-0.037	
Marital status ^a	0.235	-0.177	0.334	1.657***	
Employment ^a	-0.205	-1.314**	-0.962*	-0.057	
Outbound tourism planned budget (thousand baht per trip)	0.011**	0.046***	0.047***	0.043***	
Population density in living city	0.043	0.420***	0.245**	0.168	
Multi-destination ^a	-0.159	-1.208	1.343***	-0.842	
First time tourist ^a	-0.289	-1.213**	0.101	0.299	
Art and culture ^a	0.224	-0.253	1.085**	-0.436	
Amusement park ^a	-0.359	-0.280	-1.792***	-1.750***	
Shopping ^a	0.840**	1.993***	1.235***	1.435***	
Natural ^a	0.662**	1.276**	-0.007	1.343***	
Package tour ^a	0.789**	0.523	0.587	-0.574	
Observations	404				
Pseudo R ²	0.3577				

Note: 1. ^a for dummy variable and the reference group is ASEAN

2. *, ** and *** are significant level at 10%, 5 % and 1% respectively

CONCLUSION

Old, rich and highly educated Thai tourists were likely to go abroad. This result was consistent with previous studies such as Eymann and Ronning (1997), March (1997), Nicola and Más (2005), Alegre, Mateo and Pou (2010). Thai outbound tourists were mainly interested to see different cultures and shopping. In addition, Thai tourists chose destinations based on their constraints such as budget or time available for traveling. They also considered the type of tourism as well as the characteristics of destinations. Travel agencies may use the result to set up a package tour based on Thai tourists' preferences.

THE ROLE OF INTERORGANIZATIONAL LEARNING IN CROSS-SECTOR RELATIONSHIPS: IMPLICATIONS FOR DISASTER & CRISIS MANAGEMENT IN TOURISM

Michelle R. Scarpino

Institute for Innovation in Business and Social Research
University of Wollongong

ABSTRACT

INTRODUCTION

Over the past decade the world has witnessed a cascade of disasters and crises. Each event has severely impacted on or involved a diversity of tourism organizations, emergency personnel, media groups, government entities, and a variety of other stakeholders in responding to disaster and crisis (Ritchie, 2009; Beirman, 2011). As a result, an increasing number of studies have focused on tourism crisis management (Evans & Elphick, 2005; Fall & Massey, 2005; Frisby, 2002; Hooper, 2002; Pine & McKercher, 2004; Ritchie, 2009; Stafford, Yu, & Armoo, 2002). However, limited attention has been given to the role of learning in crisis events, especially in managing knowledge across diverse stakeholder groups.

Previous research has examined interorganizational learning in cross-sector partnerships where the relationships were to a degree either formal or informal (Ameli & Kayes, 2011). In the context of disaster and crisis, tourism organizations are likely to form more ad hoc relationships based on immediate or temporary needs. During the resolution stage following the disaster or crisis, organizations may then seek to learn from these relationships in order to improve structures and systems, and reach a heightened preparedness for future disaster or crisis events. Due to the impromptu and non-permanent nature of these relationships, attaining a higher degree of organizational learning poses certain challenges not addressed in previous studies, e.g. a lack of information and understanding regarding organizations' hierarchical structure, culture and learning predisposition. This paper attempts to address this deficiency by exploring cross-sector relationships between tourism organizations and other non-tourism disaster and crisis stakeholders to conceptualize how interorganizational learning is possible in this environment.

LITERATURE

Single- vs. double- vs. triple-loop learning.

Theory has in the past suggested organizations learn at different levels and intensities. This includes for example, incremental adjustments versus radical/transformational change (Cyert & March, 1963; Cangelosi & Dill, 1965; Di Bella & Nevis, 1998; Easterby-Smith, Antonacopoulou, Simm & Lyles, 2004). The most commonly accepted theory outlines a

model of single-, double-, and deuterio-learning (Bateson, 1973; Argyris & Schön, 1996). Single-loop learning is understood as a process that produces an automatic and limited reaction, where as double-loop learning requires organizations to reflect on the “rules” e.g. policies and objectives, and whether those rules should be changed (Argyris & Schön, 1996). Deuterio-learning can be understood as learning about learning, and involves organizations participating in single- and double-loop learning to reflect on how they learn in the first place (Argyris & Schön, 1996).

Scholars Morgan (2006) and Senge (2006) expanded the concept of double-loop learning by relating the organizational learning process with the human brain, and a sums approach where the whole is thought to be more than the sum of its parts. Other scholars suggest triple-loop learning entails new structures and strategies for learning (Romme and Van Witteloostuijn, 1999), as well as ethical behaviors (Yuthas, Dillard & Rogers, 2004). Ameli and Kayes (2011, p. 176) go one step further suggesting an additional dimension of triple-loop learning that highlights a “partner-sharing approach”. This approach supports that organizations consider a partner’s values and strategies, and contends each partner can influence both the governing values and action strategy of the other organization, leading to a form of interorganizational learning.

In their recent article Blackman, Kennedy and Ritchie (2011) provide an insightful reprise of destination marketing organizations’ inherent role as knowledge brokers or boundary spanners among tourism organizations in disaster and crisis management, emphasizing the importance of double-loop learning and doubting as a means of facilitating the transfer, translation and transformation of knowledge across boundaries. Double-loop learning and doubting encourages organizations to “think outside the box”, to be creative and critical about all actions, taken and un-taken. While this notion of double-loop learning and doubting in the tourism and disaster and crisis context is for the most part clear, it appears to be confined to an *intraorganizational* perspective. When a disaster or crisis occurs numerous organizations are required to work together to solve a problem, yet previous research has been preoccupied with the organizational learning of a single company. By looking at how *interorganizational* learning takes place among tourism organizations and other industry sectors, emergency services and government agencies following disaster and crisis, we are able to provide additional breadth and depth to the pool from which emergent knowledge emanates and new understandings are derived.

Interorganizational learning.

Interorganizational learning has been defined using various models and levels, including the group (Knight and Pye, 2004) and individual (Manring, 2007) perspectives. Ameli and Kayes (2011) propose interorganizational learning moves through four principal phases. Partners are thought to begin with information exchange and progress to the stage where most employees of the organization are involved in the relationship with the partners

and can share knowledge and information with them. Ultimately, Ameli and Kayes suggest interorganizational learning does not itself reflect triple-loop learning, but that triple-loop learning occurs only if an organization learns from its partners' organizational processes in specific ways (Davenport & Prusak, 1998), which are inclusive to learning about three areas: (1) practices; (2) structure; and (3) culture (Knight & Pye, 2004). It is envisioned then that through the sharing of these processes, cross-sector partnerships can lead to a better understanding for individual organizations about the distinct culture, goals and needs of partners and how those elements influence common vision and goals, e.g. to provide information and points of contact to families of disaster refugees.

METHOD

To gain a better understanding of how interorganizational learning in cross-sector relationships among tourism organizations and other disaster or crisis stakeholders is possible, we ask the following research question: How can tourism organizations and non-tourism disaster or crisis stakeholders involved in cross-sector relationships emerging from disaster or crisis learn from each other while creating value for society? Building on our review of the literature on learning and cross-sector partnerships, and Ameli and Kayes' (2011) recent study, the following proposition is given: interorganizational learning is possible in a cross-sector relationship if the process is driven by a learning organization. The analysis of the learning process will be conducted at the organizational, interorganizational, and community level (see Figure 1).

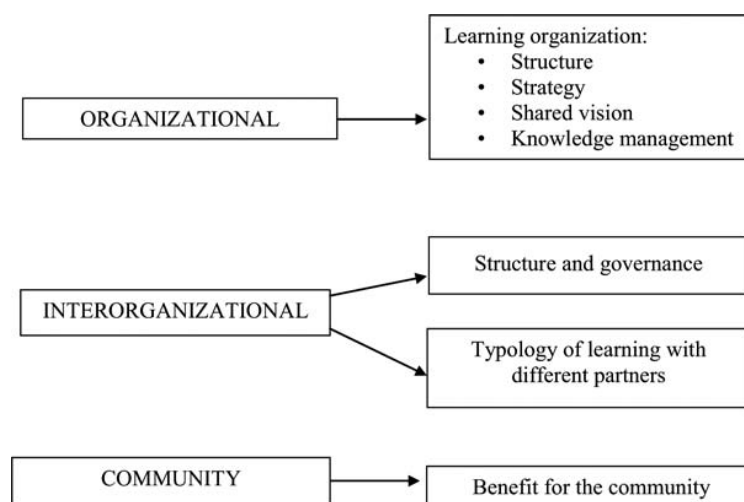


Figure 1. Operationalization of main proposition

Source: Ameli & Kayes (2011).

To explore this proposition, we will use a destination management organization (DMO) who recently encountered a crisis as the focal organization. Data collection will include review of archival data and interviews with the director, managers and personnel of the DMO and select individuals from non-tourism stakeholder organizations and community leaders. Following Ameli and Kayes, we will view the relationship through the lens of the research proposition to determine:

- if the DMO is a learning organization;
- how learning occurs between disaster and crisis stakeholders; and
- how the community benefits.

IMPLICATIONS

Apart from organizational learning that can take place during normal day to day business in non-disruptive times, organizations engaging in cross-sector learning during or as a result of disasters or crises may face significantly more challenges due to the ad hoc nature of the relationships formed. Ideally the learning that emanates from these relationships would be useful in enabling organizations to better recognize, understand, respond, account for and accommodate the goals and needs of both other tourism organizations as well as cross-sector organizations invested in disaster and crisis efforts.

While some work has been done in regards to organizational learning and tourism organizations in the disaster and crisis context, specifically under double-loop learning and doubting, the role of interorganizational learning has until now been dismissed or overlooked. While no disaster or crisis event is exactly the same, lessons learned from each event may be transferable to some degree. Thus, the goal of this research is to explore how interorganizational learning takes place between tourism organizations and non-tourism disaster and crisis stakeholders, in order to provide implications for transferring, translating and transforming knowledge gained across boundaries.

**SAFE FOR TOURISTS:
SUSTAINING TOURISM GROWTH AMIDST THREATS OF
NATURAL DISASTERS
A CASE STUDY OF THE PROVINCE OF ALBAY, PHILIPPINES**

Marilissa J. Ampuan

Office of the President
Mariners' Polytechnic Colleges

Mariel R. Estrella

Office of Research and Extension Services
Mariners' Polytechnic Colleges

Ma. Zerlaine A. Fornoles

Office of Research and Extension Services
Mariners' Polytechnic Colleges

ABSTRACT

INTRODUCTION

Tourism is a way by which people can relax in an atmosphere of safety and security. With the ever-growing threat of natural calamities borne of climate change, few places in the world can claim to be truly safe from the wrath of nature. This is a reality that the tourism industry has to adapt to, and tourism-oriented educational institutions have the responsibility to take the lead in developing and promoting strategies to cope with this global challenge.

The Province of Albay in the Philippines is a popular tourist destination with the near-perfect cone of the Mayon Volcano, its pristine coastlines, verdant hills, and native delicacies. Yet, being within the so-called "Pacific Ring of Fire", the forces that shape its natural beauty are also the reasons for the dangers and damage to life and property in the form of seasonal typhoons, intense weather shifts, and volcanic eruptions.

Faced with these challenges, the Provincial Government of Albay, instead of succumbing to nature's threats of increasing fury, still managed to post higher tourism inflows for the past years. How the people and their leaders managed to sustain and even develop its local tourism industry despite the risks posed by natural calamities is the subject of this study.

METHODS

The open systems approach as a framework for analysis. And the factors and processes established by the local government leadership were assessed to distill the coping strategies

used to minimize the threats of natural disasters, while sustaining the growth of its tourism industry. Key informant interviews, content analysis of government documents and press releases, as well as basic statistical analysis of a survey conducted among representatives of the local tourism industry were used as the basis for determining the success factors.

FINDINGS

The Provincial Government's Integrative Approach

The first phase of the study focused on the provincial government's multi-faceted approach to provide an atmosphere of safety for its people and visitors. The governor of Albay, aggressively pushed for the creation of a specialized office to minimize the damage from the inescapable natural calamities that constantly threaten the province. This was the Albay Provincial Safety and Emergency Management Office (APSEMO), which was the first of a series of initiatives taken by the local government to address the risks of climate change. These include the creation of the Center for Initiatives and Research on Climate Adaptation (CIRCA), the Millennium Development Goals Office (MDGO), as well as other projects, activities, and networking initiatives.

Perceptions and Participation of the People

The study's second facet utilized the private sector's perspective. Elicited were perceptions of representatives of tourism-related sectors on the systems installed by the local government to overcome the problems of climate change and natural disasters. The survey revealed a positive assessment of the provincial government's support mechanisms for the public and the private business establishments. This positive feedback is also manifested by the recognition and international support from other national governments and funding agencies. This assistance increased the capacity of the provincial government to further enhance and expand its programs, thus making their province "Safe for Tourists".

CONCLUSIONS

The results can be summed up into a *General Integrative "7-I" Model* that identifies the key elements in promoting the province's tourism industry despite the threats of calamities and climate change, through its **integrative** "Safe and Shared Development" paradigm.

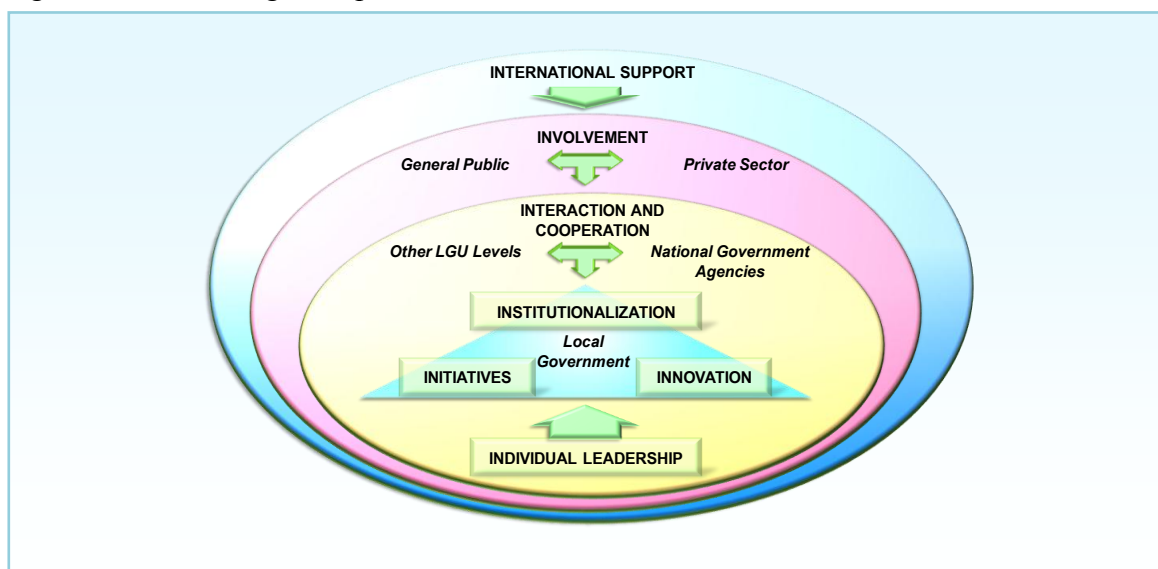
Reacting to the debilitating challenges of natural disasters, the governor of Albay, through **individual leadership**, created the Albay Provincial Safety and Emergency Management Office (APSEMO). This launched a series of **initiatives** taken to address the challenges of climate change, including the creation of the Center for Initiatives and Research on Climate Adaptation (CIRCA), the Millennium Development Goals Office (MDGO), and other projects, activities, and networking efforts.

These became more successful and shielded from the risks of political interference, when these were **institutionalized** as permanent departments and offices under the office of the governor. Apart from being appropriate responses to local needs, these were also novel and **innovative** approaches to address the province's unique predicament. The Philippine national government used the APSEMO as a model in creating a national Disaster Risk Reduction and Management Council. The United Nations, World Bank, and other global bodies also honored Albay for being the model for such innovations.

The value of strengthening ties with other local government units both *vertically*, and *horizontally*, is manifested in Albay's effective implementation of its programs. These relied heavily on the clear delineation of responsibilities and coordination with other government entities, a sign of strong **interaction and cooperation** within the political system.

The provincial government also established support mechanisms for the public, as well as the private business establishments for disaster situations. This underscores the significance of the **involvement** of the public and private sectors in the province's programs. The study showed that private sector developed an effective level of calamity preparedness, having been equipped with the appropriate knowledge and skills through the education and information dissemination efforts of the government.

The positive feedback generated by Albay's programs is evidenced by the recognition and **international support** from other governments and funding agencies. These have increased the capacity of the provincial government to further enhance and expand its programs, thus making their province even more "Safe for Tourists".



A STUDY ON COMPARING THE WILLINGNESS OF PARTICIPATION OF USA WORK AND TRAVEL PROGRAM UNDER DIFFERENT PERSONALITIES AND DIFFERENT RISK PERCEPTION

Ying-Chen Chen

Department of Tourism Industry, Chinese Culture University

Tzeng-Hua Yang

Department of Tourism Industry, Chinese Culture University

ABSTRACT

Working holiday is different to common travel patterns. The participants are working in foreign countries. They not only need to contact with foreign residents, but also need to work together with the other participants from variety of countries. These cause participants may have deeply feeling of anxiety and uncertainty. Participants' personality and risk perception therefore have great influence on their willingness of participation. This study aimed to realize Taiwanese youths' willingness of participation of USA Work and Travel Program under different personalities and different risk perception. After analyzing 423 questionnaires, it was proved that personalities significantly influence youths' willingness of participation as well as their risk perception of working holiday. In addition, higher risk perception will cause lower willingness of participation. This study suggest youths who plan to be working holiday makers and the institutions which hold working holidays to realize youths' personality in advance, in order to have good working holiday experience.

SEXUAL HARASSMENT AT WORK AND ITS IMPLICATIONS: A STUDY OF TOUR LEADERS IN TAIWAN

Ching-Tsu HSUEH

School of Hotel and Tourism Management
The Hong Kong Polytechnic University

Catherine CHEUNG

School of Hotel and Tourism Management
The Hong Kong Polytechnic University

ABSTRACT

INTRODUCTION

Group package tour is the most common travel pattern in Taiwan and one of the most prominent characteristics of the tour is the assignment of a tour leader to serve the guests within the itinerary. Tour leaders are the interface between travel agencies and guests and their performance in a group assignment directly affect customer satisfaction and reputation of themselves and their organizations (Wang, Hsieh, Yeh & Tsai, 2004).

The team-based and service oriented work nature can place tour leaders in great potential of sexual harassment-one of the most serious human resource management issues in the work environment. However, sexual harassment is rarely examined on tour leaders. In the Asian culture, in particular Chinese, tend to keep harmony to preserve “faces” even under conflict conditions. Therefore, the study intended to fill the research gap and raise attention of this issue in tourism industry in Taiwan. The research objectives of this study were (1) to examine the perceptions of tour leaders on sexual harassment; (2) to investigate sexual harassment behaviors that tour leaders encountered at work; and (3) to investigate tour leaders’ awareness of sexual harassment policy and related issues in their organizations.

METHOD

Survey was employed to achieve the research objectives of the study. The designed questionnaire consisted of four parts: (1) perception of sexual harassment; (2) actual sexual harassment experiences; (3) sexual harassment policy and related issues in their organizations and (4) background information of the respondents. Fitzgerald (1988) and her colleagues developed the Sexual Experience Questionnaire (SEQ), which is one of the most frequently cited measurements of sexual harassment. The instrument was employed by Lin (2006) on her study of hospitality students undertaking their internship in Taiwan. This study adopted the version of Lin (2006) that contained 19 items within 5 classifications of sexual

harassment (gender harassment, seductive behaviors, sexual bribery, sexual coercion and sexual assault).

Three hundred and twenty questionnaires were sent to 6 travel agencies with 172 valid returns. Questionnaires were also conducted via referral online survey with 88 valid returns. A total of 260 valid samples were included for analysis. Reliability test result indicated the value of 0.976 for sexual harassment measurement. Content validity was conducted by 6 tour leaders and 2 scholars who are specialized in hospitality/tourism human resource management.

FINDINGS

More female (63.1%) participated in this study. The majority of the respondents were in the age group of 31-40 (43.1%), followed by the age group of 21-30 (27.7%) and 41-50 (23.8%). More than 60% of the respondents were single and nearly 60% of the tour leaders obtained a bachelor degree. The majority (45.8%) of the tour leaders had 1-3 years of tour leading experience with their current employers and nearly 90% of them ranged between 1-12 years working as a tour leader.

1. Perceptions of Sexual Harassment

Respondents perceived sexual assault and sexual coercion more likely to be sexual harassment behaviors than gender harassment and seductive harassment (Table 1). Further examination also indicated that perceptions toward sexual harassment differed significantly in respondents' experience in current company and in the industry.

2. Actual Sexual Harassment Experiences

Around 60% of the tour leaders experienced sexual jokes, the most experienced harassment behavior encountered at work in this study. Gender harassment and seductive harassment were frequently experienced at work by respondents (Table1). Further examination results also revealed that actual harassment experiences were significantly different among respondents with different gender, age, marital status in half of the harassment behaviors. Significant differences were also found among respondents with different experience in current company and in the industry in one-third of the harassment behaviors.

Table 1: Tour Leaders' Perceptions and Experiences of Sexual Harassment

Classifications	Items	Perceptions		Experiences	
		Mean	Rank	Yes (%)	Rank
Gender harassment	1. sexual jokes	3.47	18	61.9	1
	2. sexually discriminated remarks	3.42	19	32.7	4
	3. comments on figures or sexual figures	3.58	16	36.5	2
	4. discussions about sex life	3.77	14	28.8	7
	5. display of pornographic materials	3.81	13	15.8	11
	6. post pornographic poster	3.84	10	1.9	18

Seductive harassment	7. privacy inquires about sex	3.89	7	23.1	10
	8. seductive conversation	3.82	12	33.8	3
	9. inquiries for dates although having been refused	3.53	17	30.0	5
	10. repeated staring or leering	3.71	15	30.0	5
	11. sexual gesturers and behaviors	3.84	10	23.5	9
	12. unwanted touching or fondling	3.94	6	26.9	8
	13. exposure of sexual organs	3.98	3	8.5	13
Sexual bribery	14. trade sexual cooperation for benefits on grades	3.88	9	3.1	17
	15. trade sexual cooperation for benefits on work	3.89	7	10.0	12
Sexual coercion	16. threaten with grades for non-cooperation	3.98	3	4.2	14
	17. threaten with work for non-cooperation	3.98	3	3.5	16
Sexual assault	18. attempted rape	4.04	2	3.8	15
	19. rape	4.05	1	0.8	19

n=260

3. Awareness of Sexual Harassment Policy and Related Issues in the Organizations

Nearly half of the respondents indicated “unsure” if sexual harassment policy exists in their organizations. 38.9% of the respondents reported unfamiliar with the contents of the policy of sexual harassment and 3.5% of them responded that they did not have sexual harassment policy in their organizations. Only 3.8% of the tour leaders participated in organizational sexual harassment training/education and 12.4% of them never participated in such training/education despite training/education are provided in their current organizations. More than 80% of the respondents claimed that training/education on sexual harassment were never provided in their current employers. In addition, 103 respondents indicated “unsure about the reporting channel” for sexual harassment incidents in their current organizations and 27 of them pointed out that there was no reporting channel within their current companies.

CONCLUSIONS

This study investigated sexual harassment encountered by tour leaders at work in Taiwan. Several conclusions appeared to be parallel with previous studies conducted in the hospitality industry. Firstly, sexual harassment seemed to be a haunting issue for tour leaders in Taiwan. Taiwan Council of Labor Affairs (2011) released figures said that 1% male and 6% female experienced sexual harassment at work. These figures did not accord with the results of the current study. Therefore, the government might underestimate the occurrence of sexual harassment at work.

Secondly, respondents tended to perceive sexual coercion and sexual assault to be sexual harassment. However, this study also found that more than 70% and nearly 40% of the respondents experienced gender harassment and seductive harassment respectively. This reflected that as the seriousness of the harassment increased, the frequency of the reported behavior declined accordingly. The results also implied that tour leaders commonly confronted the situation of hostile work environment.

Thirdly, as high as 60% of the respondents indicated their actual experience of sexual jokes and approximately 2-35% of the respondents experienced other forms of harassment behaviors at work. The figures probably explained the absence of sexual harassment policy, training and education as well as the different interpretation of sexual harassment in a service-oriented occupation like tour leaders.

Fourthly, excluded 3.5% of the respondents without policy with their current employers, nearly 90% of them responded either unsure about the existence of the policy or unsure about the content of the policy. Moreover, over 80% of them indicated that sexual harassment training/education were not provided in their current organizations and half of them responded either unsure about the reporting channel or no reporting channel for sexual harassment in their current companies. Taiwan Council of Labor Affair (2011) reported that 86% of the art, entertainment and leisure industry (tourism was included in this category) set sexual harassment policy/regulation and 80.1% of them displayed the policy/regulation in the workplace. In addition, 75.1% of the organizations provided reporting channel for sexual harassment incidents. The government released figures apparently were not consistent with this study and the results of this study somehow explained the high percentage of sexual harassment that tour leader experience at work.

Despite the definition of sexual harassment varies across different individuals, industries or even cultures, organizations, society and the individual should learn to respect others and to prevent any incident to occur. Organizations need to ensure that policy, training and education on sexual harassment are effectively implemented and reporting channel is clear and open to every employee within the organization. It is also the effort of the government to regularly inspect and monitor organizations when implementing the policy and to penalize organizations that violate the regulations. Taiwan government also needs to provide a clear definition and guidelines of sexual harassment for the service industry which has the characteristic of “customer is always right”, to protect and to ensure that service employees are working in a hostile-free environment. The limitations of the study are the small sample size and convenience method used which might need careful interpretation of the findings. Moreover, the sensitivity of the research topic might also pose the problem of response bias.

A CONSIDERATION ON IMPORTANT FACTORS IN DISASTER MANAGEMENT: IMPLICATIONS FROM A CASE OF MINAMISANRIKU TOWN IN TOHOKU, JAPAN

Hiroko Nozawa Ichioka

Sapporo International University

ABSTRACT

INTRODUCTION

Needless to say, when the Great East Japan Earthquake occurred on March 11th, 2011, it had massive impacts on Japanese tourism. When reviewing the past studies regarding disaster management, several researchers agree that “leadership” is a vital factor in disaster management and for the process of recovery (Cassedy, 1991; Turner, 1994 Faulkner, 2001). Others suggest that both internal and external stakeholder involvements are important in the process of recovery and reconstruction (Kouzmin, Jarman, and Rosenthal, 1995; Ritchie, 2004).

This paper identifies and discusses what the important factors are in disaster management by describing the case of Minamisanriku in the Tohoku area of Japan and provides implications for future disaster management.

BACKGROUND

The clock was frozen at 14:46, March 11th, 2011, when the Great East Japan Earthquake occurred in Japan. Twenty minutes after the first massive quake, the first *tsunami* struck the coastlines of Tohoku area, and the following *tsunamis* swept everything away from the small towns and villages along the coastlines of Tohoku. As of March 2012, a year later, over twenty thousand people are reported to be dead or missing (*Kouhoku Shimpou* Newspaper, 2012).

The Tohoku area, which was damaged by this catastrophe, is one of the areas which Japan is proud of. The area embraces rich agricultural and marine resources and magnificent landscapes. A number of small fishing villages and communities are aligned along the coastline of the Pacific Ocean, and Minamisanriku town is one of them. It is a small fishing town, located in the northern part of Sendai, with a population of around 17,000. Like other towns and villages along the Tohoku coastline, this town had suffered from massive earthquakes and *tsunamis* several times during the past centuries, therefore, this town had established rigid counter-disaster measures. The town had installed the highest seawalls and practiced regular evacuation drills, and it was considered one of the most prepared and highly aware communities for massive earthquakes and *tsunamis*. Yet, the magnitude of the Great East Japan Earthquake was far beyond anybody’s imagination and preparedness, so that

tsunamis easily swallowed the seawalls, totally washed the main part of the town away, and over 800 people, around 5% of its population, were lost in the disaster (*Kouhoku Shimpou* Newspaper, 2011).

Although Minamisanriku is a small-sized community, the town has attracted the second most amount of direct aid, both financial and material aid, next to Sendai city, after the disaster. As of May 2011, only two months after the disaster, the aid amounted to more than 4 million US dollars, while many other communities received less than 10 thousand US dollars. Sano, et al, who conducted a case study in this town, identified that the various networks this town had prior to the catastrophe was a major reason for attracting large amounts of financial, material and emotional support (Sano, et al, 2011).

The Minamisanriku local administration had established different network agreements with communities in the neighboring areas, as well as with several other communities located in different parts of Japan. With Shounai, a neighboring town, the network originally started with school excursion exchange programs between both towns. The two towns had an agreement to help each other in case of emergencies in 2006. Shounai town also was damaged by the Great East Japan Earthquake, yet, it did not suffer from the *tsunamis* since it is located inland. As a neighboring town, they could provide immediate aid to Minamisanriku from the day after the quake. Other support came from a town called Shimabara, located in the southern part of the country, which had suffered from massive volcano eruptions in 1991. The mayor of Minamisanriku happened to have been visiting Shimabara when the eruptions occurred, and he immediately sent contributions, without any previous agreements, to Shimabara. Shimabara town sent a volunteer team immediately after the quake as a return for the mayor's warm support in 1991. Minamisanriku also had an international network established with the country of Israel which sent a medical team shortly after the disaster happened that greatly helped in medical treatments, particularly for the elder residents (Sano, et al, 2011).

In addition to the above mentioned support at the local government level, this town also had various networks at the private business level. One of them is "*Bousai Asaichi* Network (literally means "disaster prevention morning market network") that consists of twenty four shopping street business associations and NPOs across Japan. Shopping streets are community-based and community-oriented businesses; therefore, it is likely that they have leaders for promoting community vitalization. The *Bousai Asaichi* Network was established with an agreement that the members will help each other in case of emergencies. The shopping street business association in Minamisanriku joined the network prior to the disaster, and received various aids and supports from different communities across the nation (*Kouhoku Shimpou* Newspaper, 2011).

The *Bousai Asaichi* Network also encouraged the shopping street shop owners in Minamisanriku to resume their business. Members of the Network believed that it was vital

for the Minamisanriku shopping street shop owners to stand on their own feet. Therefore, they urged them to open a market in which local shop owners, most of whom lost their homes and shops in the *tsunami*, could resume their business and retrieve their self-confidence. Having gotten supported by members of the Network, the first market was held in the end of April, 2011, less than 50 days from the disaster. The market was named “*Fukkouchi* (a market to raise happiness)” and has been held once a month. There were only four shops from Minamisanriku town at the first market, but an increasing number of local shops were encouraged to resume their business at the market. In September, 6 months after the disaster, the market had 67 shops in total, with 33 local shops, attracting 20,000 visitors (Sato, et al, 2011).

Having been inspired by the story of the *Fukkouchi*, the author had interviews with Mr. Yamauchi, the leader of the shopping street. Yamauchi, an owner of fish factories and a shop, explained that the *Fukkouchi* was possible because of tremendous outside support, but the foundation of this achievement relies on the tight community boundaries and human network that this small fishing town traditionally had. And the shopping street had played an important role in tightening their community boundaries, as it is the place where residents exchange information, and foster and promote their emotional ties. Therefore, it was very important for shopping street business owners to take an initiative in the process of recovery (Yamauchi, 2011).

Yamauchi also emphasized the importance of different stakeholder involvements. An example is the hotel *Bouyou* that has taken an important role in recovery. This 244-room hotel itself had been damaged by the *tsunami*, yet, it accommodated rescue teams and volunteers during the first month after the disaster. Then the hotel resumed its restaurant in April to encourage both rescue teams and local residents, and from the beginning of May, it started to accommodate 600 refugees who lost their homes. It also started a blog to inform the status of the devastated town and has also called for necessary support and aid for recovery. The hotel also opened a small library and a space where local residents could enjoy community activities. Another example is that victims of *tsunami* started a volunteer tour guiding service in order to keep and pass on the memories of the *tsunami* tragedy. They started to provide the services at *Fukkouchi*, which attracts more than 20,000 visitors and residents, and has played an important and educational role in disaster management (Yamauchi, 2012) .

IMPLICATIONS

Implications from the case of Minamisanriku town include the followings. First, it proves the importance of having leaders in disaster management, and implies that it is desirable to have multiple leaders in both public and private sectors. It also confirms the importance of having both internal and external stakeholder involvements, as suggested in the

past studies. In addition, this case demonstrates that it is important to establish various networks in case of emergencies through different channels at different levels. It also suggests that the strong community boundaries this town traditionally had were the foundation of the effective and immediate disaster management. Finally, the *Fukkouchi* implies that outside support and aid should be provided in a way that allows a devastated community to be independent.

A CAUSAL RELATIONSHIP BETWEEN DESTINATION IMAGE AND INTERNATIONAL TOURISTS EXPERIENCE UNDER POLITICAL CRISIS: A STRUCTURAL EQUATION MODEL

Akarapong Untong

Public Policy Studies Institute

Vicente Ramos

Department of Applied Economics

University of the Balearic Islands

Javier Rey-Maqueira

Department of Applied Economics

University of the Balearic Islands

Mingsarn Kaosa-ard

Public Policy Studies Institute

ABSTRACT

INTRODUCTION

Tourists are generally very sensitive to negative shocks such as natural disasters, terrorism, political unrest, or disease outbreaks (Faulkner, 2001; Ritchie, 2004; Araña and León, 2007). Thailand's tourism encountered several negative shocks such as the spread of Severe Acute Respiratory Syndrome (SARS) in 2003, Tsunami in the end of 2004, also internal unrest since 2006, and a major flooding at the end of 2011. However, social and political unrest that have erupted since 2006 may have affected Thailand's destination image, especially Thailand's political crisis during end of 2008 and beginning of 2009. That crisis led to a drop of about 31% of international tourist arrivals over the first four months of 2009 (Barnes, 2009). Apart from its impacts on arrivals, these events might have also affected Thailand's destination image, perceived value, satisfaction and behavioral intentions, or the structure of causal relationships among them. This, in turn, may affect the tourism competitiveness of Thailand both in the short and long run, because destination image is an important factor influencing comparative advantage of tourism (Chi and Qu, 2008). Past studies confirm that destination image influences tourists' decision-making process (Crompton and Ankomah, 1993; Baloglu and McCleary, 1999), post-decision makings (Bigné, Sánchez and Sánchez, 2001), and behavioral intentions reflected through their revisits or recommendations to others to visit (Chen and Tsai, 2007; Ozturk and Qu, 2008; Chi and Qu, 2008; Chen and Chen, 2010).

Based on the concepts described above, this paper aims to study the structural differences of these causal relationships caused by the political instability that led to the closure of Thailand's main international airport and Songkran crisis (crack down of the red-shirt protesters in Bangkok) during the end of 2008 and beginning of 2009. Inbound tourists during the six periods before and after the crises were interviewed. The results of the study will help to improve our understanding of the impacts of political instability on Thailand's destination image, its effects on tourists' perceived experience and their behavioral intentions. By understanding these elements it will be possible to provide recommendation for improving tourism planning and management in order to address the changes brought by political crises that may occur in the future.

METHODS

The six periods during the two crises are: the period before the Suvarnabhumi international airport closure (Pre-crisis1), during airport closure (Crisis1), one month after the airports closure (Post-crisis1A), 2-3 months after the airports closure (Post-crisis1B), the Songkran crisis (Crisis2), and one month after the Songkran crisis (Post-crisis2).

In this study, tourist experience is divided into four stages: pre-visit (decision-making), during-visit (on-site experience), post-visit (overall experience) and future behavior (behavioral intentions). The concept of measuring destination image, perceived value, satisfactions, and behavioral intentions, including the relationships between them are applied to develop a conceptual model.

The data used in this study were obtained from interviewing 4,754 international tourists visiting Thailand from the 1st of October of 2008 to the May 18, 2009 at Suvarnabhumi Airport (Bangkok) and Chiang Mai Airport. A structural equation model (SEM) is used to analyze the data. The model includes 19 observable variables, 1 exogenous latent variable (destination image), and 4 endogenous latent variables (satisfaction attributes, perceived value, total satisfaction and behavioral intentions).

FINDINGS

The empirical application of the model fulfills the tests available in the literature proving that the proposed model is solid, and it can be used to explain the evolution of the tourist experience during the events. We found that the change in the value of the variables was not enough to generate changes in the overall behavioral structure of international tourists.

Most of the hypothesis regarding the causal relations among the destination image, perceived value, satisfaction attributes, overall satisfaction and behavioral intentions were confirmed. The main exception is that overall satisfaction during the events is mainly

determined by other experiences encountered during the crises, and not by the tourists' previous destination image.

Table 1 presents the factors loading scores of the destination image during the six stages. It shows that the special Thai social atmosphere, as capture by the "land of smiles" brand, remains the most important image of Thailand. However the score of this element decreases after the airports closure (dropped from 0.61 for the first crisis to 0.42 one month after the Songkran crisis). Reasonable prices' loading score increased from 0.25 for post-crisis1A to 0.64 for the post-crisis2, perhaps because the tourists take advantages of aggressive low seasons price discounts. Hence, it is the main component that helped to reduce the negative effects on destination image due to the other components. Finally, there are no clear changes in destination image regarding tourism attractions and activities.

Table 1. Factors Loading Scores of Destination Image

Components	Pre-Crisis1	Crisis1	Post-Crisis1A	Post-Crisis1B	Crisis2	Post-Crisis2
1.Natural endowments	0.41	0.32	0.50	0.47	0.36	0.37
2.Man-made endowments	0.50	0.39	0.35	0.53	0.48	0.38
3.Alternative activities	0.37	0.44	0.28	0.42	0.35	0.42
4.Social atmosphere	0.57	0.61	0.53	0.52	0.55	0.42
5.Public facilities	0.33	0.61	0.52	0.41	0.36	0.41
6.Reasonable prices	0.43	0.50	0.25	0.49	0.58	0.64

Source: Author's calculation.

Table 2 presents the total effects of destination image on the other variables in the model. The results shows that the change in destination image during the analyzed period lead to increase in its effects on tourists' satisfaction attributes, but its effect on overall satisfaction and behavioral intentions on Thai tourism has a tendency to decline.

Table 2. Coefficients of the Structural Equation Model

Variables	Pre-Crisis1	Crisis1	Post-Crisis1A	Post-Crisis1B	Crisis2	Post-Crisis2
A. Destination image						
- Satisfaction attributes	0.25	0.33	0.31	0.42	0.33	0.57
- Perceived value	0.52	0.44	0.55	0.54	0.59	0.46
- Overall satisfaction	0.16	0.05 ^{NS}	0.13	0.17	0.02 ^{NS}	0.06 ^{NS}
B. Satisfaction attributes						
- Overall satisfaction	0.36	0.12	0.29	0.04 ^{NS}	0.10	0.01 ^{NS}
C. Perceived						

value						
- Satisfaction attributes	0.54	0.47	0.49	0.41	0.39	0.25
- Overall satisfaction	0.46	0.82	0.54	0.75	0.75	0.81
D. Overall satisfaction						
- Behavioral intentions	0.90	0.89	0.98	0.80	0.89	0.83

Note: NS = not statistically significant at 95% level of confidence.

Source: Author's calculation.

Regarding the evolution of the causal relations among the variables of the model, the changes in Thailand's destination image led to changes in the magnitude of the effect that it has on tourists' overall satisfaction and behavioral intentions.

Finally, it should be pointed that the special social atmosphere remains as the most important destination image of Thailand throughout the analysis, but attractive prices proved to be effective to call the attention of tourists after the crises.

CONCLUSION

The study has proven that the recent political crises only have short-term impacts on Thailand's destination image, hence not enough to generate changes in the overall behavioral structure of international tourists. Therefore, in the short run, there is no need to quickly improve the destination image of Thai tourism, especially on the tourist attractions. But, the focus should be concentrated on improving tourists' confidence in safety and on maintaining the social atmosphere of "Thainess" as fast as possible, because these two aspects are the most important components of the destination image of Thai tourism. Besides this, the results of the study suggest that improving destination image during the crisis does help to increase tourists' satisfaction attributes more than the increase in their overall satisfaction and their behavioral intentions.

DETERMINANTS OF VOLUNTEERING IN MEGA SPORTS EVENTS: A STUDY OF UNIVERSIADE SHENZHEN 2011

Natalia K. Jiang

School of Hotel and Tourism Management
The Hong Kong Polytechnic University

Honggen Xiao

School of Hotel and Tourism Management
The Hong Kong Polytechnic University

ABSTRACT

Volunteering in Mega Sports Events (MSEs) has been gaining increasing popularity among volunteers in China. As a pioneering attempt to explore volunteering in MSEs, this research employs a case study of the Universiade SHENZHEN 2011 to address issues pertaining to Chinese MSE volunteers' motivation, altruism, perception of external attractiveness, satisfaction and intention to volunteer in future opportunities. A model of determinants and antecedents of volunteer participation in MSE contexts was proposed and pilot-tested with data collected during a field survey in Universiade SHENZHEN 2011. The findings indicate that statistically significant and positive associations exist between MSE volunteers' perceived level of satisfaction and their intention to participate in future volunteering opportunities. Furthermore, the result proves that increase in satisfaction of external attractiveness, e.g., efficient and widely recognized organizing committee play the strongest role in generating volunteer satisfaction, while intrinsic motivation fulfillment was proved to play a statistically insignificant role in influencing satisfaction, a distinctly new finding that was not identified in published research undertaken in other countries and/or contexts.

VISITORS' CROWDING PERCEPTION IN THE YILAN INTERNATIONAL CHILDREN'S FOLKLORE & FOLKGAME FESTIVAL

Wen-Pin Lin

Department of Tourism and Leisure Management
Ling Tung University

Polin Feng

Department of Tourism and Leisure Management
Ling Tung University

ABSTRACT

This study used the Yilan International Children's Folklore & Folkgame Festival as a case study, intended to analyze whether there were significant differences among visitors in crowding perception and the influence of related factors on perceived crowding in a festival. The study was conducted by using questionnaire survey. The analysis of variance showed that: women agreed more that there were many people around; elderly visitors had stronger perception in part of density-induced stimulus and perceived crowding; married-with-children visitors had stronger perception in part of density-induced stimulus than the unmarried and married-with-no-children visitors. The frequent visitors had stronger perception in part of density-induced stimulus. The result of regression analysis showed that the density-induced stimulus (divided into space and facilities stimulus) and the discrepancy between the expected and the perceived number of encounters had a significant positive impact on tourists perceived crowding, and the space stimulus played the most important role.

THE 2011 HONOLULU MARATHON: THE JAPANESE INFLUENCE ON HAWAII'S LARGEST SPORTING EVENT

Jerome Agrusa

Travel Industry Management
Hawaii Pacific University

Joseph Lema

Hospitality & Tourism Management Studies
The Richard Stockton College of New Jersey

ABSTRACT

INTRODUCTION

With competition for tourists increasing, destinations such as Hawaii must explore strategies to differentiate themselves to attract tourists. As Hawaii's Sea, Sand and Sun tourism has declined an alternative tourism strategy is to host a major participatory sport tourism event that provides economic and social benefits during the shoulder season. The largest organized participatory sporting event in Hawaii is the Honolulu Marathon.

Some 22,615 runners registered for the 2011 Honolulu Marathon making it one of largest in the world. Of the 22,615 Honolulu Marathon runners, over 14,414 were out-of-state runners, with over 85 % of those runners coming from Japan. With over 12,000 of the International runners coming from Japan, participation from Japan in the Honolulu Marathon is critical to its success. The Honolulu Marathon attracts nearly 22,000 entrants as well as the associated Marathon Expo is the largest and most lucrative in the islands with almost 70,000 turnstile clicks over four days.

While Japanese tourists visiting the Hawaiian Islands dropping by almost half from 1997 to 2007, Japanese participation in the Honolulu Marathon has remained very strong over the same decade. In 1997, approximately one-third (2.2 million) of the total 6.7 million tourists visiting Hawaii were Japanese (Yamanouchi, 2004). Since that 1997 peak, the number of Japanese tourists travelling to Hawaii has dwindled, with only 1.1 million Japanese visiting Hawaii in 2010 (DBEDT, 2011). The number of Japanese participants in the Honolulu Marathon has remained nearly constant with more than 80 % of all entries for every year during the same period from 1997 to 2011.

As Japanese travellers spend more money than any other visitors that travel to Hawaii, Japanese tourism to Hawaii is a critical issue (Agrusa, Lema, & Tanner, 2008; DBEDT, 2003; Latzko, 2005). Japanese tourists spend at significantly higher levels of money than any other tourist groups in Hawaii according to a number of studies (Chang & Chun, 2006; Dougan,

2007; Keown, 1989; Reisigner & Turner, 2002; Rosenbaum & Spears, 2005). The average planned expenditures per person for Japanese visitors were \$1,416 compared to \$644 for U.S. visitors as indicated by a 2004 study by Professors Rosenbaum and Spears from the University of Hawaii (Schaefer, 2004). "Japanese visitors were the highest-spending tourists on Oahu in the first half of the year, doling out an average of \$236 per person daily, while tourists from Canada spent the least on the island, at about \$105 a day" (Yamanouchi, 2003, p. D1). By spending more than twice as much on entertainment and shopping than its United States counterpart, the Japanese visitor is an integral component of Hawaii's tourism.

Recently, showing a change in preference from static activities to dynamic activities, Japanese tourists have increasingly entered sporting events such as marathons, (Agrusa, Maples, Kitterlin, & Tanner, 2008; Arakawa, 2006; Cai & Combrink, 2000; Chang & Chun, 2006; Litvin, 1999; Turner & Reisinger, 1999).

METHODOLOGY

This study consisted of a sample of the over 12,000 Japanese runners in the 2011 Honolulu Marathon. Originally written in English, the survey instrument was converted into Japanese for the participants to complete.

A pilot test consisting of 25 Japanese tourists was conducted on the instrument to ensure all there were no ambiguous questions or interpretive problems and all questions could be clearly understood. Questions developed by researchers asked respondents when they arrived in Honolulu, their travel/lodging arrangements and their expected expenditures on selected items. The final instrument consisted of 18 questions regarding accommodations, length of stay, as well as the amount of money that was spent by marathon participants on their lodging, food, souvenirs and other miscellaneous items while attending the marathon activities in Honolulu. The questionnaire also contained demographic questions, their travel and lodging arrangements, questions asking respondents when they came to Honolulu, expected expenditures on selected items, as well as other Likert-type questions on how they enjoyed their visit and whether or not they might return to Hawaii other than to run in the Honolulu Marathon. The data was collected by administering a questionnaire to a convenience sample of Japanese participants.

HIGHLIGHTED RESULTS

A total of 1,341 usable survey questionnaires were collected and analyzed for this study. There were 12,359 runners from Japan in the Honolulu Marathon and more than 96% of all the respondents stated that they had a positive experience with the Honolulu Marathon. Also, 49.3% of the survey participants indicated that this is their first time to visit Honolulu, and over 94% of these Japanese runners stated that they would return to visit Hawaii again in the future other than to participate in the Honolulu Marathon. While over 52% of the

Japanese runners stated that they plan to return to run another Honolulu Marathon over the next 2 years. When asked, “Do you think that you are going to spend more money in Hawaii due to the increase in value of the yen at a 20 year high?” Over 94% (94.7%) of the respondents stated, “Yes”.

In addition, over 18% (18.3%) of this studies participants stated that they will visit another island other then Oahu (where Honolulu marathon is run) during this trip to Hawaii. This indicates that the economic impact of the Honolulu Marathon also has a positive effect to the other islands in the state of Hawaii.

When asked how long in advance the participants began planning their trip to participate in the Honolulu Marathon, over 21% of respondents stated 1 year in advance and over 57% stated between 6 months to 1 year in advance. When asked if the participants had any thought of cancelling their trip to the Honolulu Marathon do to the devastating Tsunami to hit Japan in March of 2011, over 76% of the Japanese respondents stated “No”. When asked how likely the participants are to recommend Hawaii as a travel destination to others, 98.7% of the respondents answered “very likely” or “likely”, with only 1.1% stating that they were “unsure” while none of the over 1,300 respondents answered “unlikely”.

MODEL CONSTRUCTION AND VALIDATION OF RECREATIONAL MOTIVATION, EXPERIENCES VALUE AND FESTIVAL ROYAL: A CASE STUDY OF 2011 SUMMER FESTIVAL IN HUALIEN

Kai-Chih Chang

Department of Tourism and Leisure Management, Taiwan Hospitality and Tourism College

ABSTRACT

The purpose of the study was mainly to construct and validate the relationships model among the recreational motivation, experience value and festival royal. According to literature review, Recreational motivations are divided into push and pull recreational motivations; Experience value has intrinsic and extrinsic experience value constructs. Based on the on theory of recreational experience continuum, Recreational motivation would impact festival royal through experience value. In accord with the above concept, the study constructed and validated the theoretical framework model of the “Recreational motivation → Experience value → Festival royal”. The case was selected by the 2010 Summer Festival in Hualien, the eastern Taiwan during high season, 1,165 questionnaires were valid. After the research reviewed the literature of relevant theories, data was analyzed by SEM (Structural equation modeling). And then, the factor analysis revealed good construct validity, convergent validity, and composite reliability. The empirical results displayed that a most mutual causal relationship had be verify between the pull and push recreational motivations. Pull recreation motivation had the significant relationships among all of the related constructs and festival loyalty was mainly affected by extrinsic experience value. The results of this study mean that the stakeholders should be re-thinking recreational motivation and experience value of tourists in order to achieve the goals on promote the festival loyalty, and the sustainable development of the festivals.

EXPLORING THE EXPERIENCE OF CULTURAL AND ART FESTIVAL ORGANIZED FOR PEOPLE WITH DISABILITIES

Songee Kim

Hospitality and Tourism Management
Purdue University

Xinran Y. Lehto

Hospitality and Tourism Management
Purdue University

Li Miao

Hospitality and Tourism Management
Purdue University

William F. Jaffé

Hospitality and Tourism Management
Purdue University

ABSTRACT

INTRODUCTION

Organizations in various countries have held such festivals for the disabled population, including disability film festivals and disability art festivals. According to the study by Barnes (2003), cultural and art festivals for the disabled may be different from mainstream cultural festivals in some ways. First, interacting with other disabled individuals is often regarded as especially important for people with accredited impairments. This is because in the majority of cases, disabled people are unable to share the same experiences as non-disabled people or conform to mainstream norms. Second, within the context of disability culture, an acceptance of impairment is a symbol of difference, and recognition of the significance and value of a disabled lifestyle. Despite the growing deliberations of services provided by the various hospitality and tourism sectors, few studies have attempted to examine the experience of the special events and festivals designed for people with disabilities. The festival literature has recognized a festival as a unique type of special event that includes a set of attributes that when combined, offer an exceptional experience (Axelsen, 2006). Morgan (2009) contended that experience literature can be seen as having two converging strands. From the organizational viewpoint, experience management can be seen as how to make the customer experience the center of the organization's strategic planning, marketing, and operations (Shaw, 2005). The other strand focuses on the consumer viewpoint.

The experiential perspective first proposed by Holbrook and Hirschmann (1982) sees consumption experience as a subjective state of consciousness shaped by hedonic responses, symbolic meanings, and aesthetic criteria. Therefore, the event experience can be seen as a cognitive response to the external stimuli provided by the event organizers and a primarily subjective state of consciousness. The current study attempts to create a holistic understanding of the interaction between the external elements (controlled by managers/organizers) and the internal elements (as felt, seen and interpreted by the experience consumer).

METHOD

A structured survey was designed for this research. The development of the structured survey questionnaire was based upon initial qualitative assessments including in-depth personal interviews with people with disabilities and an extensive literature review regarding the event/festival tourism, leisure travel for people with disabilities, and existing measures of service/tourism experience. The World Disabled People's Culture and Art Festival (WDPCAF) is one of the biggest cultural and art festivals in Korea. The questionnaires were distributed through Disabled People's International (DPI), one of the largest non-profit organizations for people with disabilities in Korea. The questionnaires were collected from people with disabilities who are affiliated with the DPIs in seven major cities in Korea and who had attended the festival. A total number of 304 questionnaires were usable. A series of exploratory factor analyses with VARIMAX rotation were performed to identify the underlying structure of the festival experience measurement items using SPSS 17.0. Then, confirmatory factor analysis was performed to validate overall measurement model using AMOS 18.0. Furthermore, one-way analysis of variance was performed to explore experiential dimensions in relation to attendees' disability-related characteristics.

FINDINGS

At the initial stage of the data analysis, exploratory factor analyses were performed and the procedure revealed a three-factor underlying structure for external experience and a four-factor solution for internal experience of special festival organized for people with disabilities. At the second stage, items emerged from exploratory factor analyses were further tested using confirmatory factor analysis. Each item was examined to assess the appropriateness to the scale and to improve the model fit. After deleting several items, the fits of the final models of festival experience improved considerably: (1) measurement model of external festival experiences ($\chi^2 = 133.267$ with $df = 62$, RMSEA = .062, RMSR = .022, GFI = .933, AGFI = .901, NNFI = .957, CFI = .966) and (2) measurement model of internal festival experiences ($\chi^2 = 144.363$ with $df = 71$, RMSEA = .058, RMSR = .071, GFI = .938, AGFI = .908, NNFI

= .968, CFI = .975). The final scales included 13 items measuring three external experiential factors and 14 items measuring four internal experiential factors.

The first external experience factor was labeled as “Experiencing core event attributes” since all items within this dimension are associated with central theme of the festival and features of programs and events provided by the festival. The second factor, identified as “Physical accessibility,” captures the items representing reliability of physical facilities, and the ease and flexibility of attending the festival. This factor includes items related to the physical surroundings and tangible aspects of the festival, such as ‘Restrooms were easily accessible’. The last factor, “Human operation,” reflects professionalism and courtesy demonstrated by festival staff. Four items include statements such as ‘Staff responded quickly on my special request’. Among the three external experiential factors, the factor of “Human operation” (6.04) has the highest average mean scores followed by “Experiencing core event attributes” (5.37) and “Physical accessibility” (3.45). This study also resulted in the attainment of four dimensions of internal festival experience of visitors with disabilities. The first factor, “Personal rewards”, indicates value gained from attending festivals from a visitor’s perspective and relates to the reasons for participation. The next factor, “Social inclusion”, is directly associated with the feelings of reduced physical and social distances by attendees with disabilities while attending the festival. The “Intrinsic barriers” factor represents inherent constraints confronted by attendees with disabilities in attending the festival. This factor relates to psychological condition of attendees with disabilities and includes personality factors, attitudes, belief, and moods. This factor, therefore, has direct and negative impact on active participation of people with disabilities. The last factor is labeled as “Meaning of the event”. This factor illustrates cognitive response of the attendees from festival experience and relates to how attendees process and interpret their festival experience. Among the four factors of internal festival experiences, the factor of “Social inclusion” produced the highest average mean score of 6.07. The Cronbach’s alphas obtained in the study were all above the generally agreed-on lower limit of 0.7 (Nunnally, 1978), indicating satisfactory reliabilities for the overall scale and all the extracted factors. The findings of this study also suggest that festival experience is influenced by the nature of their disabilities such as types of disability and severity of disabilities.

CONCLUSION

The current study sought to present a phenomenological account of festival experience of visitors with disabilities. In doing so, this study offers a framework to assess disabled attendees’ festival experiences (Figure 1).

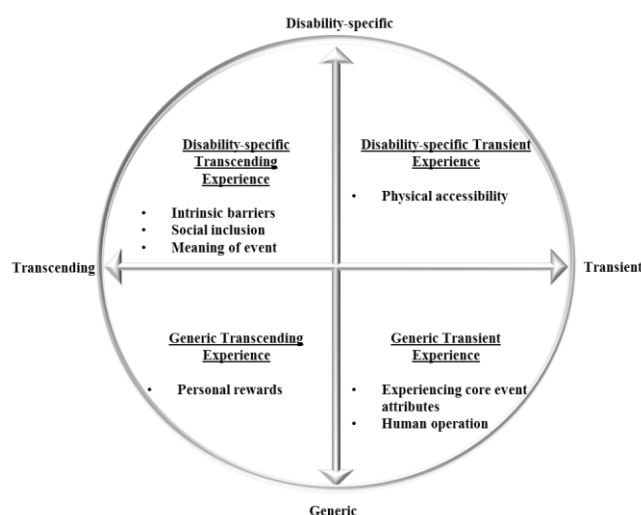


Figure 1. The Festival Experience of Attendees with Disabilities

This framework proposes two festival experiential dimensions. One is transient in nature and encounter-based that captures the festival experience of disabled attendees as a result of the programmatic and operational implementations. This dimension is largely induced by external factors such as festival specific attributes. The other dimension is transcending in nature and tends to be influenced by personal attributes. This dimension reflects a more idiosyncratic experiential aspect as a result of internalization of the encountered experience. It tends to be more related to internal and personal perspectives. Understanding the complexity of the festival experience of visitors with disabilities requires such a framework that brings together on one side the external managerial aspects of the festival scheme and operations and on the other the internal rewards, barriers, inclusion, and meanings the attendees derives from it. Not surprisingly, the results of existing disability studies indicate that the experience of people with disabilities is often disability-specific, yet in some cases this specific population may share some similar traits and characteristics when it comes to tourism participation compared to general traveling population. Therefore, this research proposed a comprehensive model of the festival experience for disabled individuals, based on Morgan (2007, 2009)'s distinction between external and internal dimensions and distinction between disability-specific and generic dimensions. The outcomes of this study contributes to the understanding leisure needs of people with disabilities and the establishment of linkages between special event participation as there is almost no studies which have attempted to examine special events designed for them. This research potentially bears significant ramifications for special event marketers/practitioners. The understanding of event experiences along the multi-dimensions will enable event marketers to design appropriate marketing and promotional strategies. Also, this study provides better insight into the diverse nature of special event experiences and creates a more tailored event environment.

THE EFFECT OF PHYSICAL ATTRACTIVENESS ON SATISFACTION, PERCEIVED VALUE AND FUTURE BEHAVIOURAL INTENTION

Chris Choi

School of Hospitality and Tourism Management
Guelph University,

Marion Joppe

School of Hospitality and Tourism Management
Guelph University,

Lingyun Zhang

Department of Culture
Shandong Finance & Economic University,

Jianlei Zhang

Jinan Mingran Plan & Design

ABSTRACT

INTRODUCTION

It is not surprising that many Asian airline companies expect newly recruited flight attendants to be young, be good-looking, and maintain a certain height-to-weight ratio. It seems that airline companies have no intention of exercising gender discrimination, but they discriminate against overweight and plain-looking candidates, which is a unique corporate hiring strategy utilized in most Asian countries. Why do companies use such a strategy? Is it really important to do so to provide higher quality service? This study attempts to address these questions.

Researchers reported that a person's first impression may affect another person's future behaviour (Dailey, 1952; Newcomb, 1947), while a person can make an immediate decision upon categorizing another person, whether attractive or not (Gulas & McKeage, 2000). Burgoon, Birk and Pfau (1990) and Saxton, Burris, Murry, Rowland, and Roberts (2009) indicated that nonverbal cues of service providers, such as facial expressions, vocal tone, casual smiling, forward body lean, open body posture, and frequent eye contact can positively influence customers' emotion. Furthermore, copious experimental design studies proved that physical attractiveness had a significant impact on customers' various evaluation of service, including salespersons' performance (Ahearne, Gruen & Jarvis, 1999), organizational behavior (Frieze, Olson, & Russell, 1991; Heilman & Stopek, 1985), advertisement effectiveness with a human ad model (Julander and Soderlund, 2005), an avatar on websites

(Holzwarth, Janiszewski & Neumann, 2007), teacher performance (Riniolo, Johnson, Sherman & Misso, 2006), positive emotion (Ellsworth & Smith, 1988), and satisfaction (Koernig & Page, 2002). In this sense, physical attractiveness as a nonverbal cue is likely to have a significant impact on customers' emotions, perceived value, and satisfaction (Till & Busler, 2000), which may lead to positive behavioral intention.

Traditionally, service encounters are considered an important moment of truth that affects a firm's overall success, and copious studies were conducted to identify and test the variables of service provider behaviour that affect customer evaluation (Soderlund & Julander, 2009). This study attempts to expand a list of determinants of customer satisfaction and of "non-conscious processing of social information during service encounters. In addition, relatively few studies in service context examined the effect of physical attractiveness on customers' overall evaluation, including perceived value and satisfaction. Therefore, this study examines the effect of the physical attractiveness of a service provider in terms of key output variables of customer evaluation (i.e., satisfaction and perceived value) and the mediating effect of positive emotion on the relationship between physical attractiveness and satisfaction (see Figure 1 for the proposed model).

METHODOLOGY

The data were collected at an international airport in Korea. All survey respondents were intercepted on a non-random basis in the arrival areas. For air passengers unable to complete and return the survey before getting on a bus or car, a postage-paid, preaddressed envelope was attached to the research instrument to overcome passengers' concerns that they could not complete the survey. The primary purpose of this option was to overcome travelers' concerns that they would not have time to complete the survey before boarding. Ninety-eight percent of respondents completed the survey in the arrival area. A total of 556 were approached, 460 surveys were distributed, and 401 surveys (87%) were completed. Of those, 378 were used for data analysis.

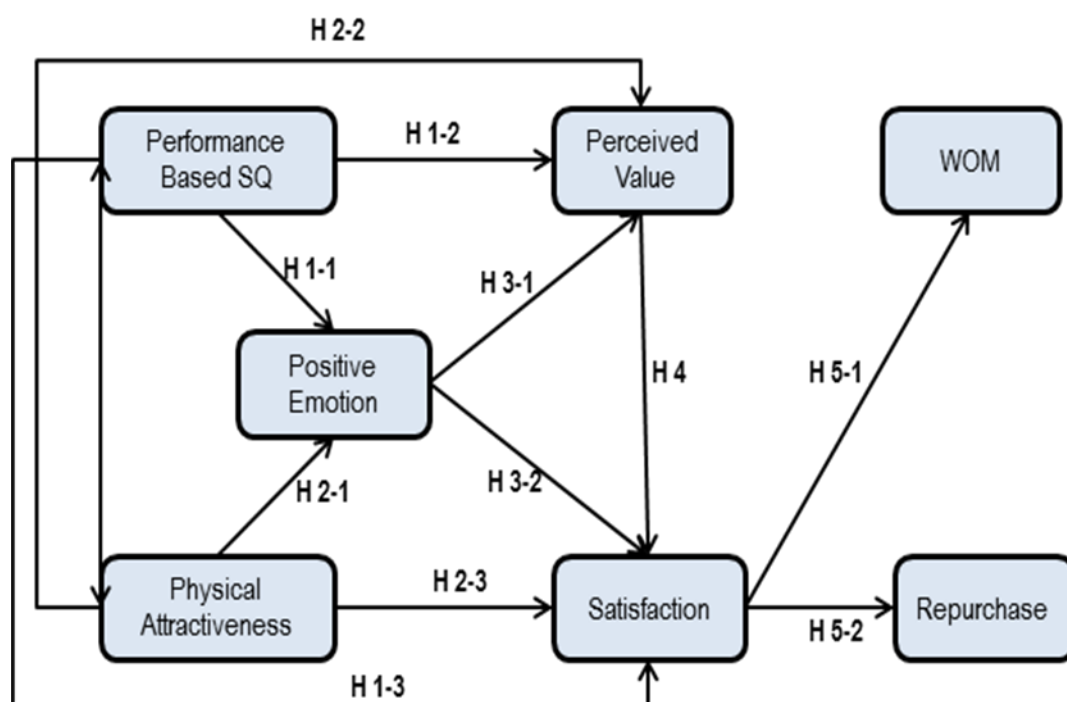


Figure 1. Proposed Model

The questionnaire was developed based on reviewing the previous studies (Cronin, Brady & Hult, 2000; Haston, 1984; Van Dolen, Ruyter & Lemmink, 2004; Park, 2007; Gruen, Osmonbekov & Czaplewski, 2006; Carpenter, 2008; Park, Robertson & Wu, 2004). The questionnaire's main section deals with the measurement of performance based service quality, perceived value, satisfaction, physical attractiveness, and behavioural intention (word of mouth and repurchase) with 24 attributes. Respondents are asked to indicate the perception of each attribute using a five point Likert scale from strongly disagree to strongly agree

Table 1. Means, Standard Deviation, and Correlation among Latent Variables

Factor	Mean	Std. Dev.	1	2	3	4	5	6
PSQ	3.73	0.8	1					
PhAtt	3.79	0.81	0.725	1				
PosEmo	3.61	0.79	0.737	0.708	1			
Pval	3.51	0.79	0.715	0.684	0.745	1		
SAT	3.53	0.76	0.644	0.697	0.807	0.784	1	
WOM	3.33	0.73	0.588	0.613	0.732	0.751	0.765	1
Repurchase	3.45	0.85	0.602	0.587	0.696	0.684	0.884	0.692

RESULTS

The means, standard deviations, and correlations for the latent variables are shown in Table 1. As seen in the table, most correlations among the latent variables were significant except for the correlations between SAT and PosEmo, and between WOM and Repurchase.

Table 2. Factor Loadings, Reliability and Validity of the Measurement Model

Factor	Item	Estimate	SE	t-value	Factor Loading	Construct Reliability	AVE
PSQ	physical4	1.00	0.0		0.851		
	physical6	1.00	5	21.33	0.861		
	physical5	0.99	5	19.55	0.817	0.920	0.669
	physical2	0.87	5	16.47	0.729		
	physical3	0.92	5	19.92	0.826		
PhAtt	phy7	1.00	0.0		0.799		
	phy8	1.04	4	24.54	0.86	0.906	0.673
	physical9	1.05	6	16.99	0.826		
	physical10	0.97	6	16.26	0.794		
Pval	valu3	1.00	0.0		0.821	0.887	0.675
	valu2	0.93	5	17.88	0.82		
	valu1	0.93	5	17.99	0.824		
SAT	satis3	1.00	0.0		0.845		
	satis2	1.04	5	21.84	0.886	0.920	0.733
	satis1	0.91	5	18.59	0.837		
PosEmo	positive3	1.00	0.0		0.897		
	positive2	0.92	4	23.77	0.865	0.935	0.777
	positive1	0.91	4	24.72	0.882		
Repurchase	repur1	1.00	0.0		0.883	0.865	0.729
	repur2	0.91	5	19.06	0.824		
WOM	mouth3	1.00	0.0		0.812		
	mouth2	1.01	6	17.85	0.845	0.895	0.661
	mouth1	0.97	6	16.32	0.781		
$\chi^2=344.48$, $p<0.01$, $\chi^2/df = 1.66$, $GFI = 0.928$, $AGFI = 0.904$, $NFI = 0.980$, $NNFI = 0.975$, $CFI = 0.980$, $RMSEA = 0.042$							

THE ROLE OF JOB SATISFACTION BETWEEN LEADERSHIP AND ORGANIZATIONAL CITIZENSHIP BEHAVIORS IN FOODSERVICE INDUSTRY

CHEN-TSANG (SIMON) TSAI

Department of Food and Beverage Services
Tainan University of Technology

CHING-SHU SU

Graduate Institute of Hospitality & Tourism Management
Jinwen University of Science and Technology

ABSTRACT

INTRODUCTION

In recent years, focused on organizational citizenship behaviors (OCBs), the research field and objects have gradually been shifted to service industries and employees. Service-oriented OCBs relevant researches have been paid much attention gradually (Podsakoff & MacKenzie, 1997). It reveals the importance of service-oriented OCBs involving loyalty, participation and service delivery which are focused on the characteristics of customer-contact persons (Bettencourt, Gwinner & Meuter, 2001). As the staffs of hospitality industry, Tracey and Hinkin (1994) found that leadership can enhance them to control their roles and influence OCBs. Bass (1985) stated that transformational leadership has surpassed the limitation of traditionally transactional leadership concepts. And, these two leaderships can complement and compensate for each other, and increase the subordinates' positive perception and OCBs further.

The previous researches revealed that a leader's behavior influenced the staffs' degree of job satisfaction; moreover, leadership and job satisfaction were positively related (Medley & Larochelle, 1995; Yammarino & Dubinsky, 1994). Then, when a staff's job satisfaction was improved, the higher his desire to devote himself to organizational performance, the more positive organizational citizenship behaviors he displayed (Bateman & Organ, 1983; Netemeyer, Boles, McKee, & McMurrian, 1997; Organ & Ryan, 1995; Smith, Organ, & Near, 1983). For job satisfaction, it influenced organizational citizenship behaviors more strongly than extra-role behaviors did (Konovsky & Pugh, 1994; Moorman, 1991). To be summed up, leadership can influence job satisfaction; and, job satisfaction seems to influence OCBs. However, if these three factors could form a causal relationship, it still needs to be more deeply explored.

The restaurant business is very competitive in Taiwan. The staffs always get very heavy working load, but, low payment. It usually results in poor service quality. Therefore, if

the staffs' OCBs could be induced by leadership and job satisfaction, it's very important to restaurant operation. In this research, it takes the staffs of foodservice industry as objects to examine the relationship of leadership, job satisfaction and OCBs. The examination of the relationship not only can extend the theory further, but offers suggestions for practical management of foodservice industry. Concisely, the purpose of this study is to explore the relationship of leadership and job satisfaction, service-oriented OCBs.

METHODOLOGY

Sampling

In this research, questionnaire survey is utilized. The staffs of foodservice industry in Taiwan are taken as objects. Firstly, a pilot study as 50 ones is proceeded to ensure the completeness of the questionnaire, the clarification of words and the design to accord with the reliability. After ensuring the items, questionnaires are distributed under the cooperation of the industries. In total, there are 300 questionnaires distributed and 270 ones were collected. After eliminating incomplete responses, this study obtains 266 samples. The response rate is 87%. For the age, the respondents mostly range from 21 to 29 years old (63.2%), and 66.9% are female, approximately 90% ($n = 239$) of the participants are single and their educational background mainly comprise bachelor degree (47%).

The Tools Of Measurement

In this research, leadership behaviors are classified as transformational leadership and transactional leadership. Transformational leadership is referred and modified from Multifactor Leadership Questionnaire (MLQ) (Bass, 1985). For transactional leadership, it's referred and modified from Podsakoff et al. (1990). These scales employ Likert 5-point from 1 to 5 points (from very disagree to very agree).

Job satisfaction is referred and modified from Minnesota Satisfaction Questionnaire (MSQ) 20-item short form (Weiss et al., 1967). It contains three dimensions: extrinsic satisfaction, intrinsic satisfaction and overall satisfaction. These scales employ Likert 5-point from 1 to 5 points (from very disagree to very agree).

Service-oriented OCBs is referred and modified from Bettencourt et al. (2001). It contains three dimensions: loyalty, service delivery and participation. Totally there are 16 items. It's the latest scale to measure OCBs of first-line service staffs and appropriate for the objects of this research. These scales employ Likert 5-point from 1 to 5 points (from very disagree to very agree).

Statistical Analysis

In this research, reliability analysis, correlation analysis, and regression analysis will be utilized to analyze the data. Cronbach's α is employed to measure reliability. And, for the measurement of validity, the scales were examined by pervious researches so the content validity is accepted. Then, the relationship of each dimensions and the hypotheses are

examined by regression analysis. Finally, the suggestions for academic research and practice will be proposed.

CONCLUSION AND IMPLICATIONS

When every country in the world develops its foodservice industry, the enterprises not only face the problems regarding how to use environmental resources and develop new products, but pay much attention to the human resources that are beyond the capital, technology or tangible property; furthermore, make them become the valuable resources of innovation and competition.

Leadership can strengthen the subordinates to master his own role and influence them to display OCBs (Graham, 1991; Hinkin & Tracey, 1994; Tracey & Hinkin, 1994). From the perspective of applying the goal of human resources to reach performance, a good leader not only can establish strategic vision for the organization, but set up the goal of operational performance. It plays an important role of supporting and encouraging the staffs to bring out OCBs (Koys, 2003).

Even so, before requiring the staffs to improve working efficiency, the staffs also express their emotional reaction to working environment; namely, they judge the realized level of psychological contract by the perceptive degree of positive or negative to the work. And, when the staff thinks that his contribution and incentive are balanced, his job satisfaction will be improved (Schermerhorn, Hunt, & Osborn, 1994). So, a leader would improve subordinates' job satisfaction by well utilizing appropriate leadership, and further result in or increase OCBs. This is a reasoned connection between leadership, job satisfaction and service-oriented OCBs, but the detailed nature of the relationship need empirical explication. This research intends to make a contribution in that regard.

The restaurant employees in Taiwan get heavy working load and need to face lots of problems under high pressure, such as personnel streamline, customer complaints, making profits, and so on. Supervisors not only need to supervise the degree of job standardization, but become the bridge of restaurant employees and restaurateurs. It has close relationship with job performance so supervisors' leadership is very important to the restaurant employees. It also shows how OCBs are important to restaurant employees. The findings of this research will propose practical implications for foodservice industry.

A CONTENT ANALYSIS OF TAIWAN, HONG KONG AND SINGAPORE'S OFFICIAL CULINARY WEBSITES

Shou-Yu Liang

Air Navigation and Weather Service
Civil Aeronautics Administration
Ministry of Transportation and Communications

Tzeng-Hua Yang

Department of Tourism Industry
Chinese Cultural University

Hui-Li Lu

Department of Tourism Industry
Chinese Culture University

Trang T.H. Vuong

Department of Tourism Industry
Chinese Cultural University

ABSTRACT

Internet is a vital tool of tourism marketing. A lot of nations have organized official tourism websites to introduce their special delicacies and provide tourist a positive destination image. This study aimed to compare the contents of Taiwan, Hong Kong and Singapore's official culinary websites. The software of Scrapbook was use to collect the content of words and photos on websites as well as the software of Catpac II was used to analyze the frequency of every word on websites to help explaining their potential destination image. It was found that Taiwan's official tourism website named "Taiwan Touch Your Heart" convey an image that Taiwan has special night markets and snacks. The "Discovery Hong Kong" websites manages by Hong Kong Tourism Board transmits an image that Hong Kong is a fine food paradise with both eastern and western foods. Singapore Tourism Board's "Your Singapore" website conveys an image that Singapore has Chinese, Malay, India, and Nyonya delicacies.

HALAL FOOD: PERCEPTION, PRACTICES AND PREFERENCES OF SELECTED MUSLIM COMMUNITIES IN METRO MANILA

ELAINE LORILLA-BAÑARES

Department of Hospitality and Restaurant Institutional Management
College of Home Economics
University of the Philippines–Diliman

MARIA LOURDES D. CATRAL

Department of Hospitality and Restaurant Institutional Management
College of Home Economics
University of the Philippines–Diliman

ABSTRACT

This descriptive research looked at “halal” food in the Philippines using the perspectives of the experts, “Halal-learned” and the “General Muslim” populace. Food practices and food preferences for both contributed to the characterization of “halal.” The study premised that the Philippines has a Muslim minority populace where there is lack of standard definition of “halal” despite ongoing attempts being made by various bodies including government agencies. This respondents obtained through purposive sampling, “Halal-learned” individuals belonging to “halal” related organizations and a “General Muslim” populace, residents of a Muslim compound in Metro Manila. The findings revealed that Muslim food is synonymous with halal and both the “Halal-learned” and the “General Muslim” populace. “Halal” definition meant permissible or allowed in Islam. Primary factors affecting food choices were religion, health & nutrition, availability and community. The need for certification for Halal were identified by the “Halal-learned” from a wide range of listed foods and likewise for the food preferences for the “General Muslim” and compared. Conclusions require a broader understanding of what constitutes “halal” starting with a common definition including characteristics and specificity of foods for the Philippine situation. Use of data gathered in this initial undertaking would be a great help both to both cultural understanding and business potentials.

ASSESSMENT OF ECO-FRIENDLY PRACTICES OF FOOD CARTS/KIOSKS EMPLOYEES IN A METRO MANILA MRT STATION

Girlie Encallado Lee

Department of Hotel, Restaurant and Institution Management
University of the Philippines

Shirley V. Guevarra

Department of Hotel, Restaurant and Institution Management
University of the Philippines

ABSTRACT

INTRODUCTION

The rise of environmental awareness globally brought socio-political movements and individuals to recognize that the environment is in crisis and needs to be addressed. The Philippines has also been plagued by numerous environmental problems for decades including liquid and solid waste generation and enforcement of environmental policies. *The Metropolitan Manila Development Authority placed the wastes generated in Metro Manila alone at 8,746.12 tons per day. This does not include the toxic wastes generated from the hospitals. It is thus, worthy to look into the contributory practices why such volume of solid wastes is generated using food carts/kiosks as subjects. Food carts/kiosks are stationary or mobile stand-alone units which serve snacks and drinks in disposable packaging materials. These are located in malls, supermarkets, transport stations or street corners. Specifically, this study aimed to determine the current environmental policies and practices of food carts/kiosks employees; examine the level of their knowledge in food service operations and its impact to the environment; relate their existing attitude and practices to the Responsible Environmental Behavior (REB) namely, Environmental Attitude, Locus of Control, Intention to Act, and evaluate if these environmental programs affect the preference of customers in buying food and beverage items.*

METHODOLOGY

This is an on-going exploratory research which mainly used the quantitative approach of gathering data with 36 employees of food carts/kiosks along the 5 MRT stations in Quezon City, Metro Manila as respondents. Also, 150 customer-respondents were chosen by systematic random sampling with a random start and a sampling interval. Data using the Likert format and those answerable using the frequency of occurrence, were analyzed through association, correlation, frequency and percent distribution and means.

RESULTS AND DISCUSSION

Employees

The food cart/kiosk employees were mostly female, aged 19-25 years old who have finished either secondary or college level and whose length of service ranged from 1 month to 7 months. Majority (83.3 percent) were service crew while 11 percent were supervisors. They claimed to have been compliant to their company's policies and procedures while 88.9 percent also expressed awareness on environmental issues. However, 61 percent of the employees were neutral in their participation in environment-related community projects. About 52.8 percent respondents claimed to have been non-compliant to waste segregation in their respective community while 75 percent do not usually bring recyclable shopping bags when buying groceries. Majority of the employees however, claimed to perform their tasks in maintaining safety and cleanliness, and minimizing wastes in the workplace. They also perceived environment as a clean, green, safe surrounding and clean air while 63.9 percent of the employees considered safe food as clean food. Likewise, employees considered waste segregation as merely separating biodegradables from non-biodegradables/recyclables.. Energy conservation also meant turning-off their lights and faucets when not in use while they equated pollution to dirty/stinky air and surroundings which can render people sick. In general, the employees' REB showed a strong sense of positive environmental attitude, intention to act, and locus of control.

Using Spearman's Rank order, results of correlation tests at 0.05 level of significance, indicate a correlation between the employees' attitude and their food cart/kiosk operation. Those with positive/appropriate attitude are more likely to know or follow their company's environmental policies. Employees' awareness on the environment care is associated to the mission and vision of their company (0.485). Their company's vision to implement a successful environmental program is also correlated to their effort to sell products that are safe to eat and drink. Likewise, the latter is associated to prohibiting employees from smoking during operating hours. The latter in turn, is also associated to the selling/disposal of recyclables as a way of saving the environment. Lastly, the selling of recyclable items is correlated to their compliance to the fire up/fire down schedules of their cooking equipment perhaps to save energy and prevent unnecessary accumulation of heat that might harm the environment. Likewise, their use of eco-friendly packaging materials such as bringing recyclable grocery bags when shopping is correlated to their company's vision and mission to care of the environment. Also, the latter is correlated to the employees' capability to produce food/beverage that is safe to eat/drink. The negative correlation (-0.389) between the segregation and selling of recyclable wastes suggests disagreement with each other because an employee might segregate but not dispose wastes properly. The employees' awareness is also associated with putting things in place, serving safe products, maintaining the cleanliness of the work area, waste minimization, following waste disposal schedule and general cleaning

of the food carts/ kiosks. Correlations are also evident between the employees' REB and their attitudes and practices. Environmental attitude (a feeling or emotion toward the state of the environment): awareness of mission/vision, support for use of biodegradable material, personal hygiene, food safety, cleanliness, waste segregation and disposal are reflected as a negative correlation which suggests agreement between REB and the employees' practices in the food carts/kiosks. However, the positive correlation may lead to a disagreement between their practices and their REB in terms of equipment maintenance and general cleaning.

On locus of control (feelings/belief to make a change on the environment): the safety of food being sold, use of environment-friendly packaging, personal responsibility for environment, support for use of biodegradable materials, personal hygiene, cleanliness, minimal waste, waste segregation and disposal, and selling of used food containers showed significance at 0.05 level. Though the respondents implored the usual people's perception that God can solve these environmental problems, they also recognized their ability in addressing the issues. Agreements between the Locus of Control and the employees' attitude and practices are also manifested through their belief that they can help save the environment if they share their knowledge on the matter with other people, segregate garbage and avoid improper waste disposal. It is thus, interesting to note that their adherence to waste segregation correlates with the status in society (popularity) of the campaigning environmental group. On the Intention to Act (planning to take action towards environmental improvement), a strong agreement with other environmental behavior was noted. Specifically, the intention to act is correlated with locus of control which means that the belief of an individual to effect change in the environment is correlated to his intention to perform the act of doing good for the environment. Likewise, his willingness to inform the company about work-related activities that contribute to environmental pollution correlates to his being continuously informed about the company's environmental projects, belief in God's help, in environmental education and in being updated by media. His intention of not mixing and properly disposing wastes as an effort to help save the environment was perceived to effect a significant change in the society.

CUSTOMERS

The 150 customer-respondents were composed of 72 percent female and 28 percent male, aged 13 to 67 years old. Majority comprised working individuals between 22 to 45 years old. About 76 percent claimed to seldom buy from food carts/kiosks at MRT stations for take-out due to time constraints while half (50.7 percent) seldom buy for immediate consumption. However, based on correlations, the more frequent they take the MRT, the more likely they will buy food from carts/kiosks. Majority of the customers showed environmental awareness except on their participation in environment-related community projects. Only 56.7 percent claimed to have been practicing waste segregation in the

community and have been using their own shopping bags in buying grocery items (38.7 percent). Majority of customers recognized and related the advantages of eco-friendly carts/kiosks: safety, cleanliness and quality of food to healthy living. More than half (55.3 percent) however, did not consider patronizing eco-friendly carts/kiosks as a responsibility. The perception of 64 percent of the employees that eco-friendly carts/kiosks can be a possible venue for tourism conformed to Guevarra's similar study in 2006. In general, 93 percent of the customers put more premiums on eco-friendly products while 89.90 percent were willing to patronize eco-friendly food carts and kiosks. Thus, environmental programs in food carts/kiosks affect customers' preference in buying food and beverage items and pledged full support to those establishments using biodegradable materials. It is therefore about time for small scale industries such as food carts/kiosks to help address environmental problems in our society. These also provide employment/livelihood to a greater number of people.

CONCLUSIONS AND RECOMMENDATIONS

The employee-respondents' high level of REB - environmental attitude, intention to act, and locus of control was evident in the results of the survey. Majority showed environmental awareness and have been applying it in their daily lives. Eco-friendly carts/kiosks also elicited a positive feedback from customer-respondents who showed an appreciation of the benefits of this type of food carts/kiosks in the Philippines as a possible food tourism attraction.

The study recommends the interview of the owners/management food carts/kiosks regarding their company's vision and mission of environmental protection. Seminars/training programs on environmental practices can also be conducted for the employees. Implementation of government regulations on food cart/kiosk operations and foodservice in general should also be looked into.

WINE TOURISM PHENOMENON IN CHINA: AN EMERGING MARKET

Hanqin Zhang Qiu

School of Hotel and Tourism Management
The Hong Kong Polytechnic University

Jessica, Yuan Jingxue

Department of Nutrition, Hospitality & Retailing,
Texas Tech University

Ben, Haobin Ye

School of Hotel and Tourism Management
The Hong Kong Polytechnic University

Kam Hung

School of Hotel and Tourism Management
The Hong Kong Polytechnic University

ABSTRACT

INTRODUCTION

China has a 6,000-year history of grape growing, a 2,000-year history of winemaking, and yet, until the end of the last century that wine began to be accepted by the Chinese people. In 2006, China claimed over one million acres of vines nationwide to become the world's fifth largest country by vineyard area, and produced more than 490,000 tons of wine to rank seventh among the top wine producers in the world (*OIV, 2006*). With a population of 1.3 billion (300 million of which are sophisticated city dwellers), the country has immense potential for the wine industry.

With greater proportion of urban household income is allocated to leisure and entertainment activities, a new form of leisure travel—wine tourism—has emerged in China, seeking to satisfy Chinese people's interest in wine and their desire for travel. Previous pertinent research has focused on either wine tourists' characteristics, attitudes and behaviors or specific wine tourism destinations in terms of resources and strategies (e.g., Bruwer, 2003; Charters & Ali-Knight, 2002; Galloway, Mitchell, Getz, Crouch, & Ong, 2008; Sparks, 2007). However, a holistic investigation of a wine tourism destination incorporating different perspectives from both people and place seems lacking. This study was aimed at: (1) investigating the influencing factors of wine tourism in China from both tourists and practitioners' perspectives; (2) assessing the marketing efforts made by the wine-tourism

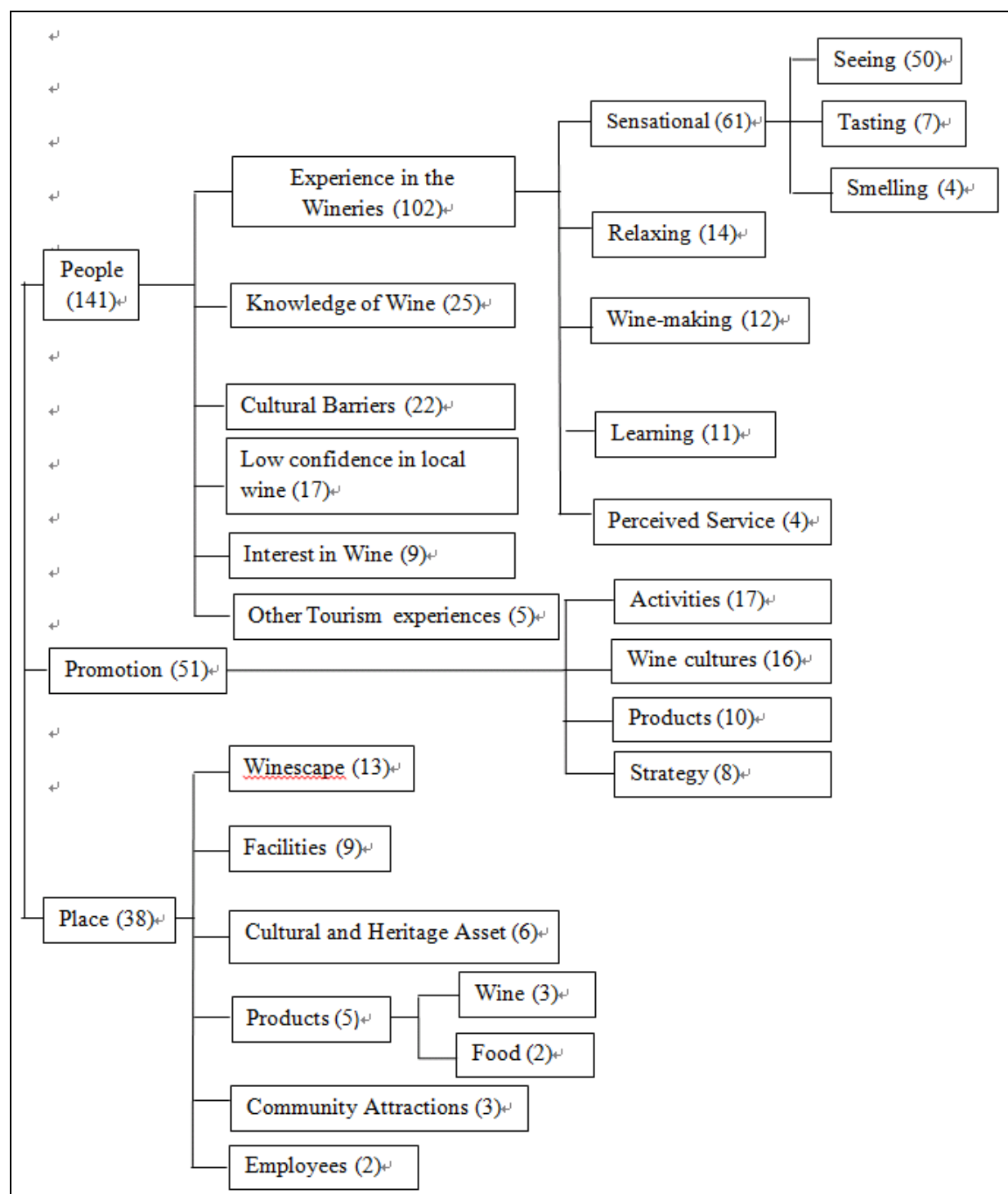
stakeholders in against of these factors; and (3) providing constructive suggestions for developing China's wine tourism.

METHODOLOGY

The study was qualitative in nature, and data from four sources was collected. The four sources are: (1) participant observation at two wine tourism destinations: Chateau Changyu–Castel and Chateau Junding, located in Yantai and the Navo Valley, respectively. (2) To understand the topic from tourists' perspective, seven interviews were conducted with travelers and analysis on 45 pieces of travel blogs was made. (3) To understand the topic from practitioners' perspective, four focus groups were conducted with people who work in the tourism industry. (4) To understand the topic from wine destination perspective, we adopted and performed content analysis for the marketing documents collected from the destinations and official websites of their companies.

Both in-depth interviews and focus groups were tape-recorded, transcribed, and entered into the NVIVO for content analysis. NVIVO is a software package that facilitates qualitative analysis. Open coding was performed first to identify factors relative to the study. An analytical tree was then built, which denotes the relationship between themes, categories, and sub-categories. Three themes were derived from the analysis, including people, promotion and place, respectively. There are categories under each theme. Some categories were further divided into sub-categories according to the depth of analysis. The number in the blankets next to each theme/category denotes the number of text units counted. A text unit refers to a phrase, sentence or paragraph pertaining to a particular theme, category or sub-category. The final analytical framework is shown in Figure 1.

Figure 1. An Analytical Framework of Wine Tourism in China



FINDINGS

There are three themes derived from the analysis, namely people, promotion, and place. Each theme was further broken down into categories and sub-categories. While some of them facilitate the development of local wine tourism, others act as barriers to wine tourism development. For 'people', six categories emerge namely 'Experience in the wineries', 'Knowledge of wine', 'Cultural barriers', 'Low confidence in local wine', 'Interest in wine', and 'Other tourism experiences'. The Chinese wine tourists had relaxing and sensational experiences in the wineries and engaged in a number of learning and wine-making activities. However, it is revealed that cultural differences between China and the west in wine drinking as well as Chinese people's low confidence in domestic wine impede their intention to visit wineries in China. It is also found that Chinese wine tourists being interviewed have limited knowledge of and low interest in wine although they understand wine-drinking is good for health and reflects one's superior taste. For 'Promotion', there are four categories namely 'activities', 'products', 'wine cultures' and 'strategy'. It is revealed that, in the promotion, there is limited amount of information on wine-related activities and the variety of products is limited. History of wine-making and wine-related knowledge is presented on the websites while there is scant information on cultural differences in wine-drinking. Although the industry aims to establish a local brand image through a number of promotional activities, lack of promotion channels and segment-specific promotion seem to inhibit the achievement of such goal. A number of categories concerning 'place' have been generated ranging from 'winescape' to 'Community attractions'. The wineries have impressive lushness of vineyards and plants well-cared for. There are state-of-arts facilities, exotic style architectures and modern tasting rooms where a variety of products were presented. There are also other tourism attractions not far from the wineries. Nevertheless, lack of opportunities to interact with the farmers seems to be detrimental to the holistic wine tourism experiences.

CONCLUSION AND IMPLICATIONS:

This current paper made the first attempt to incorporate perspectives from a wine-tourism product, wine tourists and practitioners to develop a view of the pragmatic issues in an emerging wine-tourism market—China. Although there are natural resources, modern facilities and potential market that facilitate China's wine tourism development, cultural barriers, low confidence in local wine, lacking interactive activities in wineries and inadequate promotion seem to be challenges that the industry need to overcome. We think the industry, despite its efforts toward developing bountiful tourism resources, needs to introduce more human interactions at each available winery whenever possible, in order to create a tourist-friendly environment. Moreover, more collaborative effort with different stakeholders should be committed to promote domestic wine and wine tourism in China.

A DIFFERENT LOOK AT CHINESE ECOTOURISTS

Mingming Cheng

Tourism College

Institute for Tourism Studies

IpKin Anthony Wong

Tourism College

Institute for Tourism Studies

ABSTRACT

This study provides an update of ecotourists travel motives, perceived value and experience, and behavioral outcomes in China. Using a qualitative research approach with 20 interviews, the authors show that tourists generally are apathetic about learning the nature. Rather, they were more interested in self-enjoyment and health. Differences among informants were also observed. This study concludes with implications to the literature and practitioners.

LEELED COMMUNITY'S POTNTIAL IN ECOTOURISM MANAGEMENT

Jittasak Putjprn

Faculty of Management Science
Silpakorn University Phetchaburi IT campus

ABSTRACT

INTRODUCTION

Ten-year ago, the community-based tourism was developed as an alternative way for tourists who want to travel and learn more about community's way of life, involving community's natural resources. Many communities are success and have good reputation as a tourist destination and have a good management plan for accommodate the greater number of tourists. On the other hand, tourism development do not propel in many other communities due to the lack of knowledge and local residents participation in the community's tourism resources management. Consequently, the researcher has developed a tool to analyze the potential of ecotourism area in order to identify weaknesses and suggest an effective management guideline for community.

The Leeled community at Phunphin district in Surat Thani Province is well-known for its mangrove rehabilitation and is developed to be ecotourism. Therefore, the researcher focused on analyzing the potential of ecotourism management of Leeled to find the best practice of community-based tourism management. The results of this analysis can reflect the community's management, so that it can continuously increase the level of ecotourism potential in various fields and can develop a sustainable ecotourism community.

METHOD

A survey research was used to analyze the community's ecotourism management potential in 4 aspects which are tourism location areas, sustainable environmental resource management, environmental learning activities, and participation of community, organization, and tourists. The study area was Leeled sub-district, Phunphin District, Surat Thani province, and the data was collected in July 2010 with the Ecotourism Potential Spectrum (EPS) in 4 aspects and 31 indicators. The content of primary and secondary data was analyzed and grouped them together according to the designated content structure. Then, the statistical analysis was calculated by the Ecotourism Potential Spectrum (EPS) which was developed by Putjorn (2003).

FINDINGS

The results of ecotourism management potential survey with EPS in 4 aspects showed that

The Tourist Location Area

The average score of 0.83 indicates that the potential of natural resources is very high especially in 'Biological diversity of wildlife/coral/marine animal,' 'Appropriate climate for tourism,' 'Consistent and appropriated area for activities,' 'Potential for development in the future,' and 'Valuable history and culture resources (related to the ecology)'. The 'Local uniqueness and attractive,' 'Abundance of biological and plants,' 'Fragility of environment and ecology,' 'Condition of the surrounding ground surface and ground cover,' 'Scenery and beauty of tourism resource,' and 'Accessibility' are at medium level.

Leeled community's uniqueness is the mangrove ecosystem and way of living in natural area by maintaining traditional culture. The mangrove forest has abundance and diversity of plants, wildlife and marine animals. It is easily to see the wildlife such as monkeys, birds, butterflies, insects, and more than 20 of marine animal species, however; there are some signs of damages and a part of it loses its originality due to its sensitivity to changes in development or activities in various forms. The temperature of Leeled and its surrounding tourist attractions is in normal range which is 25 – 30°C. The wind is blowing gently in level 3 of the Beaufort scale (wind speed of 12.9 to 19.3 km. /hrs.). The amount of rain fall is approximately 1,000 to 2,000 mm. per year. Size of the area surrounding the community can be developed enough necessary infrastructure and accommodated for the expansion of tourism development in the future. The size of the area for doing activities is sufficient and can support the expansion.

The Sustainable Environmental Resource Management

The average score of 0.80 indicates that the potential of 'The Sustainable Environmental Resource Management' is very high especially in 'Safety and security management,' 'Master plan/ ecotourism management plan implementation,' and 'Quality of tourism services'. The 'Harmony and appropriateness of facilities and environment,' 'Waste Management,' 'Quality of noise management,' 'Quality of water management,' 'Separation of suitable area for ecotourism (Zoning),' 'Carrying Capacity,' and 'Monitoring and protection of the environment and culture' are at medium level.

The Leeled community developed a master plan for future expansion of ecotourism and used them as a guideline for sustainable development including the safety and security management action plan. Action plan are implemented and the equipment for safety and security are provided. Tourists who visit and stay in the community have to register for security reason. Tourist facilities and services are provided. Local residents has positive attitude towards tourists and tourism and clearly understand their responsibilities. The basic facilities are sufficient to accommodate visitors/tourists. Facilities are well planned and

designed to blend with the environment which can enhance value of tourism destination. This can help prevent the degradation of the resource and environment caused by tourism.

The community has garbage and sewage management system, however; rubbish still can be seen along the way in the community. Also, there is a measure to control chemicals or substances before releasing into natural water sources. However, there is no clear plan for noise control in tourism sites and community zoning. The ecosystem is importance and there are acceptable activities consistent with the use of resources and space. The negative impacts that may occur on the area can moderately be controlled.

Environmental Study Learning Activities

The average score of 0.93 indicates that the potential of 'Environmental Study Learning Activities' is very high especially in 'Benefits and value of learning,' 'Variety of eco-activities,' 'Appropriate activity for tourists' conscious,' and 'Supporting activities to strengthen the community'. The 'Format, content, knowledge and the appropriate interpretation method' is at medium level.

The Leeled's ecotourism activities, including nature trail walking, bird watching, mangrove plants learning, community's way of life learning, and various occupation groups; are able to satisfy tourists in both tourism and academic value and fulfill the basic requirements of eco-tourists. They also encourage tourists' awareness of environmental preservation and local residents to develop their idea and knowledge to provide a satisfy tourist learning experience and willing to participate in community strengthening process.

The Participation of Community, Organizations, and Tourists

The average score of 1.00 indicates that the potential of 'The Participation of Community, Organizations, and Tourists' is at the highest level in every aspect.

Leeled is benefited from using tourism as a tool to preserve the environmental and cultural resources, which contributes to enhance the ability to control and prevent the negative impacts or degradation of the tourism resources in the community. It also helps promote environmental resources, ecosystems, local livelihoods, culture, and local wisdom to be inherited and preserved to maintain their uniqueness and value. The local people have a career opportunity or earn money from the tourism both directly and indirectly including the infrastructure in the community. For these reasons, local residents are willing to involve in decision-making, policy-making, and master-planning process for tourism development in the future. All parties involved with the community are aware and understanding their roles, responsibilities and impacts that caused by their action both intentionally and unintentionally to the environment and culture.

IMPLICATIONS OR CONCLUSION

Leeled community has the potential of community-based ecotourism in 4 aspects, which are the tourist destination areas, sustainable environmental resource management,

environmental learning activities, and the involvement of community, organizations, and tourists, in high level. Although, the ecological system is sensitive to changes in development and various activities that occurred in the community. These also have an impact on community's environment and culture, however; with a good management practice, they can be revived back to its natural state if they have a suitable settle down period.

Leeled is a good example of a community that recognizes the importance of participation of local residents. The community has managed to conserve natural resources in parallel with the ecotourism management and promotion. It also points out the relationship of the two components that affect the livelihoods of fishermen and farmers who benefit both directly and indirectly from participating in community's natural resource conservation and management.

The result of the potential of ecotourism management study reflects that the tourism community should always have self-revising process to be able to establish their own development guideline or to prevent or resolve problems that may effect from tourism. Therefore, community should examine the impacts and undertaking a research including study about tourist behavior and market trends on a regular basis to adjust their tourism management plan efficiency. Also, Leeled community should train a new generation to understand the tourism activity management process that affects the resources of the community, and create awareness of maintaining the standard indicator of the potential ecotourism management. Consequently, tourism could benefit the community rather than causing a problem.

GREEN TOURISM POLICY AND PRACTICE: THE CASE OF CHIBA, JAPAN

Oratai Krutwaysho

Department of Tourism
Phuket Rajabhat University

Yasuo Ohe

Department of Food and Resource Economics
Chiba University

ABSTRACT

Although there is substantial literature on green tourism, little attention has been paid to its policies and implementation. This paper aimed to investigate: 1) green tourism and its policies and practices in Chiba, Japan; and 2) local farmers and operators' views of green tourism. The study employed qualitative methods. 11 in-depth interviews were carried out, supplemented with field visits, observations and document analysis. The findings indicated that green tourism policy and its operation in Chiba are being challenged by an aging population, increasing numbers of deserted farm lands, insufficient software and hardware supports and the problem of depopulation. The paper also discusses policy implications and possible guidelines for green tourism development in Chiba, Japan.

THE DEVELOPMENTAL STRATEGIES OF GREEN SUPPLY CHAIN MANAGEMENT FOR HEALTH TOURISM INDUSTRY-USING DEMATEL ANALYSIS

Chienho Chen

Graduate Institute of Tourism and Health Science
National Taipei University of Nursing and Health Sciences

Po-Fu Lee

Graduate Institute of Tourism and Health Science
National Taipei University of Nursing and Health Sciences

ABSTRACT

INTRODUCTION

Global warming has become visibly popular in recent years. Cook et al. (1992) pointed out that business in travel industry required to adapt to new environmental realities and to implement environmental policies and strategies. To face these challenges, Environmental management has become a topic of mutual concern of businesses, government and consumers (New et al., 2002). Therefore, the regulations and laws have been presented and passed to settle the environmental problem. It's not only assault on the business or industry level, but also interfering with the market activity all over the world.

The construction of the product could be screening by supply chain management (SCM) technic. Supply chain is the interconnected series of activities concerned with the planning and controlling of raw material, components and finished products from suppliers to the final consumer (Stevens, 1989). Multinational enterprises have established global networks of suppliers that take advantage of country-industry specific characteristics to build this competitive advantage (Dunning, 1993). SCM has become an important competitive approach for organizations in this environment. (Zhu, Sarkis & Lai, 2008).

Under the premise, green supply chain management (GSCM) has emerged as a growth topic in human development that could achieve corporate profit and market share objectives by reducing environmental risks and impacts while improving ecological efficiency of these organizations and their partners (Hoek & Erasmus, 2000).

Since the regulation of Medical service removal for China people, more and more China tourists come to Taiwan for travel also doing plastic surgery, health examination, laser and so on. Confront this big deal for health tourism industry, the government and all of the industries are ready to exhibit their skills. But less of Taiwan people concern about the preparation for environmental protection or maybe they're not thinking enough for this long-term business. Obviously, this Big Deal will going to Big Kill in someday if no one care

about this problem.

METHODS

The strategies for health tourism green supply chain management (HTGSCM) development was extract by a content analysis from the related Journal of Environmental Protection (2008-2011). The main journal is published by Environmental Protection Administration (EPA) of Taiwan. Eventually, 13 strategies were refined from the analysis and five main dimensions (Alipour et al., 2011). These 13 strategies are apply to the DEMATEL analyze below.

The data of DEMATEL analysis were collected from expert questionnaire. To obtain the relation between each strategy, 15 experts from Green Tourism Association of Taiwan, Professors in Universities and health tourism industries were invited to fill out expert questionnaire using a five-point scale (i.e., 0 = no influence, 1 = low influence, 2 = moderate influence, 3 = high influence, 4 = extreme influence).

DEMATEL can reduce the number of criteria for evaluating factor effectiveness, companies can use the impact diagram map to improve performance on specific factors (Tzeng et al., 2007). Therefore, The DEMATEL evaluates the influence of each strategy to figure out the relationship among all the strategies, can help firms to find the key strategy on HTGSCM development, also perform a execute list to know what strategy needs complete first and what strategy could be later.

Results

Considering the significance of strategy in HTGSCM development, the influence of the proposed strategies was identified as $S3 > S4 > S13 > S9 > S8 > S12 > S6 > S11 > S1 > S2 > S7 > S5 > S10$ according to the degree of position ($r_i + c_i$). Incorporating the analysis of DEMATEL evidence, Authentication (S3), Reduces and Recycle (S4), and Waste Reduction (S13) are the top three influential strategies with the value of 8.4851, 8.4133, and 8.0597, respectively. Unify the Competent Authority (S10), Glocalization (S5), and Green promotion (S7) are the least influential strategies with the influential value of 5.6422, 5.9653, and 6.1315, respectively. Contrary to the importance of strategy, Regulations (S8), Benefit for Industry (S6), Authentication (S3), Project of Green (S9), Unify the Competent Authority (S10), Green Conference (S2), and Green promotion (S7) are net causer. Whereas Education (S1), Glocalization (S5), Technological Import (S12), Reduces and Recycle (S4), Research and Development (S11), and Waste Reduction (S13) are net receiver in accordance with the value of difference ($r_i - c_i$).

Furthermore, the causal relationships was shown in Fig. 1 confirm that regulations (S8) and benefit for industry (S6) are the most influential strategy. They are the real reasons that affect the other strategies directly. Although they are not considered priority strategy with the

highest value of evaluation of significance, they can offer insights for managers or government to understand the cause-effort relationship, and choose the correct strategy to develop HTGSCM from the beginning.

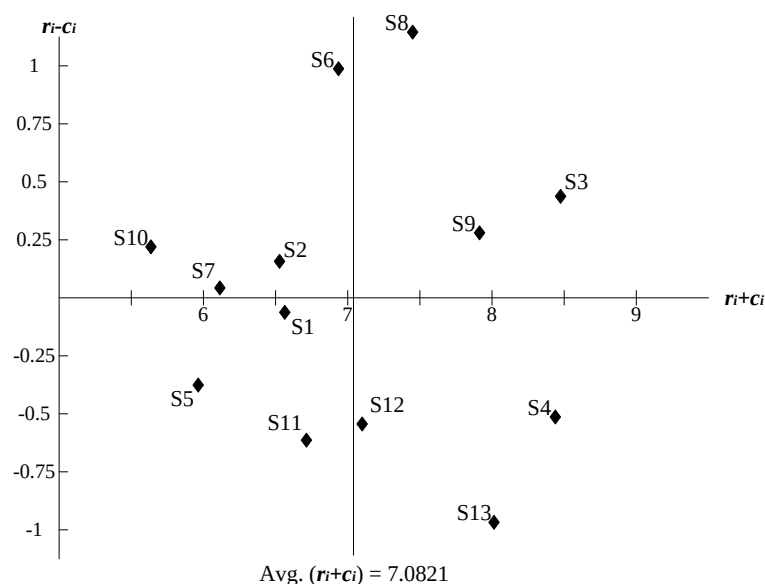


Figure 1 causal diagram for proposed strategies

DISCUSSING

The conceptual framework and Strategy map for HTGSCM development have been presented. After identifying the strategies to HTGSCM development, the DEMATEL was applied in the industrial, researching area and the association. Application of the DEMATEL revealed not only the structure and interrelationships between the strategies, but also allowed to identify the key strategy influence of HTGSCM development. Results of the analysis indicate that regulations (S8) and benefit for industry (S6) are the most significant strategy. They are powerful strategies to drive whole system. Accordingly, the system can distribute into two paths to the government and the company managers. The first step for government is to create the regulations. This is the most important part, could be called the Key. Although some of the strategies are already active in the industry, the regulations still need to announce by the government, then any part of HTGSCM needs to follow it. The path of HTGSCM development for government was presented in Fig. 2.

ACKNOWLEDGEMENT

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GREEN ENERGY CONSERVATION PRACTICES IN THE FIVE STARS HOTEL IN MALAYSIA

Rita Lo

Sunway University

ABSTRACT

INTRODUCTION

In the past, there is no hospitality industry standard definition of a green hotel. Some only believe the practiced of implementing guest room recycling, using green products and linen re-use practices are enough. According to Butler (2008, p.234) there is hard evidence of green and sustainable development in the long run. Every newspaper or magazine will have some coverage on “green” development which implies that people are going towards being environmentally friendly. Brown (2005) cited by Ikeda (2009, p.1) stated that sustainability is widely recognized since the World Commission on Environment and Development presented ‘*Our Common Future*’ in 1987 under the United Nations. The report stated that sustainable development is the ‘development that meets the needs of the present without compromising the ability of future generations to meet their own needs’. Nevertheless, sustainability is a difficult measurement for our society today.

According to study done by J.D. Power and Associates 2007 North American Hotel Guest Satisfaction shows that almost three quarters of all the hotel guests surveyed, are willing to participate in their hotel's environmentally friendly programs. This suggests that customers are well aware of the current environmental concerns. Such information can come from various media source ranging from black and white written newspapers to more technologically advanced internet advertising and the television (Butler, 2008). Another source states that 16 percent of hotel’s guests stay with the hotel because of their eco-minded practices (survey done by Kimpton Hotels and Restaurants). These include the use of nontoxic cleaning agents and in-room recycling bins (Olson, 2007).

Energy is a fundamental source for the hotel for maintaining comfort standards and it is essential that energy ought to be used efficiently. Like other resource management principles, a well planned energy management is beneficial to all parties. Hotels owners and managers would not suffer losses as efficiently run companies requires less manpower which will in turn, reduce the operating expenses. Companies will also benefit from decreased insurance costs, which will be another money saving area (cited from Energy Advantage Inc, 2008). These 'extra' funds could then be used to be utilized in improving or expanding hotel facilities as well as other future projects (Kirk,1996, page 47). Moreover it benefits the company, financial sustainability wise, during the long run and it is worth to be given consideration as they are less conspicuous. Green movement have begun in Singapore for sometime and all it

needs is to prove the company's commitment to going green to attract the attention of investors. Those companies who participate in energy management strategies will benefit from a co-funding scheme provided by the National Environment Agency and the Building and Construction Building and Construction Authority (Singapore Government, 2009). Guests would also gain from this implementation because a proficiently managed hotel would be able to satisfy their needs at a lower cost that would also encourage repeat business and stronger customer retainment (Kirk, 1996, page 47)

In the ASEAN region, the ASEAN National Tourism Organization has come up with six ASEAN Tourism Standards and one of it would be the ASEAN Green Hotel Standard. It was first introduced in the year 2008 to recognize hotels that fulfill standards agreed upon by the ASEAN National Tourism Organizations. The ASEAN Green Hotel Award given to hotels is chosen by nomination from each ASEAN Member States which meet the standards listed. From this award, winning hotels are encouraged to continue their green practices to retain the award.

RESEARCH OBJECTIVES

The main objective of this study is to determine the commitment level of green practices in five star hotels in Malaysia. In order to achieve this research will look at:

1. The current practices of green energy conservation in the five star hotels Malaysia.
2. The differences of green energy conservation practices between the five star hotels Malaysia with the ASEAN Green Hotel Standard will be clarified.

By looking into these 2 areas, further recommendation will be given to the five star hotels in Malaysia for better practices of green energy conservation looking into cost effectiveness and customer satisfaction.

METHOD

This research will practice both qualitative and quantitative methods. A qualitative study approach will be done by a face to face interview with the hotelier from five star hotels in Malaysia. The selection of hotel managers as the key informants for the hotel sector is an appropriate one because they are more involved in the operations than anyone else. For quantitative methods a questionnaire will be distributed to a 450 travellers to check on their opinion on green energy conservation practices in the Malaysia five star hotels.

FINDINGS

The conceptual of this research will use balanced scorecard as a guideline. According to Bourne and Bourne (2007), balanced scorecard is about measuring activities, processes and outputs that are important for the success of an organization. The balanced scorecard was developed to reduce the concentration of financial measurements which lead to short-term

thinking among managers. Furthermore, Olve *et al* (1999) pointed out the same notion whereby the balanced scorecard serves as a complement to financial controls that can reduce the harmfulness of short-term approach while making employees more aware of their work and company.

For the customer perspective, examples of measurements that hotels may adopt in relation to green energy conservation practices are the market share, satisfied-customer index, customer-loyalty index brand-image index and customer rating. Due to the increasing demand of green hotels from guests, hotels that practice green will have a larger portion of market segment. Furthermore, this balanced scorecard will be able to measure the level of satisfaction of guest that stays in a green hotel.

In the internal business process, examples of measurements are improvement in productivity or current performance of certain green practices process. From these measurements, the hotel management will be able to determine the success of these green practices and improve in any limitation. Furthermore, in this perspective, the use of technology such as the Environmental Management Systems (EMS) can be measured that will relate employee competence to the capability of the systems.

The purpose of this research is to determine the commitment level of green energy conservation practices in five star hotels in Malaysia. The gap between the actual green energy conservation practices practiced by these hotels and the ASEAN Green Hotel Standard will be determined. The assumption proposed in this paper is that not all the five star hotels in Malaysia follow the ASEAN Green Hotel Standard when practice green energy conservation and that there is a gap which exists between this standard and the green practices currently implemented. Furthermore, from this research finding, a set of proposed recommendations will be put forward for the hotels to follow the ASEAN Green Hotel Standard. This will ensure that the natural resources in Malaysia can be used efficiently in accordance to the growing demand of green hotel concept.

IMPLICATION OR CONCLUSION

There would be an assumption that there is a gap of standards between the current green energy conservation practices implemented in five star hotels in Malaysia with the ASEAN Green Hotel Standards. According to Kasim (2005), who did a research in the Penang Hotel sector, came to a conclusion that the main reason for hotels in Penang to have environmental practices is because of the business benefits such as improved image, marketing and cost-efficiency.

Furthermore, the research has found that regulations in Malaysia concerning green practices are ineffective whereby it is specific to a certain environmental concern (for example, banning of ozone-depleting refrigerants) and not directed to the hotels that are already in operation (for example, the Environmental Impact Assessment requirement for

new projects). It is also ineffectively monitored and enforced due to the separation of jurisdiction between the federal and the states. The response from the five star hotels in Malaysia concerning environmental practices may not be good due to the light enforcement from the government or the tourism body. Furthermore, these hotels would be aware of the benefits of going green in the hotels but there may exist certain barriers that prevent these hotels to further develop their environmental programs. In conclusion, corrective actions can be taken by the hotels itself when the weaknesses of green energy conservation practices in these hotels are identified in this research.

MARKETING STRATEGIES IN ECOTOURISM: THE CASE STUDY OF THAILAND AND BOTSWANA

Mabel Tshukudu

Faculty of Management Sciences, Prince of Songkla University

Kaedsiri Jaroenwisan

Faculty of Management Sciences, Prince of Songkla University

ABSTRACT

This paper aims to examine marketing strategies and their relationship to push and pull factors in the ecotourism sector. The position the study adopts is that of a comparative analysis between two developing nations; Thailand in Southeast Asia and Botswana in Sub-Saharan Africa. The study areas are Southern Thailand and Northern Botswana. The areas have been chosen because they constitute vast resources of biodiversity and have a wealth of ecotourism attractions. Furthermore, both countries have developing and emerging economies and have, in the last decade, come to consider ecotourism as a viable economic sector and a major contributor to economic development.

Content analysis of the reviewed literature from secondary data sources on marketing strategies and their relationship to the push and pull factors in ecotourism has been employed in this empirical study.

The study seeks to suggest the importance of a balance between the supply and demand side of ecotourism in order that there be sustainable growth and success in the sector. A mixed method approach will be employed using a semi-structured questionnaire and in-depth interview research tools which have been specifically designed to address the needs of this study.

**ALTERNATIVE TOURISM MARKETING DEVELOPMENT
A CASE STUDY OF WANG PU PAI FARM-STAY, WANG NAM
KHEAW DISTRICT,
NAKHON RATCHASIMA PROVINCE**

Thirachaya Maneenetr

Faculty of Management Science,
Khon Kaen University

Aree Naipinit

Faculty of Management Science,
Khon Kaen University

ABSTRACT

This research is a quantitative and qualitative research to study Alternative Tourism Marketing Development: A Case Study of Wang Pu Pai Farm-Stay, Wang Nam Kheaw District, Nakhon Ratchasima Province. The purposes of this study are: (1) to study the needs and expectations of tourists who use Alternative Tourism Marketing in Wang Pu Pai Farm-Stay, Wang Nam Kheaw District, Nakhon Ratchasima Province; (2) to study the farm-stay tourism that is used there and; (3) to find out ways of supporting alternative tourism for the farm-stay by using the model of the Royal Development Projects. A sampling of the population of the people was studied in Wang Nam Kheaw subdistrict, Wang Nam Kheaw District, Nakhon Ratchasima Province. There were 210 practical samples utilized from the following two groupings: group 1 –ten knowledgeable persons and community leaders and group 2 –two hundred farm-stay tourists and people in the area. The data was gathered by using questionnaires in conjunction with the Statistical Package for Social Sciences (SPSS). The statistical formulas used to analyze the data were frequency distribution, percentages, mean ($\bar{x}$), and highest and lowest standard deviation. The data of open-ended questions were examined from descriptive answers. The knowledgeable persons and community leaders were the ones interviewed to analyze the descriptive methods. The findings were to determine the needs and expectations of tourists who used Alternative Tourism Marketing in Wang Pu Pai Farm-Stay, Wang Nam Kheaw District, Nakhon Ratchasima Province. The basic data found that most of the tourists were females; their ages between 31-40 years. Their education level was Bachelor's degree, their status was single, their occupations were civil servants or public enterprise officers, and their monthly income was about 12,000 baht/month. The marketing development of farm-stay tourism was analyzed by the following six factors. Factors related to the comparison of farm-stay tourist attractions, Factors related to the

natural surroundings. Factors related to the management of the tourist businesses. Factors related to the local businesses in the area. Factors related to the public's perception of conserving the environment. And Factors related to government services. The organizational structure of the Wang Phu Prai Farm-stay involves the growing of vegetables in gardens; vegetables and fruits are managed on farms and are used for self-reliance and for tourism. The production is based on the following four areas: products processed for health – emphasizing vegetarian food, herb processing, clean energy power, and soil housing. The researcher will present the opportunities for the promotion of alternative tourism involving farm-stay in conjunction with the Royal Development Projects in the following aspects: 1. Product Management 2. Price Setting 3. Product Distribution sold through websites 4. Marketing Promotion Support 5. Physical Management 6. Personnel Management and 7. Network Making. The Tourism Management of Farm-stay is a new tourism model which emphasizes the knowledge of farming and encourages more tourists to use vegetables for their health. It is of interest to health-care customers and promotes life learning under the principles of a Self-Sufficiency Economy.

TOURIST'S BENEFIT SEGMENTATION: A CASE STUDY OF YI-LAN FARM

Pin-Ju Juan

Department of International Tourism Management, Tamkang University

Hsiu-Ching Cheng

Department of International Tourism Management, Tamkang University

ABSTRACT

INTRODUCTION

The Council of Agriculture implemented the strategy of "Global Connection and Local Actions" to establish a stable and effective method to manage the farming environment with a renewed thinking which enabled Taiwanese farming upgrading and providing an opportunity for the people in Taiwan to appreciate the beauty of agriculture.

By 1900, farm tourism had become an organized industry in parts of Europe (Frater, 1983). Farm tourism in Europe is long established, but recently its importance has increased, both as a tourism resource and as a source of revenue for the farming community (Dernoi, 1983). In 1982 the UN Economic Commission for Europe and the FAO held a symposium to study the effects of tourism on agriculture and the possibilities for integrating the two for the development of rural areas (Dernoi, 1983). The general increase in tourism after World War II, caused among other things by the introduction of holiday legislation and a rise in income (Dernoi, 1983; Oppermann, 1996; Forbord *et al.*, 2012).

Farm tourism can be viewed as a specific form of rural tourism and is defined by Nilsson (2002) as touristic activity in the countryside. He also states that tourism on farms is generally small-scale and the economic results not always good. On the other hand, combining production of agricultural products and tourism can lead to more efficient use of labor on a farm (Fleischer & Tchetchik, 2005). Moreover, in popular tourist areas farm tourism can give significant income (Sharpley & Vass, 2006).

From the beginning farm tourism was an activity taking place mostly on each individual farm without much co-ordination among farms, but in some cases with some regulation by the state, which regulation of leisure salmon fishing in Norway was introduced in the 1850s (Forbord *et al.*, 2012). The offer included basically the same elements as today: accommodation, food serving, experiences and to some extent transport. Over time farm tourism developed, and became more organized, standardized, but also more diverse. Studies of farm tourism in different parts of the world paint a picture of variations between countries. Such studies have been carried out in Europe (Davies & Gilbert, 1992; Di Domenico & Miller, 2007; Embacher, 1994; Evans & Ilbery, 1992; Gössling & Mattsson, 2002; Haugen &

Vik, 2008; Hjalager, 1996; Oppermann, 1996; Sonnino, 2004; Forbord *et al.*, 2012), North-America (Veeck & Veeck, 2006; Weaver & Fennell, 1997), Asia (Choo & Jamal, 2009; Fleischer & Tchetchik, 2005), and Oceania (Pearce, 1990). Austria, the United Kingdom, France, Spain, and Germany are reported to have high numbers of farms with tourism (Bessière, 1998; Busby & Rendle, 2000; Dernoï, 1983), indicating that there are other countries with a lower “density” of farm tourism (Forbord *et al.*, 2012).

Rural tourism, defined as a tourist activity developed in rural areas and where the main motivation of individuals is contact with a rural way of life and/or nature (Hernandez, *et al.*, 2007; Martin and Herrero, 2012), is experiencing a strong expansion in most Western countries. According to Canoves *et al.* (2004), this expansion can be explained due to several benefits that this type of tourism generates, especially for the host community (for example, the creation of new businesses in the service sector or the improvement of the infrastructure and public services).

In order to stay in business, farmers have been encouraged to diversify into various other areas of entrepreneurial family-based business activities including farm tourism (Haugen and Vik, 2008; Kinsella *et al.*, 2000; Kneafsey, 2000; Sharpley and Vass, 2006; Domenico and Miller, 2012). Diversification raises important challenges for farm families, including issues surrounding their identities, lifestyles and choices (Getz and Carlsen, 2000; Ilbery *et al.*, 1998) and the dilemmas they face especially in terms of issues relating to their perceptions and experiences of authenticity and their ties with farming.

However, many recreational farms with high-degree similarity were built recently failing to project the specific character of individual farm. From the marketing aspect, if the recreational farm industry segments consumers' character and difference based on consumers' demand, they will predict the market more precisely. Based on this perspective, this study tried to discuss tourists' character with consumer behavior and market segmentation theories as a basic structure and seeking product benefit as segmentation variable supplemented by demographic, lifestyle and purchasing behavior variables as descriptive variables.

METHOD

Data for the study was collected by means of a structural questionnaire survey. The questionnaire consisted of four main parts. The first section was designed to gather respondents' demographic characteristics. The second section asked tourists to indicate the product benefits from aspects of hospitality, equipment, resources, activities, services, atmosphere, organizational factors as well as the main consideration before using each service on a 5-point Likert scale. The third section requested tourists to point out the vacation lifestyle which they used on farm tourism as well as the main consideration before making a decision for this trip, also on a 5-point Likert scale.

Taking Yilan county farms as the study scope, this study conducted a series of survey on farm tourists. The research analysis method described tourists' basic attributes and consumer character with descriptive statistics. This study utilized Factor Analysis to extract four prominent benefit factors. Employing cluster analysis to divide market into two segmentations, this study adopted the Chi-square Test to unveil that different tourist segmentation did have prominent difference on demographic variable and traveling behavior and adopted Independent-Sample t Test to unveil that different tourist segmentation did have prominent difference on lifestyle variable.

The target populations of this study were farm tourists who were Taiwan residents and took a trip during the period from March 1, 2012 to March 30, 2012. The final sample included a total of 300 usable surveys, representing a 90% response rate.

FINDINGS

The results revealed that the benefit sought by farm tourists had partial prominent difference and different benefit segmentation cluster also did have partial prominent difference on demographic variable, consumer behavior variable and lifestyle variable. The result of the study described tourists' consumer behavior with the character of tourists' benefit segmentation in order to provide related suggestions on marketing strategy for farm industry.

IS PHYSICAL ATTRACTIVENESS MORE IMPORTANT THAN PROFESSIONAL COMPETENCY ? –THE MODERATOR OF SELF- CONFIDENCE.

Tsai, Chien-Wen

Department of Hotel Management
Mingsin University of Science and Technology

Lin, Tzu-Han

College of Management
Yuan Ze University

Tseng, Wen-Yun

Department of International Business
Mingsin University of Science and Technology

ABSTRACT

INTRODUCTION

To survive in the recent competitive work environment, many enterprises enhance their competitiveness in the process of service employee selection through the interview method to effectively find the “right personnel” whom the business needs. The first impression of the candidate does affect the decision of the recruiter (such as: people with beautiful appearance make better performance, and are always compared with the high rating), especially in the customer high-contact international tourist hotel industry which focus on quality of the “tangible” service.

It is said that “never judge a person by appearance”. However, hoteliers tend to attach importance to the appearance of service personnel. Does the service personnel’s physical attractiveness equal with his/her good job performance or will the physical attribute really make the candidate with true value superiority? Will the service personnel with better appearance be more confidence to provide better service and then, which make the service personnel performs well?

Self-confidence seems to play an important role between physical attractiveness and service quality. There is rare relevant empirical evidence confirming the relationships between physical attractiveness, professional competence, self-confidence and service attitude. In the practice, the hotel industries take special attention to the temperament and the professional competence of the employee candidates in the selection of service personnel. But when facing between the two alternative choices, should the recruiter choose the service

personnel with better physical attractiveness or the more professional competence? There is less literature discussing about the above phenomenon.

This research attempts to use the selection and training functions of human resource management to integrate the knowledge of psychology, marketing management to expand the theory. For the purpose of purification, this research discusses how the female employee's physical attractiveness, the professional competency and self-confidence affect her service attitude from the point of supervisor's view in the hotel industry and fix the gap. The result will make suggestions for international tourist hotel industries to make strategies on human resources management on planning, training, and marketing management.

METHOD

This research established the entire framework and developed assumptions according to the objective and relevant literatures.

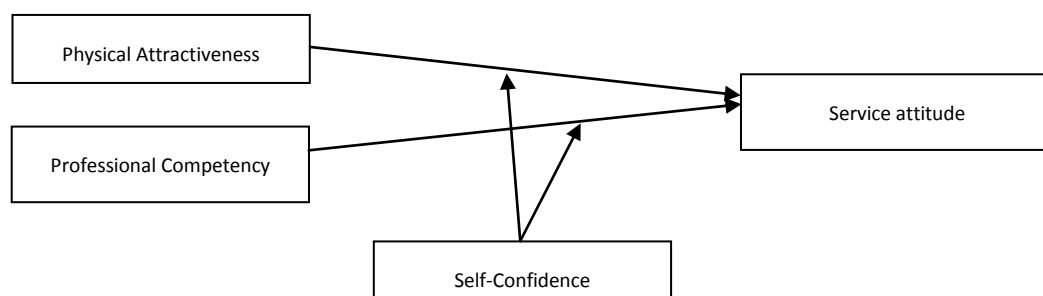


Figure 1. Framework

This research makes a questionnaire investigation in the 23 five-star-hotel Tourism Bureau of Taiwan announced in 2006. Totally 100 questionnaires are supervisor's view in the hotel industry. This study uses SPSS for Windows & AMOS 17.0 to analyze the whole data based on the questionnaires returned.

FINDINGS

According to the result, these supervisors consider the self-confidence is an important significant positive effect towards the relationship of physical attractiveness and service attitude; and the relationship of professional competency and service attitude. It means that when the service personnel have better physical appearance and professional competency, they are more confidence to provide better service from the supervisor's view.

CONCLUSION

From this research result, it shows that the service personnel's "self-confidence" will have the moderate effect towards the physical attractiveness and professional competency on

the service attitude. It means service personnel's "self-confidence" is more important than physical attractiveness and professional competency. There are less empirical evidence about the relationship between these variables, and this research supply some suggestions to the related theory and the practice.

THE STUDY ON CONSUMER BEHAVIOR OF HOT SPRING HOTEL TOURISTS – A CASE STUDY OF JIAOXI HOT SPRING AREA

Pin-Ju Juan

Department of International Tourism Management, Tamkang University

Qiu-Zhu Lai

Department of International Tourism Management, Tamkang University.

Chia-Hsin Chang

Department of International Tourism Management, Tamkang University.

Tzu-Chuan Lin

Department of International Tourism Management, Tamkang University.

ABSTRECT

INTRODUCTION

Taiwan is located in the juncture of the Eurasian Plate and Philippine Plate. The area has abundant hot spring resources, with varying chemical characteristics, scattered across the island. Every hot spring site has unique local features arising from its relationship with the local geology. Hot spring hotels are those hotels located in hot spring resource areas, where visitors can enjoy the hot springs, while having access to lodging, food services and social contact (Hsieh, 2007; Chen *et al.*, 2011).

Therefore, improving customer satisfaction is a critical issue for business managers in today's competitive global marketplace (Deng, 2007). Undoubtedly, service quality and customer satisfaction are principal drivers of financial performance. Matzler *et al.* (2004) contended that customer satisfaction increases customer loyalty, reduces price sensitivity, increases cross-buying and increases positive word of mouth. Hansemark and Albinsson (2004) also noted that customer satisfaction directly influences customer retention and firm market share. Numerous empirical studies have confirmed the positive correlation between customer satisfaction and profitability (Anderson *et al.*, 1994; Eklof *et al.*, 1999; Hallowell, 1996; Johnson *et al.*, 1996; Zeithaml, 2000). Therefore, improving customer satisfaction is a critical issue for business managers in today's competitive global marketplace.

Additionally, studying consumer behavior can provide a simplified view of the relationship among the various influences on consumer behavior (Smallman and Moore, 2010). Furthermore, understanding the reasons people travel and how those reasons influence their destination choices is critical to devising appropriate marketing strategies (Heung *et al.*, 2001, pp.260; Duman and Mattila, 2005; Petrick, 2004; Hung and Petrick, 2011; Chen and

Lin, 2011; Juan and Chen, 2012). Consequently, this investigation also separately examined the influences on tourist decisions and satisfactions after the travel experience.

METHOD

Data for the study was collected by means of a structural questionnaire survey. The questionnaire consisted of three main parts. The first section was designed to gather respondents' demographic characteristics. The third section then asked tourists to indicate their main motivations and satisfactions for participating at hot spring hotels. Subsequently, the third section asked tourists to identify travel behaviors by themselves when stay in Jiaoxi hot spring area.

This study is to explore the current status of consumer travel behavior in hot spring hotels of Jiaoxi hot spring area. The findings of the study might be useful for hot spring proprietors to promote marketing strategies. The samples of this study are hot spring hotel tourists in Jiaoxi hot spring area, and the investigation was during March 15th to April 15th, 2012. This study used random samplings on questionnaire investigation. The final sample included a total of 300 usable surveys, representing a 92% response rate. The data was analyzed by Descriptive statistics, Chi-square test, and Duplicate selected topic overlapping table analysis.

FINDINGS

The results revealed that the tourist of Jiaoxi hot spring hotel had partial prominent difference existed as a result of consumers' basic personal data. Top three motives to choose Jiaoxi hot spring resorts: to relieve the pressures of life, escape people and life stress and enjoy the surrounding visions. Top three reasons of the hardware aspects to choose bathing or accommodation in Jiaoxi hot spring hotels: the decor and ambiance of bathing huts, hot springs' quality and safety and health of hotel sites and the attractions of outward appearance or natural landscape resources of hotels. Top three reasons of the software aspects to choose bathing or accommodation in Jiaoxi hot spring hotels: reasonable price and get excellent value, convenient transportation and service attitude. Finally, a recommended solutions are presented and analyzed based on the strategic plan and can provide valuable insights for tourism administrators, specific recommendation for hot spring hotel-related industries and academics in developing a hot spring area.

EXAMINING THE DETERMINANTS OF TOURIST DESTINATION LOYALTY

Chartaya Nilplub

School of Management, Asian Institute of Technology

Do Ba Khang

School of Management, Asian Institute of Technology

ABSTRACT

INTRODUCTION

Tourism is one of the largest and fastest growing industries in the world. Global travel and tourism are expected to generate \$7.0 trillion in economic activity and 260 million jobs by 2011 (Goleldner and Ritchie, 2003). Currently, travelers become more sophisticated in their needs, desires, and expectations, tourism destination have to meet more market demands. As each traveling destination can only match certain type of tourist demand, tourism marketers need to appreciate tourist behavior in choosing their destination to offer the right destination attributes to the target market.

Thailand is recognized as one of the most popular tourism destination in Asia. The number of international tourists visiting Thailand has increased continuously from 9.51 million in 2000 to 19 million in 2011 (Department of Tourism, Thailand 2012a). The data from Department of Tourism, Thailand (2012b) shows that around 67 percent of international tourists visiting Thailand are repeat visitors. This high percentage of repeat tourists lead to additional challenges for Thailand to provide tourist products and services to attract and satisfy both repeat visitor and first comer whose wants and needs are different.

For more effective destination marketing strategies to increase the number of repeated visitors, a deep understanding on how and why tourists decide to visit particular destination again is needed (Lehto et al., 2004; Um et al., 2006). To reveal tourist destination loyalty development process, the relationships of factors affecting tourist destination loyalty should be demonstrated in the causal or logical order where satisfaction acts as a mediator between destination loyalty and its antecedents (Yoon and Uysal, 2005; Um et al., 2006; Chi and Qu, 2008; Quintal and Poczynski, 2010; Zabkar et al., 2010). However, most of the research studies in tourism consider only the direct impact between tourist destination loyalty and its determinants (e.g. Valle et al., 2008; Mechinda et al., 2009). Only a few studies have considered both direct and indirect impact of tourist loyalty's antecedents (e.g. Yoon and Uysal, 2005; Um et al., 2006).

This research examines the impacts of determinants of tourist destination loyalty, on destination loyalty in the systematic relationships as depicted in hypothetical model (Figure

until it came to represent the theoretical causal model. After establishing the confidence in the measurement model, the structural equation modeling (SEM) analysis was conducted to test hypothesized relationship in the model. The model displays an acceptable level of model's goodness-of-fit ($\chi^2/df= 1.733$, GFI=0.933, CFI= 0.960, RMSEA= 0.04). Therefore, it provides support to the overall validity of the structural model. The examination of the significant on each hypothesized relationship in the model resulted in Figure 2 (significant relationships depicted by bold lines and insignificant relationships by dash lines). The results offered support for the relationship between satisfaction and destination loyalty. Consequently, tourist destination loyalty is positively affected by their satisfaction with traveling experiences. The results also supported the direct effects of push motivation, pull motivation, perceived value of money, and perceived service quality on satisfaction. However, satisfaction was found to be negatively affected by push motivation and pull motivation which was against the proposed relationships. Interestingly, perceived service quality was found to have direct positive effect on destination loyalty while the other three independent factors have no significant direct effects on destination loyalty. In sum, this study provides empirical evidence supporting that satisfaction is found to have direct positive impact on destination loyalty. In addition, satisfaction is determined to be a mediating construct between travel motivations, perceived value of money, and perceived service quality.

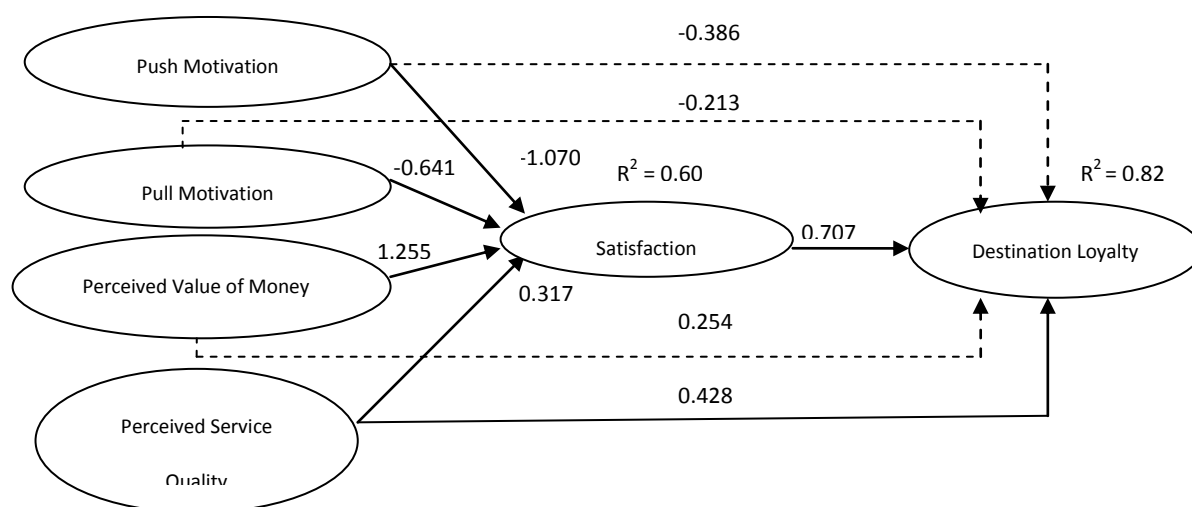


Figure 2. Results of testing hypothetical model

IMPLICATIONS

The empirical results of this study provide evidence that testing motivation, satisfaction, perceived value of money, and perceived service quality simultaneously is acceptable. The major findings of this study have implications on the success of marketing destination for Destination Management Organizations (DMOs) in Thailand. In order to improve satisfaction with travel experiences, destination DMOs must consider the push motivation and pull

motivation, which is related to external and internal sources by focusing on tourist's emotional feelings and providing appropriate destination attractions and activities. Finally, DMOs should also pay more attention on role the quality of services provided at the destination since they influence destination loyalty both directly as an immediate antecedent and indirectly through satisfaction. Its improvement is critical to destination managers.

HOTEL BRAND LOYALTY: A LONGITUDINAL ANALYSIS OF FOUR STAGE BRAND LOYALTY MODEL

Ki-Joon Back

Conrad N. Hilton College of Hotel and Restaurant Management
University of Houston

ABSTRACT

The objective of this study is to reexamine the links between attitudinal loyalty and action loyalty using both a customer survey and customer database for a hotel company as a longitudinal study. This study provides the rigorous and effective way of measuring action loyalty along with attitudinal loyalty by using a customer database system in order to examine individual customer's actual purchase frequencies and amount spent on a brand as a result of their positive attitudinal brand loyalty in the hotel industry. Two hundred four hotel customers' attitudinal data by using survey was matched with their actual purchasing behaviors from hotel data were used to analyze the study model. The result of this study provides critical information for identifying true loyal customers and better understanding their behaviors.

EMPOWERMENT AT THE BOTTOM OF THE PYRAMID: POVERTY REDUCTION THROUGH RURAL TOURISM

Subhash, Kizhakanveatil Bhaskaran Pillai
Department of Commerce, Goa University,

Weiermair, Klaus
Department of Tourism and Service Management
Institute for Strategic Management, Marketing and Tourism
University of Innsbruck; Universitätsstr.

Chen, Ruey Feng
Department of Travel Management
Taiwan Hospitality & Tourism College

ABSTRACT

INTRODUCTION

This paper tries to identify an alternative way of improving the purchasing power of the BOP by facilitating self-employment. Two developmental concepts are integrated here; rural tourism and social venture capital. Tourism and VC financing have their own inherent capacity for generating economic transformation; hence, if they are combined a multiplier effect can be seen. A balanced mixture of social VC and rural tourism leads to the sustainable development of the BOP. However, to attain success, a proper marketing strategy needs to be developed to make use of modern technological developments (online advertising/marketing/etc). Thus, this paper explores an otherwise unexplored area; i.e. the role of social VC (micro-VC) in promoting rural tourism.

A NEW MODEL OF MICRO VENTURE CAPITAL FINANCING FOR PROMOTING RURAL TOURISM

The overview shown in Figure 3 provides an idea of how rural tourism can be promoted with the help of social/micro-VC financing. To begin with, the **demand side** of rural tourism must be considered in depth. Since it is a well-established fact that the present travel and tourism statistics indicate an increasing trend in European and Western tourists towards heritage or village tourism, which is mainly situated in rural areas, this market potential must be strengthened using focused action plans and targeted promotional plans to make the product/service known to potential clientele, both domestic and international. Here, modern marketing mediums play a crucial role. In terms of the **supply side** of rural tourism, emphasis must be placed on identifying those villages where the rural tourism products/services are available, by providing basic infrastructural facilities to such areas. In addition, the growth potential of the rural village as a tourism hub must be evaluated, along with the sustainability of related products and services. To ensure a controlled environment is maintained, plans must be made well in advance with regards to whether financial assistance is given to individuals or collectives, whether female entrepreneurs are given higher priority, whether it is advisable to form rural committees or associations with full authority to take collective decisions, rather than making them silent spectators, and finally what type of entrepreneurial training is required to equip the rural entrepreneurs to maintain the area's cultural heritage. These needs must be considered based on the demand potential discussed above, and the financial aspects outlined below.

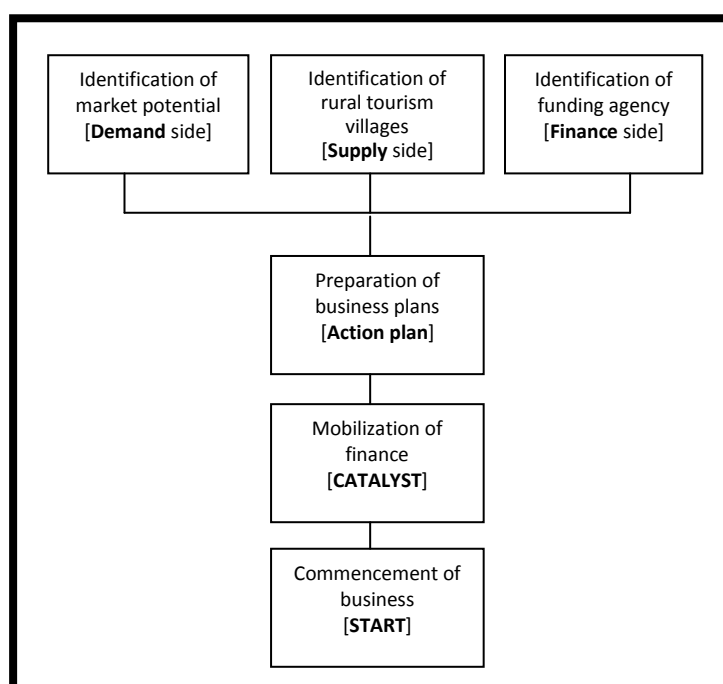


Figure 3: Model for micro venture capital financing for promoting rural tourism

Source: Author's own compilation

Once the demand and supply sides have been thoroughly evaluated and action plans prepared, the **finance side** must be considered. This is where SVCs and the micro-VC concept come into play. As discussed above, thus far SVCs have assisted with socially viable business ideas developed by either an individual or group, and the amount provided has generally not been small or medium. These social enterprises in turn provide micro-financing to rural entrepreneurs in starting up micro business units with a capital outlay of Rs.2,000 to Rs.20,000 only. It is necessary to develop an alternative agency specifically intended to act as an intermediary between the SVCs and the rural entrepreneurs. This agency can be considered a special purpose vehicle and funded either by government or private players in the form of micro-VC funding, where financial assistance of between Rs.50,000 and Rs.2,00,000 is provided (the ceiling may be modified according to changing scenarios at later stages). This agency would operate under a hybrid of micro-financing and social VC financing, hence the term “micro-VC financing”, which provides more financial assistance than MFIs but less than SVCs, though SVCs provide the funding.

CONCLUSION

This paper discussed the fact that the rural village population in India is almost 72%, and that the present changing scenario of improved living conditions, as well as increasing purchasing power, has transformed the “evil” to an “angel” for the overall economic development of the country. The crucial consideration here is how to empower the rural population. The need for a new developmental model was highlighted, whereby the status of the rural population (poor borrowers) are no longer “objects of pity” but rather “objects of envy”, which will help them become self-employed and thus improve their purchasing power, leading to overall economic development. The model must be effectively interwoven with rural customs and traditions, without harming rural cultural heritage. As the tourism industry has great potential for economic transformation, it can be used for developing rural tourism products/services. One of the most crucial elements here is finance, which is provided to the rural population in the form of micro-financing for starting small-scale businesses. A hybrid

financing model, “micro-VC financing”, can be developed, combining micro-financing and social VC financing aspects to cater to the needs of starting businesses that promote rural tourism. However, the golden rule for success of such business ventures must be: “**of the rural people, by the rural people, for the rural people**”; otherwise the rural population become mere “puppets” in the hands of political entrepreneurs who will try to maximize wealth for their political enterprises. Thus, development of rural tourism with the help of micro-VC financing can be considered an innovative way of providing livelihoods to underdeveloped rural areas – i.e. “empowerment at the bottom of the pyramid”. Once the fruits of these developmental activities start emerging from these rural areas, the idea proposed in C.K. Prahalad’s (2005, p. 3) *The Fortune at the Bottom of the Pyramid* may become a reality.

NĚ HĂO” SLOVENIA

AN ANALYSIS OF ASIAN TOURISTS TRAVELLING TO SLOVENIA

Nataša Slak Valek
International College
Entertainment Management Department
I-Shou University

Eva Podovšovnik Axelsson
Faculty of Tourism
University of Primorska

ABSTRACT

INTRODUCTION

In the decade from 1996 to 2006, the number of Chinese outbound visitors grew from 5.0 million to 34.5 million, averaging more than a 20% growth each year (Tse & Hobson, 2008). In addition, in the past ten years the Chinese outbound tourism market has witnessed explosive growth due in part to relaxed government policies and increased individual disposable income (Li et al., 2010) and, as a result, the booming Chinese outbound tourism has attracted worldwide attention (Li et al., 2011). Thus, the interest for Asian tourists has arisen not only in the nearest Asian tourism destinations, but also in Europe. The European interest for Asian tourists in part is a result of the deep financial crisis in the USA and Europe. From a regional point of view, and according to various economic forecasts from past, Europe will be one of the regions to experience a more serious drop in tourist demand than other places, with a crisis expanding to 2010 (Papatheodorou, Rossello, Xiao, 2010).

Slovenia is a small European country, a former Yugoslavian republic, but independent for twenty years now, which became a member state of the European Union in 2004. In the recent years of its independence Slovenian tourism has grown rapidly and the interest for Slovenia as a tourism destination has risen in Asian countries also. Due to the economic crisis around Europe in the last years, Slovenia has found its opportunity in Asian countries and become aggressive in its promotion. Konečnik & Go (2008) argued that although the Slovenian Tourist Board undertook many successful campaigns in the previous two years (2006 and 2007) aimed at Slovenia's destination brand building, a clearly specified identity for Slovenia is yet to emerge. In 2009, the Slovenian Tourist Board opened a representative office in Tokyo, Japan, with the aim to attract tourists from Asia, but primarily to provide them with general information about Slovenia as a tourist destination. As a result, we found now an appropriate time for analyzing tourists from different Asian countries travelling to Slovenia.

The purpose of this study is to investigate Asian tourists, in particular Chinese and Japanese, traveling to Slovenia through an analysis of numbers of arrivals and overnight stays. Other Asian countries' statistics is presented also but summarized and presented in one group. In addition, our findings are expanded with data on the motivation and satisfaction of Asian tourists travelling to Slovenia in the year 2009; the motives for traveling and satisfaction of Chinese, Japanese and other Asian tourists were analyzed in detail.

METHOD

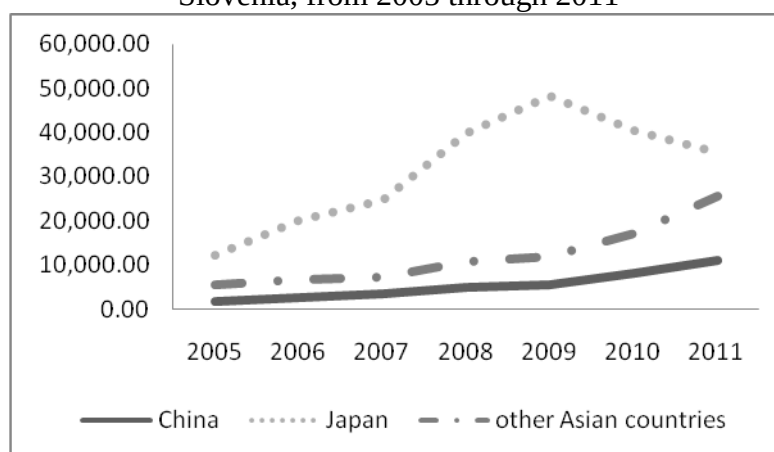
Statistical data about Asian tourists travelling to Europe from 2005 through 2011 were analyzed. The number of arrivals and number of overnight stays of tourists from China, Japan and a group of other Asian countries are presented. The relevant data was borrowed from the Statistical Office of the Republic of Slovenia (SORS). In addition, the results of a survey

among foreign tourists travelling to Slovenia in the year 2009 are presented. The data were obtained by random sampling the tourists traveling to Slovenian hotels and camps in April, June, July, August, and December, 2009. The data are representative for the population of foreign tourists traveling to Slovenian hotels and camps in 2009. SORS also prepared the necessary weights, according to population data. All data was weighed according to the weights and methodological implications prepared by SORS. SORS developed the weighing and validation of data.

FINDINGS

The number of Asian tourists coming to Slovenia in the period from 2005 through 2011 was collected. The data were collected by SORS. In the following charts the number of arrivals and the number of overnights stays of tourists from China, Japan, and other Asian countries are presented.

Picture 1. Number of arrivals of tourists from China, Japan, and other Asian countries to Slovenia, from 2005 through 2011



Source: SORS, 2011

Since 2005, the number of arrivals of Chinese and other Asian tourists to Slovenia has increased. In 2005 there were 1,754 arrivals while in 2011 there were 11,050 arrivals of Chinese tourists to Slovenia. In 2005 there were 5,462 arrivals while in 2011 there were 25,631 arrivals from tourists from other Asian countries to Slovenia. The number of Japanese tourists to Slovenia has increased (12,152 arrivals in 2005, 35,321 arrivals in 2011), while a decrease of arrivals since 2009 can be noticed.

Indexes show that the number of overnight stays of tourists from China and other Asian countries increased for Chinese and other Asian tourists, while it decreased for Japanese tourists from 2006 to 2007, increasing again for Japanese tourists and decreasing for others from 2007 to 2008. From 2008 to 2009 there was an overall decrease of the index of overnight stays of Asian tourists in Slovenia. The number of overnight stays in Slovenia again increased for Chinese tourists and decreased for others from 2009 to 2010. From 2010 to 2011 there was an increase in the index of overnight stays of all Asian tourists coming to Slovenia.

The number of overnight stays per arrival of Asian tourists to Slovenia was decreasing since 2005 (being 3.37 for non-Chinese and non-Japanese, 2.20 for Chinese and 1.57 for Japanese tourists) to 2011 (being 1.99 for non-Chinese and non-Japanese Asian tourists, 1.97 for Chinese and 1.44 for Japanese tourists). The biggest decrease can be found in relation to non-Japanese and non-Chinese tourists, while for Japanese tourists stability in the ratio of the

number of overnight stays per arrival can be noticed. An increase of the number of overall stays per arrival can be seen from 2006 to 2007.

IMPLICATIONS OR CONCLUSION

The growth of Chinese outbound tourism has drawn worldwide attention from researchers and practitioners (Cai, Li & Knutson, 2007) and Slovenia is not an exception. According to the estimate study of Li et al. (2010), 11.5 million of Chinese have traveled in 2009 or plan to travel to destinations outside Asia. The growing significance of Asia as both a generating and receiving region highlights the need to move from a Euro-centric or Western-centric view of tourism to a more global view where in the future Asia may generate more inbound and outbound visits than either Europe or the US (Kim & Prideaux, 2005).

The presented research results indicate low inbound tourism to Slovenia by Asian tourists, although Slovenia is enforcing its promotion in Japan, China, India, and even in smaller Asian countries such as Taiwan and Hong Kong.

It is recognized that there may be a range of constraints that impede or prevent someone from travelling outside China. For Chinese tourist factors such as language, distance, cost or government control (e.g. obtaining a visa) might be some among these impediments (Sparks and Pan, 2009). The need to obtain a visa for entry in Slovenia by inhabitants of many Asian countries could be a big reason for a low share of Asian tourists travelling to Slovenia. Tourists from mainland China, India and many regions, from Taiwan, Hong Kong, and Macau need to apply for a visa to visit Slovenia, but tourists from Japan are allowed to enter Slovenia without a visa for the period of 90 days. In fact, our results show Japan as the number one Asian country in making the highest number of arrivals and overnight stays in Slovenia. On the other hand Chinese residents still need a visa before visiting Slovenia, which is also shown in our results. Thus, the Chinese made one third of number of arrivals in Slovenia in 2011 if compared to the Japanese.

The study aimed to generate research interest in Asian travelling to Europe, with an emphasis on travelling to Slovenia. Since the Chinese market is one of the biggest markets in the world, China should obtain bigger attention from Slovenia, if it wants to develop its tourism demand from Asia with higher numbers. Moreover, understanding the potential of a source market like China should not stop at simply estimating its size (Li et al, 2010), but it should be taken into serious consideration from the satisfaction and motivation point of views.

CHINESE OUTBOUND TRAVEL TO THAILAND AND ITS POLICY IMPLICATIONS TO THAILAND'S TOURISM DEVELOPMENT

Kaewta Muangasame

Tourism and Hospitality Management Division,
Mahidol University International College

Hanqin Qiu Zhang

School of Hotel and Tourism Management
The Hong Kong Polytechnic University

ABSTRACT

INTRODUCTION

The relationship between Thailand and China began in the Sukhothai era and has been developed continuously for the benefits of both countries since 1975. Recently, attracting Chinese tourists became the main goal of many countries due to the increasing number of Chinese outbound tourists (demand) and the powerful economic growth of their country. As one of the earliest countries which opened its doors to the Mainland Chinese market, Thailand's tourism industry has certainly benefited from the emerging of the Chinese market. This study explores Chinese traveling patterns to Thailand by reviewing the historical development of outbound Chinese tourism demand to Thailand from 1991 to 2010 and its policy implications to Thailand's tourism industry. In this paper, the impact of changing travel patterns, conditions and volatility of Thailand's tourism industry over a twenty year period will be analyzed and strategies and policies for further development will be suggested.

METHOD

Secondary data from the Tourism Authority of Thailand between 1990 and 2010 will be analyzed in order to understand trends of the Chinese outbound market to Thailand. Additional researches, newspapers, and websites are included to identify the situation of Chinese outbound tourism arrivals to Thailand and its policy implications to Thailand's tourism development.

FINDINGS

This study reviewed the trends of Chinese outbound tourism demand over a twenty year period (*see figures 1 and 2*). As shown in Figure 1, Chinese tourist arrivals increased from 60,810 to 1,132,267, with the annual growth rate dropping slightly in 1994 (-1.64%) due to the Chinese government's crackdown on using government funds for travel purposes in 1993, (Zhang et al, 2005). The Thai financial crisis in 1997 created an unfavorable exchange rate and grew into the Asian financial crisis and adversely affected outbound tourism across the region. The greatest negative effect was in 2003 (-18.20%), with the American-Iraqi conflict and the SARS epidemic in Asia and in 2009 (-12.98%) due to the political crisis and H1N1flu pandemic that killed 44 people. In response to these downturns, Thailand launched a low cost airline, hosted an APEC conference and opened the 1st Tourism Authority of Thailand office in Beijing and thereby boosted tourism demand. Even though the political conflict in Thailand in 2010 became more violent, inbound Chinese tourism increased to number of 1,132,267 with 38% annual growth rate, which was highest increase recorded for the past twenty years.

Chinese tourist spending was generally stable after 1994, (*see Figure 2*). The average per capita spending was approximately 4,000-4,500 baht/day until 2010. An increasing level of wealth and having disposable income is the main factor affecting their decision to travel.

With strong economy and continuous economic development in China, the spending power of the Chinese tourists is expected to grow. In addition, income is not evenly distributed in China. Therefore Chinese tourists mainly came from the coastal cities where the mean income is much higher than in rural areas, (Zhang et al, 2005). Another point worth noting is that tourism policies between China and Thailand was developed mainly from the main cities of China, such Guangzhou, Kunming and Guilin, which are geographically located closer to Thailand which facilitates the aim of exchanging tourists between the 2 countries.

Acorn Marketing and Research (2005) reported that the traveling pattern of the Chinese tourist has changed in regards to intention to stay, determinant of traveling to Thailand and attitude towards the country. Interestingly, in the beginning, visiting relatives was the most popular intention given. Recently, research has shown that the main purpose of traveling was for leisure only, followed by leaving a pressure environment and making a change in their daily life pattern. In addition, most of them are interested in nature, i.e., beaches rather than cultural heritage, local lifestyle, tradition and also spa services. Therefore, to promote Thailand, nature destinations should be considered. Lastly, of the many factors influencing Chinese tourists' traveling choices; security was of the greatest concern, followed by convenience in service, and value for the money. Therefore, all these concerns are weaknesses for Thailand, whereas the government must look at their policies and plans for improvement.

It can be seen from the results of the research that the success of tourism industry in Thailand can be measured mainly by the increased volume of tourist arrivals and amount of money they spent in Thailand. This study also identifies several reasons or policies, which contributed to the growth of the outbound tourism to Thailand, and they can be summarized as follows:

- Acquiring a tourist visa to Thailand was perceived as a simple process, including visa on arrival and one stop service, for tourists in border areas.
- Flight connections with more than 15 different cities in China became more accessible. Additionally, this policy was developed to share the flight benefits between both countries such as between Kunming, Guangzhou etc.
- Tourism Promotion development targeting China in 1999, with increased intensity afterward, resulting in the opening of a Beijing Tourism Authority of Thailand office in 2003.
- Between China and Thailand, there are several collaborative policies in place to support tourism and for increasing tourism demand; such as the agreement to exchange four millions tourists per year.
- The policy to support Cross Border tourism, which facilitates tourist convenience.
- Development of new routes for travel between Thailand and China; including a train line.
- The ASEAN agreement with China.

All these policies and factors have influenced the tourism demand between China and Thailand. Additionally, the strong relationship between China and Thailand, China's strong economic growth, and stability have supported the development and its constant growth of the tourism industry.

Other factors such as natural resources, community benefits, and quality tourist identification, should not be overlooked when looking at long-term plans and policies in Thailand. Recent research suggests that the Chinese tourism outbound travel for Thailand can be evaluated from three perspectives: the changing pattern of Chinese tourists, tourism policy development from Thailand, unstable and unpredictable situations in Thailand. These should be considered in order to understand further development of tourism trends in Thailand, which should be taken into consideration in policy making process.

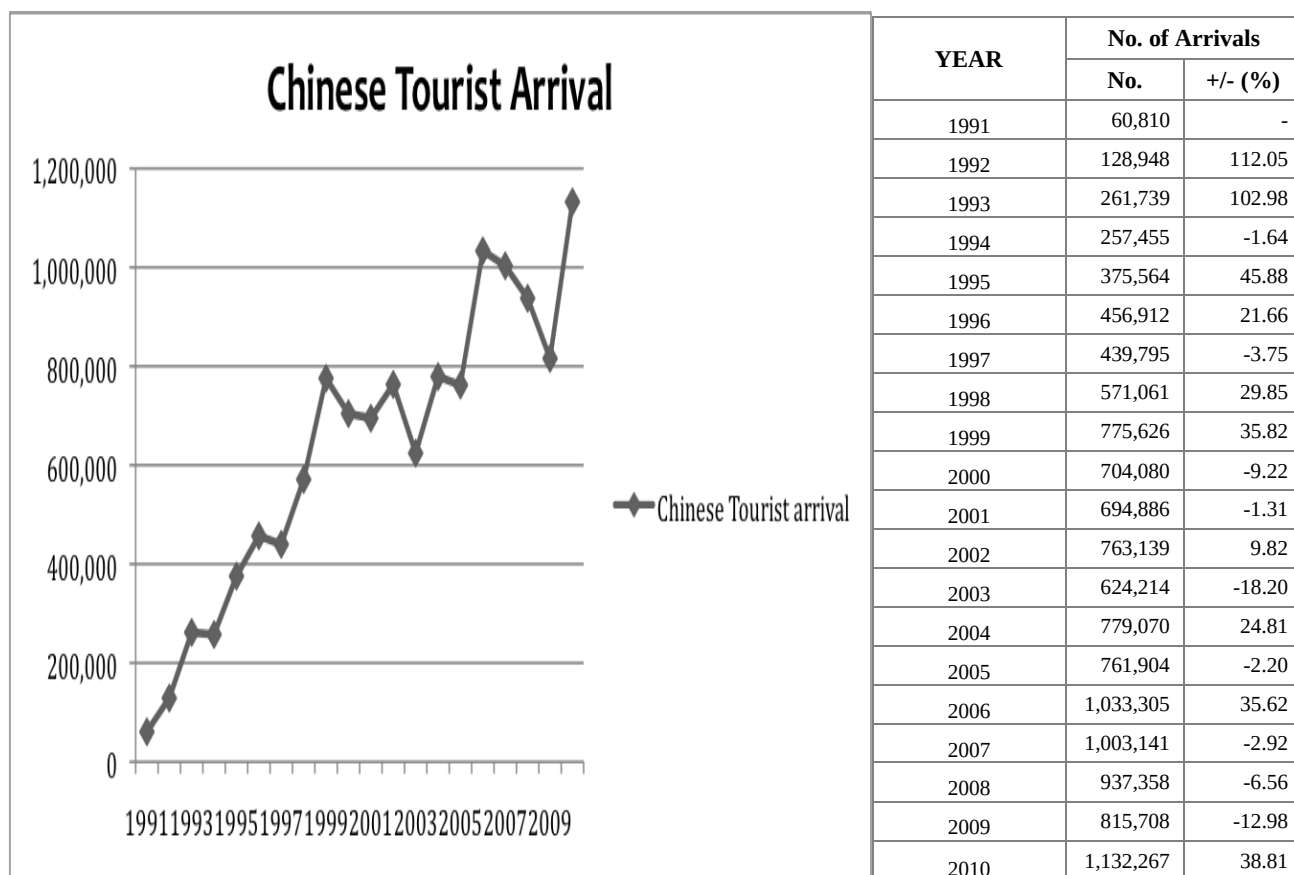


Figure1: Chinese Tourist Arrivals 1991-2010
Source: Tourism Authority of Thailand (2012)

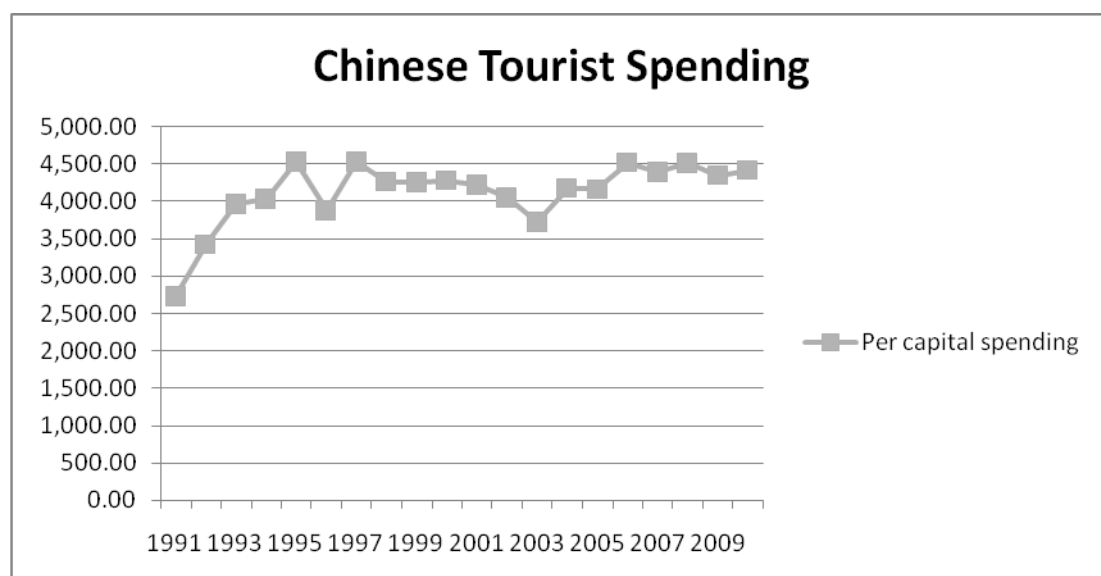


Figure 2: Chinese Tourist Spending
Source: Tourism Authority of Thailand (2012)

CONCLUSION

In summary, this study reviewed the trends of Chinese outbound tourism demand over a twenty-year period and was divided into three areas according to the development of tourist patterns and characteristics. In addition, major changes that occurred during this period are variable factors used to determine tourism demand. It can be seen that Thailand experienced more negative events. Thailand countered these events with promoting the country with a hard sales strategy; its success being measured mainly by the increased volume of tourist arrivals. Additionally, the strong relationship between China and Thailand has supported these numbers and the subsequent economic growth. Other dimensions such as natural resources, community benefits, and quality tourist identification, should not be overlooked and are a requirement when creating long term plans and policies.

Recent research suggests that the Chinese tourism outbound travel for Thailand can be critiqued from three perspectives: Chinese tourist characteristic changes, tourism policy development from Thailand and from unpredictable situations. These should be considered in order to understand trends and be applied into policy-making processes. For 20 years, Thailand has been influenced by many events, with both positive and negative sides. Therefore, the relationship between the two countries has to play a significant role in tourism demand growth. In other words, a clear understanding of tourism policy and Chinese tourist characteristic changes are required.

AGRICULTURAL TOURISM FOR SUSTAINABLE RURAL DEVELOPMENT AND HEALTHY ENVIRONMENT

P. S. SHEHRAWAT

Department of Agricultural Extension
CCS Haryana Agricultural University

R. S. Hudda

Department of Extension Education
CCS Haryana Agricultural University

ABSTRACT

A study was conducted during the year 2008 in the state of Haryana (India) by interviewing a total numbers of 80 farms and the study revealed that reasons for developing agri-tourism were easy to enter (62.50%), high profit (81.25%), employment opportunity (75.00%), no competition (37.50%). Promotion of agri-tourism were putting hoarding on roadsides (82.50%), through internet web sites (62.50%), advertisement in newspaper (37.50%), and local TV channel (18.75%).

Agri-tourism contributes sustainability for agri business: proper planning generates various sources of income (95.00%), agri tourism help farmers enhancing their knowledge (87.50%), beneficial for small farmers who have less soil productivity (90.00%). Agri-tourism increases income as it is a new enterprise with less competition (96.25%), it is business activity as compared to traditional farming (93.75%), less land with low productivity can give more returns (90.00%), provides employment to farmers of wide rang (85.00%).

Agri-tourism helpful in maintain natural resources as nutrient mining is less and soil conservation is good (93.25%), deforestations should be avoided (92.25%), no pollution problems to environment (97.25%).

Additional income from farm (96.25%), agri-tourism is better for health and environment (96.25%), it provides local heritage and culture to tourist (90.00%) were reported better prospects in Agri-tourism by the farmers.

Lack of funds for publicity and advertisement of farm-tourism (96.25%), less number of visitors (93.75 %), Lack of technology to develop farm-tourism (93.75 %), lack of motivation (86.25 %), inadequate price for farm products/ activities (88.75 %) were reported as major constraints in establishing agri-tourism.

Environmental management (96.25 %), nursery production (93.75 %), fruit and vegetable value addition (93.75 %), were preferred areas of training of the farmers for establishing farm tourism.

TRAVEL MOTIVATIONS OF THAI FILM-INDUCED TOURISTS IN VISITING KOREA

Supaporn Rattanaphinanchai

International Program in Hotel & Tourism Management
Siam University

Bongkosh Rittichainuwat

International Program in Hotel & Tourism Management
Siam University

ABSTRACT

INTRODUCTION

Although previous studies conclude that films result in an increase of tourist arrivals to film shooting locations, most research does not determine the specific number of tourists who visit a place because of a film. Most tourist arrival figures merely show the increase of tourists to the filming locations, but there is no research that actually tries to answer the question as to the number of film tourists who travel to film-induced destinations. This study aims to examine the travel motivations of Thai tourists who travel to Korea by categorizing them based on their self-perceptions toward film-induced tourism. In this study, film tourists are defined as tourists whose primary travel motivation is film. Mass tourists refer to tourists whose travel motivation is not related to films. Mass-film tourists are tourists who travel because of mass tourism and film-induced tourism. Understanding the travel motivations of these tourists is useful for destination marketers and tour operators to design tour itineraries and tour packages to meet the needs of these niche markets.

METHODOLOGY

The instrument of this study is a self-administered survey questionnaire used to determine travel motivations of Thai tourists. Questionnaire items were derived from the literature (Beaton 2010; Kim et al. 2007; Kim et al. 2008) and from content analysis of 20 travel leaflets of Thai outbound tour operators. The target population was Thai tourists who were checking in for departure flights to Korea at Bangkok International Airport from July to October 2010. A convenient sample of 740 completed and returned questionnaires were included in this study. Then, an exploratory factor analysis with orthogonal rotation was carried out on travel motivation attributes to determine underlying dimensions. Then, a confirmatory factor analysis was used to assess the goodness of fit of the factors derived from the Exploratory Factor Analysis. Finally, Multivariate Analysis of Variance was used to assess any difference among self-identified film types across the travel motivation dimensions. Out of 740 completed questionnaires, 488 (66%) said they are mass tourists, 144 (20%) perceived themselves as mass-film tourists, and 108 (14%) film tourists.

RESULTS

The study shows that there were significant differences on all travel motivation dimensions among mass tourists, film tourists, and mass-film tourists. Films attract film tourists and mass-film tourists in visiting Korea because of dramas, actors, and shooting locations. Similar to previous studies showing that films increase tourist arrivals to film locations (Tooke and Baker 1996; Riley, Baker and van Doren 1998), this study also found that films create destination awareness and motivate film tourists and mass-film tourists to travel. Not surprisingly, the findings show that film tourists have the highest motivations on

all travel motivations. Similar to the study by Kim et al. (2008), this study found that Korean films have influenced film tourists and mass-film tourists by creating destination awareness, enhancing a positive destination image, increasing tourist confidence in consuming Korea products, and motivating them to visit Korea. More importantly, films have helped mass tourists become more familiar with Korea, and have influenced perceptions, consumer behavior and the travel decisions of mass tourists. Before the Korean Wave, many Thais did not know much about South Korea, but Korean TV series have strengthen South Korea's attractiveness as a popular scenic and cultural tourist destination among Thai fans of these TV series. Specifically, Korean dramas have created the sudden popularity of Korea as a desirable tourist destination among mass tourists, film tourists and mass-film tourists. Hence, the marketing strategy of the Korean government in promoting Korea via films has been greatly successful.

NEW TRENDS IN THE TOURISM INDUSTRY-CLOUD INNOVATION SERVICES

Yu-Tzeng, Lin

Center for General Education, Taiwan Hospitality & Tourism College

Jia-Jhen, Liu

Department of Travel Management, Taiwan Hospitality & Tourism College

ABSTRACT

Cloud computing is identified by Gartner as one of the Top 10 strategic technologies for 2010, so will Taiwan government establish a Cloud Computing Center as one of the very important government policy issues. In the last decades, most of tourism enterprises have been spent lots of efforts and resources in building up non-core information related constructions in order to enhance their competitive advantages. However, these constructions, such as computer room settings, website building, Information Securities Services, E-commerce, have been rising up complex issues on hardware or software or even customer relationship management, thus all together become a heavy burden to most enterprises. This paper comprehensively reviews and analyses the development trend of cloud services and consider this trend in terms of its opportunities and treats to tourism industry. Finally, it is affirmed that the high reliability, low cost and high scalable features provided by innovative cloud services could be a new direction of development for the tourism industry. This paper emphasizes that tourism enterprises should grasp the advantages of cloud services, committed themselves to its core business. It is only when companies focus on their core value and business, so can they enhance their competitive advantages.

E-COMMERCE TRAINING FOR H&T PRACTITIONERS FROM A G.E. PERSPECTIVE

Jack King-wah Yeung
Division of Commerce
Community College of City University

ABSTRACT

A holistic approach of General Education (G.E.) could broaden the skills and knowledge of online Hospitality & Tourism (H&T) workers, managers and investors. Despite Peter Drucker noted that specialists earn a living, managers are generals. Generalship is built on experience and intuition in addition to data-based knowledge. Apart from ethics, G.E. using a pragmatic approach and a problem-oriented perspective could bring people closer to the facts in the fields from all related angles, not mere focused theory for narrowly defined area.

AN EMPIRICAL STUDY ON THE USER ACCEPTANCE BEHAVIOR OF ONLINE RESTAURANT RESERVATION WEBSITE IN TAIWAN

Tsong-Zen Liu

Food and Beverage Management Department
National Kaohsiung University of Hospitality and Tourism

Hui-Hsin Kuo

Graduate Institute of Hospitality Management
National Kaohsiung University of Hospitality and Tourism

ABSTRACT

Because online restaurant reservation website have been one of new electronic distribution channels (EDCs) for traditional restaurants to implement e-commerce competitiveness strategy, the purpose of this paper is to investigate the relationship of user acceptance behavior for an online restaurant reservation website by using technology acceptance model (TAM). This paper also interviewed owner of the online restaurant reservation website to discover the original operation idea about this website. Research results can be used as references of developing new food and beverage industry e-commerce models in the future. The questionnaires were distributed to the young users who are customers actually understanding and browsing this website by systematic sampling method. Statistic software, SPSS 14.0, was used to perform reliability analysis, factor analysis, multiple regression analysis and intermediate affect evaluation of customer acceptance behaviors including using intentions, perceived usefulness, perceived ease of use and using attitude. Analysis results showed that there are significant relationships for perceptions of using this websites to perceived usefulness and perceived ease of use respectively. Moreover, customers' using attitudes of this website were also strongly influenced by their behavioral intentions to use, perceived usefulness and perceived ease of use respectively. It is shown that managers of this website should carefully design more convenient operation interface and provide efficient reservation network platform to face the behavioral intentions of online customers. Therefore, this research suggested that this dinning reservation website needs to reconsider the actual effect of online reservation for their customers as key points of this website. On the other hand, optimization of the website information quality and continuous development of remedial measures for service faults are the major operation directions to enhance the attraction and adhesion of website users. Furthermore, this study also tried to serve as a preliminary study for further academic research.

A REVIEW OF LITERATURES ON SERVICE QUALITY AND SERVICE QUALITY MANAGEMENT IN HOTEL AND TOURISM INDUSTRY IN CHINA

MA Jiao, Rachel

Hong Kong Polytechnic University

ABSTRACT

INTRODUCTION

In China, when People's Republic of China was just founded in 1949, the travel agencies and hotels were set up just for the political activities (Zhang, 2003). Until the year 1978, the third Plenary was held by CPC in the eleventh Congress. And third Plenary of central government changed the previous focus from political struggle into economic development (Bauer, Thomas, 2006; Lew, Alan A.; Yu, Lawrence; Ap, John; Zhang, 2003). With this open and reform policy, the country has been experiencing huge changes, including political reforms, economic constructions, social and cultural improvement.

The development of tourism industry in contemporary China started since 1978, which was already quite late compared to other countries such as the United States, France, and Japan (Cook, 1989). Despite of the late start, tourism industry has been keeping quick and strong development since 1978. As widely demonstrated (Bauer, Thomas, 2006; Lew, Alan A.; Yu, Lawrence; Ap, John; Zhang, 2003; Xiao, 2005), in the past 30 years, the tourism industry in China gained a dynamic achievement and expansion. As predicted by UNWTO, China is going to become one of the top ten tourism destinations by 2020 (UNWTO, 2007).

However, the development was in an imbalance in terms of the visible and invisible constructions (Cai and Woods, 1993; Cook, 1989): while the tangible infrastructures have been built under international standards and built in high quality, the service quality management and its constant improvement did not match what is expected from the outside of the tangibles (Cook, 1989). Compared to international service standard, service standard in China is still poor (Cook, 1989; Cai and Woods, 1993; Tsang and Qu, 2000).

From this ongoing research, it is found that, a recent trend for tourism studies was to focus more and more on service quality and customers' overall satisfaction with their travel experience (Cai and Woods, 1993; Qu and Tsang, 1998; Tsang and Qu, 2000; Magnini and Ford, 2004; Kong and Baum 2006; Huang, Hsu, and Chan, 2009; Xie and Heung, 2011). However, previous research mainly focused on one or two aspects of service quality. Very little research has been conducted from a whole structural perspective to review and to summarize previous finding on service quality and service quality management in China.

This paper is to investigate the research on service quality and service quality management in China. This is an initial attempt to summarize the previous findings from a structural perspective, and to provide indications for the future research and industry.

METHOD

Research Approach

Initially developed by Alfred Lindesmith (1931), an approach to understand and to analyze textual content, media demonstration when conducting a research, which was further developed and known as content analysis (Klaus Krippendorff, 1980 and 2004). In social science research, "content analysis is also a research technique for making reliable and valid inference from texts or other meaningful matter to the contexts of their use" (Krippendorff, 2004). Content analysis of tourism and hospitality papers is commonly seen as a way to conduct qualitative research, and it is commonly applied in the tourism research in the past years. (Wang, 2006; Zhao and Ritchie, 2007; Yang & Cheung, 2010, Tsang and Hsu, 2011).

There are mainly three types of content analysis: summative, conventional, and directed (Hsieh and Shannon, 2005). All of the three types of content analysis are adapted to interpret the content meaning from textual data. The difference is coding schemes, and origins of codes (Hsieh and Shannon, 2005). In this study, summative and conventional content analysis is applied.

Research Process

The study is conducted under three stages. The first step is the journal selection. Based on the previous studies (McKercher, Law, and Lam, 2006) on the journal ranking, and also due to the significance and academic reputation of journal, the hospitality journals selected are: Cornell Hotel and Restaurant Administration Quarterly (1), International Journal of Hospitality Management (2), Journal of Hospitality & Tourism Research (3), International Journal of Contemporary Hospitality Management (4). The tourism journals selected are: Annals of Tourism Research (1), Tourism Management (2), Journal of Travel Research (3), Journal of Travel & Tourism Marketing (5). To obtain an in-depth view of research on this matter, another two important journals are also selected, Journal of China Tourism Research and Asia Pacific Journals of Tourism Research. During the period from September 2011 to March 2012, online academic database was retrieved from Tylor & Francis online, ProQuest Basic Search, ScienceDirect, Elsevier, Emerald, and EBSCO Host Web.

Secondly, the publications are selected from highly ranked academic journals, including both tourism journals and hospitality journals from the online database. Key words such as: service, China; hotel and hospitality service, China; tourist satisfaction were searched in the database.

Thirdly, to evaluate the previous research progress, to analyze the trend for future research, and to propose the future trend in this research area, literatures are reviewed under the framework of qualitative content analysis: the supply, demand, institutions, impact, and external environment (Weaver and Lawton, 2006, Yang & Cheung, 2010). Also, previous studies are evaluated by their research theme, research discipline, and year of publication (Yang & Cheung, 2010).

FINDINGS

Altogether 26 articles are published on the service quality and service quality management in hotel and tourism industry in China in the selected ten journals. And among the journals, IJCHM and JCTR have the most significant contributions on this matter. Each published 19.2% of the total number of research papers on service quality management in hotel and tourism industry in China. 15.4% of the research papers on this matter publish in IJHM and JTMM respectively, followed by JHTR (11.5%), APJTR (11.5%), CHRAQ (3.85%), TM (3.85%). The eight international leading journals publish 69% of the total number of articles on service quality and service quality management in China. Another two regional journals APJTR and JCTR account for 31% of the total publications.

The research on service quality and service quality management in China are also categorized and summarized in demographic percentage based on the research discipline, research theme, authorship, institutional contributions, and regional contributions.

DISCUSSIONS

The discussions and implications analyzed the service quality management issue from the perspective of political reasons, cultural impact, educational reasons, and industrial improvement. Last but not the least, indication for future research is also discussed.

EXAMINING STRUCTURAL REPLATIONSHIPS BETWEEN CASINO QUALITY, IMAGE, VALUE AND LOYALTY: THE CASE OF MACAU

Henry Tsai

School of Hotel & Tourism Management
The Hong Kong Polytechnic University

Jinsoo Lee

School of Hotel & Tourism Management
The Hong Kong Polytechnic University

Steve Pan

School of Hotel & Tourism Management
The Hong Kong Polytechnic University

Nelson K.F. Tsang

School of Hotel & Tourism Management
The Hong Kong Polytechnic University

ABSTRACT

INTRODUCTION

After 40 years of Stanley Ho's gaming monopoly, liberalization took place in Macau in 2002 with the granting of three gaming concessions, followed by the sale of three subconcessions. During 2003-2009, the number of casinos in Macau increased from 11 to 33 (representing a 200% growth) thanks to the joint efforts of the six concessionaires. Gross casino gaming revenue rose from MOP 28.7 billion to MOP 119.4 billion (1 USD $\approx$ 8 MOP) over the same period, signifying an annualized growth rate of almost 27% (Gaming Inspection and Coordination Bureau [DICJ], 2010). Macau's casino gaming industry has exceeded many people's expectations.

Nevertheless, Macau casinos are facing one of the same challenges that their Las Vegas counterparts encountered during the fast-developing 1990s, namely building customer loyalty. While casino customers are becoming more sophisticated, always looking for a new and unique experience, Petrillose and Brewer (2000) argue that they will eventually return to those properties that have provided the best overall experience in the past. Customers look not only for the best price/value combination but also view traditional quality standards as basic expectations, echoing traditional thinking that regards guest satisfaction and service quality issues as the major components of retention (Reichheld and Sasser, 1993; Zemke and Bell, 1990).

The casino construction boom of recent years in Macau has given its visitors a wide variety of properties in which to play and stay. This benefits customers, as each time they come back to Macau they can experience new casinos. However, it poses great challenges for operators in not only attracting but also retaining their visitors. Competitions from neighboring regions such as Singapore, where two Integrated Resorts (IRs) opened in early 2010, further intensify and complicate the casino gaming operating environment. The "black box" connecting casino service quality with customer loyalty in the Macau context needs to be opened up, so that operators can learn how their customers evaluate their experiences, and hence how they can be retained. As the majority of Macau casino visitors come from Mainland China, Hong Kong, and Taiwan, observations made in the western context regarding the relationship between service quality and customer loyalty may or may not be applicable to the Asian market. Our study is designed to fill this void.

The purpose of this study is to examine how casino customers form their evaluative attitudes toward the casino experience. To achieve this objective, it identifies the underlying dimensions of casino quality and assesses the structural relationships between casino quality dimensions, image, value, and loyalty. The findings are expected to enrich our understanding of casino customers' evaluative attitudes towards the casino experience, giving rise to managerial and theoretical implications for academics and industry practitioners.

METHOD

We adopted a survey approach and broadly followed the procedure suggested by Churchill (1979). The domain of each construct was specified and sample items generated from our extensive review of the literature (such as Kim and Kim, 2004; Baloglu, 2002; Kim, Kim, and An, 2003; and so on). This was supplemented and validated by interviews in July 2008 with 66 casino customers and 10 academics with experience of working in casinos and/or teaching casino and marketing courses. Next, a pilot study was conducted in Macau in October 2008 with 204 casino customers approached outside six preidentified casinos, including the Venetian, Wynn, Grand Lisboa, Star World, MGM Grand, and Crown, to further validate our measurement items. Those six casinos were chosen because each represented the flagship property of the six concessionaires operating in Macau. A final version of the questionnaire was constructed after the pilot test, and the main surveys were carried out in December 2008.

The survey instrument consisted of a three-part, self-administered, bilingual questionnaire. The first section included three prescreening questions in order to ensure that only appropriate respondents were included. Participants were required to have gained prior experience of gaming activities in one of the 6 identified casinos within the 12 months prior to the survey. The second section represented the main body of the questionnaire, and comprised tests of the four constructs, namely perceived quality, casino image, casino value, and casino loyalty. Of these items, 21 measures of perceived quality were drawn from the work of Alexandris (2006), Baloglu (2002), Gu (2007), Kim and Kim (2004), Kim, Kim and An (2003), and Nadiri and Hussain (2005); and from our interviews with academics and customers. The four attributes measuring casino image, and three measuring casino loyalty, were adopted from Kim and Kim (2004) and Kim, Kim and An (2003). Finally, the three attributes measuring casino value were based on the work of Petrick (2002). Measurement of the attributes was done using a 7-point Likert-type scale ranging through (1) strongly disagree, (2) disagree, (3) somewhat disagree, (4) neutral, (5) somewhat agree, (6) agree, to (7) strongly agree. Finally, demographic information was collected in the final section.

The locations for the main surveys were the same as those for the pilot test, that is, outside the six casinos identified above. Each location was allocated 117 questionnaires and the data collection took place during the first half of December 2008. The self-administered questionnaires were hand-delivered to target respondents. In order to ensure a high response rate, souvenirs were prepared and given to respondents upon completion. Five hundred and twenty five valid questionnaires out of the 702 distributed were collected for analysis, representing a valid response rate of almost 75%.

FINDINGS

The respondents were predominantly Chinese (97%). In terms of education, 29% held less than a high-school diploma, 38% a high-school diploma, and 31% a bachelor degree. The gender ratio of the respondents was 45% male to 55% female. In terms of income, 53% reported a monthly household income below RMB5,000, while 25% and 13% indicated their income totaled RMB5,001 to \$10,000 and \$10,001 to \$15,000, respectively. The

respondents' age profile is made up of 26% aged 18 to 29, 31% in each of the 30 to 39 and 40 to 49 brackets, and the remaining 10% aged 50 to 59.

EFA was conducted to identify the underlying dimensions of casino quality. An eigenvalue of 1.0 was adopted to identify those factors with a loading of at least 0.40. As a result of overlap with another dimension or because of a factor loading of less than 0.40 in the EFA, the 21 measures initially adopted were reduced to 16 items. The appropriateness of EFA was confirmed by the KMO measure of sampling adequacy (.89) and the Bartlett's test of sphericity ($p < 0.001$). The four dimensions exhibited eigenvalues of above 1.0, explaining 54.48% of the total variance. These were (1) supporting facilities (eigenvalue: 2.73, variance explained: 17.09%); (2) staff service (eigenvalue: 2.25, variance explained: 14.06%); (3) diversity (eigenvalue: 1.28, variance explained: 8.05%); and (4) equitableness (eigenvalue: 2.44, variance explained: 15.28%). Consequently, these four factors represented casino quality and were adopted for further analysis.

Confirmatory factor analysis (CFA) indicates that the estimated loadings for all of the indicators are significant at $p < 0.001$, lending support for convergent validity (Anderson and Gerbing, 1988). Discriminant validity was checked by fixing the phi coefficient between closely-related theoretical constructs to 1.0 and then assessing a chi-square difference between the constrained and unconstrained models (Anderson and Gerbing, 1988; Atuahene-Gima, 2005; Jöreskog, 1971): "a significantly lower χ^2 value for the model in which the trait correlations are not constrained to unity would indicate that the traits are not perfectly correlated and that discriminant validity is achieved" (Bagozzi and Philips, 1982, p. 476). The unconstrained is consistently lower than the constrained model, showing evidence of discriminant validity. The measurement model is also found to fit the data well, according to the goodness-of-fit (GFI) indices ($\chi^2 = 578.97$, $df = 278$, $RMSEA = .04$, $CFI = .92$, $NNFI = .91$) from CFA. Cronbach's alpha was used to assess construct reliability and the results for each construct satisfy the cut-off of 0.7 (Nunnally, 1978) with the exception of diversity and casino loyalty.

According to the GFI indices ($\chi^2 = 642.31$, $df = 286$, $RMSEA = .04$, $CFI = .91$, $NNFI = .90$) of the structural model, the structural model fits the data well. All exogenous constructs (supporting facilities, staff service, diversity, and equitableness) are positively related to casino image. The strongest association is with staff service ($\gamma_{12} = .33$, $t = 3.33$), followed by diversity ($\gamma_{13} = .25$, $t = 3.82$), supporting facilities ($\gamma_{11} = .22$, $t = 3.36$), and equitableness ($\gamma_{14} = .20$, $t = 2.61$). Casino image is also positively associated with both casino value ($\beta_{21} = .82$, $t = 10.14$) and loyalty ($\beta_{31} = .29$, $t = 2.74$). Additionally, casino value positively predicts loyalty ($\beta_{32} = .38$, $t = 2.72$). The stronger path coefficient for image-value (.82) than image-loyalty (.29) results from the mediating effect of casino value, as indicated by the significant indirect effect ($\beta_{IE} = .31$, $t = 2.62$) of image-value-loyalty (Holland, 1988; Sobel, 1990). This implies that the indirect path of image to loyalty via value lessens the relationship strength of image-loyalty, to .29. The variances explained by the endogenous constructs are 70% for image, 67% for value, and 42% for loyalty.

CONCLUSION

From the 525 valid survey responses analyzed here, our study has identified four subdimensions of casino quality, namely supporting facilities, staff service, diversity, and equitableness. This contributes to the body of knowledge in the casino gaming and service literature. Furthermore, we have empirically tested and validated a model for the structural relationships between casino image (as a consequence of four quality subdimensions), value, and loyalty. In particular, value is shown to be a mediator of the relationship between image and loyalty from the perspective of casino customers.

THE EFFECTS OF SERVICE CLUES ON EXPERIENCE VALUE AND CUSTOMER SATISFACTION IN RESTAURANTS-THE MODERATING EFFECT OF RESTAURANT TYPE

Sheng-Hshiong Tsaur
National Chiayi University

Meng-Yi Lin
Chinese Culture University

Cheng-Ming Liao
Chinese Culture University

ABSTRACT

INTRODUCTION

Wall and Berry (2007) argued that diners use the following types of clues to judge a restaurant experience: functional clues, mechanic clues and humanic clues. These cover anything in the service experience that the customer perceives by its presence or absence. A clue is any perception for a customer of what they can see, hear, taste, or smell. Each clue carries a message and the composition of clues creates the total experience (Berry, Carbone and Haeckel, 2002).

The total customer experience consistently creates superior customer value. By "total experience" we mean the feelings that customers take away from their interaction with a firm's goods, services, and "atmosphere" (Haeckel, Carbone and Berry, 2003). Functional, mechanic, and humanic clues play specific roles in creating the customer's service experience (Berry, Wall and Carbone, 2006). How these three service clues affect experience values or make a difference to diners is a critical issue.

Smith and Colgate (2007) indicated that experiential/hedonic value is derived from how a product creates appropriate experiences, feelings and emotions in a customer. Gallarza and Gil-Saura (2006) proposed that perceived value is a direct antecedent of consumer satisfaction. There are many researches that have focused on the retail and tourism business. The research on the relationship between experience value and satisfaction between customers and restaurants is much less.

The service orientations will be varied according to the different type of restaurant. For instance, a McDonald's drive-through service is utilitarian, or function-oriented, whereas consuming leisure services and dining at upmarket restaurants are usually hedonic or emotion-centered (Lin, 2004; Tang, Chan and Tai, 2001; Wakefield and Blodgett, 1994). The purpose of this research was to comprehend how these three service clues affect customer experience value and satisfaction in different types of restaurant business.

LITERATURE REVIEW AND RESEARCH HYPOTHESES

Service clues and Experience value

Keng, Huang, Zheng and Hsu (2007) indicated that shopping mall managers can create attractive physical surroundings through interior design color combinations or through carefully selected music that arouses mall shoppers' sensory cognitive curiosity and finally leads them into a "flow state" and a pleasant shopping experience. Consumers appreciate this shopper-friendly utilitarian value or efficiency when shopping (Holbrook, 1994; Zeithaml, 1988). Keng et al.'s (2007) empirical findings found that the significant relationship between

personal interaction encounters and the perceived efficiency value indicated that positive personal interaction encounters provided a competitive advantage for those service providers who could deliver speed, cost, availability, and convenience to shoppers. The positive relationship between personal interaction encounters and perceived service excellence indicates that quality merchandise and courteous, knowledgeable, and efficient service providers can lead to an image of excellent service. Czepie, Solomon, Surprenant and Gutman (1985) revealed that customers assess the value of products and services through the clues of products and services. According to the restaurant experience, this research will divide the service clues into mechanic clues (environmental factor), humanic clues (personnel factor) and functional clues (food factor). Based on these assertions, the following hypotheses are presented.

H1 : Mechanic clues have a positive effect on experience values.

H2 : Humanic clues have a positive effect on experience values.

H3 : Functional clues have a positive effect on experience values.

Service clues and Customer satisfaction

Sulek and Hensley (2004) argued that the atmosphere of a restaurant significantly affects its customer satisfaction. Ha and Jang (2010) indicated that a customer's perceptions and evaluation of service quality may be highly dependent upon the service provider's performance during service delivery. Sulek and Hensley (2004) even indicated that food provided by a restaurant is an important factor. Through their study, it was shown that food has a positive and significant effect on customer satisfaction (Sulek and Hensley, 2004; Namkung and Jang, 2007; Ha and Jang, 2010). Customers assess their satisfaction through some product and service factors of service clues while they dine in a restaurant. Based on these assertions, the following hypotheses are presented:

H4 : Mechanic clues have a positive effect on customer satisfaction.

H5 : Humanic clues have a positive effect on customer satisfaction.

H6 : Functional clues have a positive effect on customer satisfaction.

Experience value and Customer satisfaction

Wu and Liang (2009) about what the effect would be for service encounters on experience value and customer satisfaction in a fine dining restaurant, pointed out that customer experience value has a positive effect on customer satisfaction. Based on these assertions, the following hypothesis is presented:

H7 : Experience value has a positive effect on customer satisfaction.

Service clues, experience value and customer satisfaction in different types of restaurant

Han, Back and Barrett (2010) indicated that full-service restaurants provide a waited table service for customers. Guests are greeted and seated by a host (or hostess) and orders taken and delivered by waiting staff. Payment occurs after the meal is completed. A tip is typically given for the service provided by the waiting staff member. The style and ambiance of full-service restaurants varies greatly from casual to fine dining. Restaurant type moderates the effect of perceived control on customer evaluations of employee performance. Based on these assertions, the following hypothesis is presented:

H8 : Service clues in different types of restaurant will have a moderating effect on experience value and customer satisfaction.

RESULTS

The hypotheses of the research model were tested with two structural equation path models using LISREL version 8.8. The first model involved testing H1-H7 with the full sample (N=530). Another model tested H8 (i.e., the moderating effect of the full-service restaurants type). To test the moderating effect, the total sample was divided into two groups

based on the full-service restaurants type (i.e., casual restaurants vs. fine dining restaurants). Consequently, H1, H2, H3, H5, H6 and H7 were supported. Hypothesis 4 suggested that mechanic clues have a positive effect on customer satisfaction, but the empirical results indicated that mechanic clues do not increase customer satisfaction ($\gamma = 0.00$, n.s.). The result of humanic clues and experience value revealed they were significant in fine dining restaurants but not significant in casual restaurants. The restaurant type has a moderate effect on the relationship between the service clues and experience value and customer satisfaction does exist with some interactions.

STUDY OF THE PARTNERSHIP IN THE TOURISM AREA PROMOTION CITY OF ENIWA: FROM PLANNING TO ASSESSMENT

Reiji CHUUBACHI

Department of commercial science (tourism industry subject)
Hokkai School of Commerce

Karin CHUUBACHI

JTB World Vacations, Inc

ABSTRACT

INTRODUCTION

There is a roadside station in the tourism area activity promotion in the local city. The roadside stations are local public information facilities in the major road. This spot offers an activity menu of tourism area to the users by the homepage of a TV monitor and the PC. As a precedent study, there is a study of "Research on Actual and Effects for Regional Promotion of Roadside Station" such as Go Oizumi. Their Papers regard an economic effect as a main theme. This paper is a study about "inhabitants' attitudes and managers' attitudes" for the tourism promotion.

METHODOLOGY

This investigation consists of two parts. The first section is the managers' attitudes investigation for the roadside station of the local industries. The second section is the investigation of the inhabitants' attitudes for the tourism promotion from 475 Eniwa inhabitants. About the tourism area investigation, the main category of the investigation is hometown and brand. The analysis methodology arrived at an influential factor with a factor analysis. The analysis methodology arrived at an influential factor with a factor analysis. Furthermore, this paper clarified an effective methodology by cluster analysis.

FINDINGS

The intention of the members in the chamber of commerce

Two categories of the questions are about the role in the chamber of commerce and functions of the roadside station. It is in the first category, Members have little interest in participating in the activation of the economy. For the factor analysis of what the chamber of commerce should do, Event (0.80) and Pulling in customers (0.60) become the highest index, on the other side, it is about the functions of the roadside station. (Figure 1)

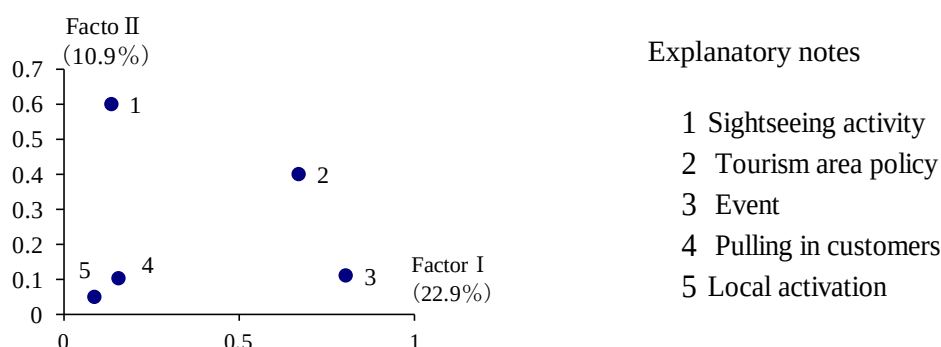


Figure 1 Loading score () : contribution ratio

On the other side, it is about the functions of the roadside station. Many members expect it as the growth of the economic activities, but resting is a main function. For the next work, to promote the effective practical use of the roadside station, this paper clarified an influence factor by the factor analysis from a questionnaire result. The first factor was supposed to be a considerably strong factor. In the first factor, the intensive point (0.807) of the visitor, economic effect (0.77), and regional economy (0.72) are highly loaded. In the second factor, as for the loading of the item, all loading is less than 0.5. (Figure 2) Therefore, the first factor is a regional economy creation factor. C. Christensen nominates that “new technology” and “new market” are the conditions for the success of the new entrepreneur, and it is pointed out that the roadside station is the pivot of a new market.

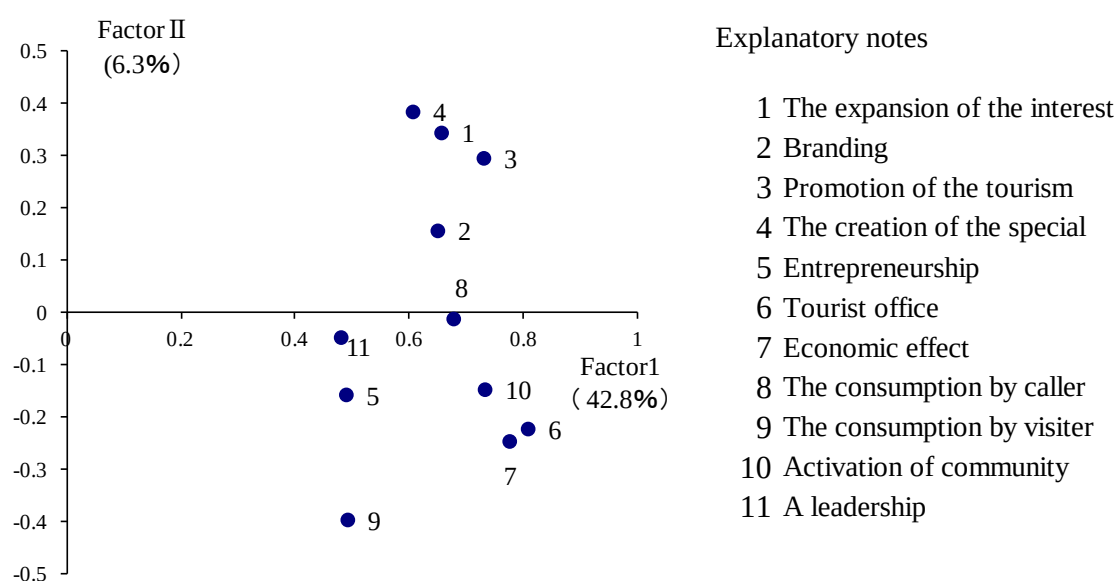


Figure2 Loading score () : contribution ratio

Inhabitants' attitude investigation

This research is the 475 inhabitants' attitude investigation about the interest in tourism area promotion. This investigation analyzed the mutual relationship of various local elements influenced inhabitants' attitude; “to push forward the tourism area promotion” is clarified in the paper. Items, which I am highly concerned with, have a tendency to do with the concrete functions. However, they are concerned about the economic effect, but lacking interest in the abstract items. It is necessary for the chamber of commerce to consider the abstraction items as the feasible items.

For the next analysis, this paper did a factor analysis for the interested items. The high loaded factors of the first factor are a sense of quality, farm products, a sightseeing spot and the inhabitant's participation.

The high loaded factors of the second factor are pride and hometown. The first factor is supposed that Tourism Area is base on the Regional Economy active factor. The second factor is supposed with the regionalism factor.

From the above-mentioned points, they are gathered up as follows.

In the Japanese local city, a roadside station is made as the pivot of the tourism area promotion. In this roadside station, a process is more important than the function as facilities.

In addition, it is necessary to consider various points on planning and the important elements of the promotion of the tourism industry,

- 1) It is the exaltation of the entrepreneurship of the tourism industry.
- 2) It is the awakening of the inhabitants' interest in tourism industry.
- 3) It is the awakening of the regionalism of inhabitants

Furthermore, by cluster analysis, this paper clarified an effective measure. Figure 3 is dendrogram of the effective measure.

CONCLUSION

In the roadside station plan of Eniwa City, the chamber of commerce realized its function from a questionnaire with the intentions of the members. The roadside station assumed it as a function of resting for the road user and the local information dispatching.

The problem is the lack of the entrepreneurship at this planning stage; as a result, there was less force of the regional economy than expected. After the completion of the roadside station, the Eniwa city hall carried out the inhabitants' attitude investigation about the living environment. From the questionnaire, the importance of the regionalism becomes clear. As for the keyword of the regionalism, Blanding of farm products, Blanding of tourism area and inhabitants participation becomes certain.

Two attitude investigations show interest of tourism activity and entrepreneurship.

In the former, the tour of the opening garden by ANA is planned; in the latter, farm products direct sale shop was opened.

As for the effective use of the tourist facilities, the agreement of the host is important. After the facilities' completion, the agreement of the partnership of inhabitants is important.

As for the result, a more effective methodology is discovered and the participation awareness produces the citizen entrepreneurship and interest.

This paper clarified the effect of the tourist facilities, and the importance of the agreement process. In addition, if this paper can contribute to tourism promotion, we are happy to be the researcher.

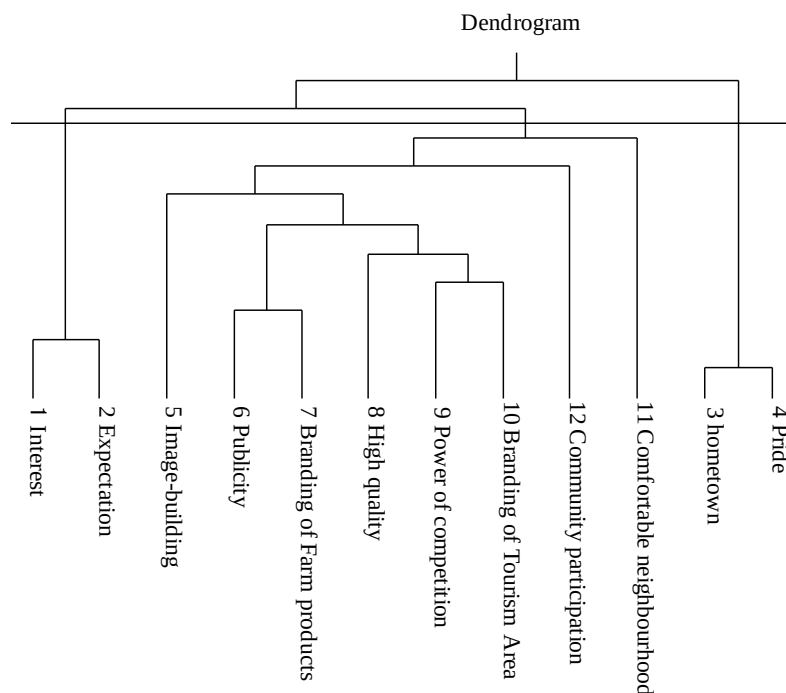


Figure3 Dendrogram on inhabitants' attitude

AN ONLINE TRAVEL MOTIVATION MODEL: STRATEGIC MANAGEMENT OF DESTINATION WEBSITES

Joo Yeon Song

School of Travel Industry Management
University of Hawaii at Manoa

Ivan Wen

School of Travel Industry Management
University of Hawaii at Manoa

ABSTRACT

INTRODUCTION

Over the last decade, the Internet has become an important means of searching for information and communicating for most industries. This has been due to: the ease with which it provides access and updating of information; its large capacity to input information and images; and the opportunity of using it even with a small budget for promotion or marketing activities (Lee, Cai, & O'Leary, 2006; Ozturan & Roney, 2004). The Internet is suited not only for marketing tools but also for online sales in the tourism industry. In other words, the Internet also has played an important role as a distribution channel, a transaction channel, and a communication channel, and these roles have been increasing in the travel industry.

The ultimate goal of Internet marketing for DMOs is to increase the number of visitors to a destination. However, there have been limited studies dealt with the relationship between successful Internet marketing and the factors influencing website visitors' intention to actually visit a destination. The overall aim of this study is to address the research question, "How can DMOs increase usage of destination website by raising customers' use intention and in turn, their actual visiting intention. This study was designed to discover factors which influence usage of destination website and increase website visitors' motivation to actually visiting the destination. By examining the factors that affect not only consumers' intention to use a destination website but their visiting intention to the destination, this research will develop and test a framework for destination Internet marketing and contribute to practical knowledge for building and maintaining an attractive official website, which will be useful to practitioners.

METHOD

The data for this study was collected by a self-participated online survey on the blog of VisitBritain Korea (<http://blog.naver.com/visitbritain>), which is directly linked to the VisitBritain Korea website (www.visitbritain.com/ko/KR/). The survey targeted South Korean website visitors to VisitBritain.com, the website of Britain's national tourism agency. Britain was chosen because it is one of the top tourist destinations for Korean overseas travelers, and online marketing is a priority in Britain's consumer marketing strategy. The number of participants for this online survey on the VB Korea blog was 1,522. The questionnaire was created in English first and then translated into Korean. The online survey comprised 21 questions with a 7- point Likert scale. SPSS 18.0 and EQS 6.1 were used to analyze the data. The analysis included: (1) Descriptive statistics, (2) Factor analysis, and (3) Structural equation modeling.

FINDINGS

Structural equation modeling (SEM) was used to examine the hypothesized relationships among the constructs in the study. The hypothesized models were tested with the EQS program (Bentler, 2002) by imposing the structure of direct and indirect effects on the current data. The fit indices of the hypothesized model indicated that the model represented a good fit to the data [Satorra-Bentler Scaled $\chi^2(178, N = 1,522) = 585.1295, p < 0.001$, NFI = 0.961, NNFI = 0.968, CFI = 0.973, IFI = 0.973, RMSEA = 0.039 (Confidence interval = 0.035 ~ 0.042)]. To summarize, with the fit index of 0.961 and 0.973 for both NFI and CFI, the significant parameter estimates, and the parsimony and meaningfulness of the paths included in the model, the hypothesized model is considered a fairly good fit to the current data. Table 1 provides the results lending support for the six hypotheses. Based on the results of the analysis, the following three equations were generated by decomposition of the model variables. All three proposed structural equations were supported by the results of the analysis.

$$Y \text{ website satisfaction} = 0.954 (\text{quality of website design}) + D6$$

$$Y \text{ use intention} = 0.182 (\text{quality of website design}) + 0.573 (\text{website satisfaction}) + 0.229 (\text{destination image}) + D7$$

$$Y \text{ visiting intention} = 0.626 (\text{use intention}) + 0.218 (\text{destination image}) + D8$$

Table 1. Results of the Direct Effect of Each Construct

Path (→)	Unstandardized Estimate	Standard Error	Standardized Estimate	t – Value
Destination image → Use Intention	0.199	0.031	0.229	6.515*
Destination image → Visiting Intention	0.226	0.049	0.218	4.609*
Quality of website design → Use intention	0.166	0.098	0.182	1.691**
Quality of website design → Website satisfaction	1.033	0.044	0.954	23.361*
Use intention → Visiting Intention	0.747	0.063	0.626	11.912*

Note. * $p < 0.05$; ** $p < 0.1$

IMPLICATIONS OR CONCLUSION

As Beerli and Martin (2004) maintains that the tourist destination image on the website influences the individual's subjective perception and consequent behavior such as revisiting a destination website and ultimately destination choice, the destination website with better destination image would increase their intention to use that destination website to search for information regarding the destination, and a favorable destination image also exercises a positive influence on potential travelers' visiting intention to the destination.

Second, one of the main focuses of this study was to determine whether quality of destination website design would be a major factor to influence users satisfaction and their use intention. As the test results demonstrated, the three components of quality of destination website design (information quality, system quality, and service quality) contributed substantial influence on user satisfaction and more significant effect on use intention than destination image; the destination website with better technical design would positively influence consumers' satisfaction and use intention, as a well designed destination website

would bring travelers a positive information search experience. Most important, a destination website with good design would indirectly have a significantly positive impact on travelers' visiting intention to the destination. The results show that high quality of a destination website design significantly positively affects both use intention and website users' satisfaction, and their highly satisfactory website experience positively influences the use intention of both experienced and inexperienced website users, and even indirectly strengthens their motivation to visit the destination.

As the key findings of this research on the VB Korea website show, the quality of website design is the most important factor influencing user satisfaction and use intention, generating a strong effect on visiting intention. Accordingly, destination marketers should build and maintain their websites' design at a high level of quality, focusing on the major components of successful website design tested in this study: information quality, system quality, and service quality. In terms of information quality, destination marketers should strive to develop accurate, detailed, and customized information sources. With regard to system quality, a destination website should be easy to use and navigate, and the search function should enable website users to search for information about tourism products or services on the website without any difficulty. For service quality, destination marketers should pay attention to improving the quality of the website's responsiveness and assurance, demonstrating greater empathy with consumers. For a destination website to be successful, it should not only provide a high quality data repository of destination information but also serve as a high quality platform for travelers to be able to easily use it for a variety of useful functions, such as transactions. Such good quality of website design will have a significant positive impact on user satisfaction and increase repeat visitors to the website and ultimately motivate them to become actual visitors to a destination.

Finally, consumers' satisfaction with the VB Korea website design and an attractive and positive image of Britain as a tourist destination on the website are positively correlated to consumers' revisiting the website. Because when website visitors are satisfied with a destination website, they would spend a longer time in searching for information they need at the website and would revisit the website. The results also show that user satisfaction has an indirect effect on consumers' visiting intention to the destination: this counters the argument of Kao et al. (2005) that website satisfaction is not correlated to website users' visiting intention to the destination. Additionally, as the results of this study show, the factor with the most significant effect on visiting intention to Britain is website visitors' use intention. That is, the higher the use intention consumers have toward the VB Korea website, the greater the possibility that they would actually visit Britain.

GLOBALIZATION AND ITS DISCONTENTS OF WINE

Kuei-Yuan Tsou

Department of Tourism and Hospitality
Taiwan Hospitality & Tourism College

ABSTRACT

The researcher is here concerned with the key aspects of the culture of wine, and the issues of globalization currently needed based on the theories of economic and cultural research. The following results were obtained: (1) In the waves of globalization, mechanization affects the growth of the wine world. From making to selling, from buying to tasting, it caused the radical change almost. In the old world, people think highly of 'terroir' which means the different details of soils, climates, and grape types, planting techniques, region, years, and grape varieties. The terroir makes the wine various and typical in each vineyard, brings the various flavors and taste to a wine. The quality and price of wine are decided by Classification, châteaux and years. By now, Robert Parker's scores of 100 points system have replaced of terroir, châteaux, and species to making the price of wine products. In the new world people pay much attention to the Parker's score, new technology, standardization, unity, and how to make wine faster. It is quite different from the Classification, 'terroir', and specific characteristics in the old tradition world. The 'wine advocate' is Parker, who called the Emperor of wine. If Parker likes a wine and scores it high, it sells for a good price. Almost all the wine makers are care about Parker's points, and make efforts to please Parker's taste. The phenomenon was called 'Parkerization'. (2) The wine makers of the Napa Valley in California are the successful pioneers in the new world of Parkerization. 'Napaization' means the phenomenon of American Napa's wine making and style. The Mondavi family have a very big winery in Napa Valley, and they are successful in management of the wine business. They were so rich and powerful that they started a project in Aniane where was located in the French region Languedoc-Roussillon, the biggest vineyards in the world. 'I believe I can make the same wine on Mars.' said Robert Mondavi. Ignoring the value of terroir in the tradition world, the rich and powerful family suffered unprecedented resistance. The local people united to fight the big business of globalization and anti-Americanization. Even the election of mayor was affected by the affair. Without any precedent in France, they voted the candidate of the Communist to be the mayor of Aniane because he resisted the globalization of and stood by the a side of the public. Then the Modavi Family abandoned the project. (3) The process of Mondavi's failure was recorded in 'Mondovino' documentary Film by Norssiter. And the 'Mondavi affair' in France are the voices on behalf of anti-globalization of the old wine world. (4) Instead of blood and hereditary, one's taste relies on well training through learning and practice of sensory acuity, or, check the handbook of Parker's score. By this way, the general consumers can also enjoy the drinking hobby easily. Ignoring the terroir and diversity, wine taste becomes so standardized and uniformed that is associated with McDonaldization, the colonization of Americanism, and the excesses of globalization. (5) However, the new wine industry continues developing, Parker and the globalization of wine taste made wines more popular than ever. (6) Now we have wood shaving wine, in the future, maybe Coca-cola wine. The taste of wine are going to one single flavor. The interest of tasting will sink forever in the waves of globalization. (7) The Mondovino Film and the Mondavi affair in France are the voices on behalf of anti-globalization of the old wine world. The Modovino film and Mondavid's affair presented tradition against consumerism, and it's possible that people were sympathized more than entirely persuade. (8) Globalization poses a particular challenge for

France and wine. Instead of remarkable adaptation, I think, to focus on France's resistance to globalization is much important for the diversification and diverse of cultural development.

PROSPECTS FOR GASTRONOMIC TOURISM IN THE MALDIVES

Zeenaz Hussain

Faculty of Hospitality and Tourism Studies
Maldives National University

ABSTRACT

INTRODUCTION

With a rich culture and unique traditional cuisine in which visitors increasingly admire, the Maldives has yet to promote the region beyond a sun, sea, and sand destination. Kivela and Crotts (2005) affirm that gastronomic tourism is an alternative for new destinations that do not benefit from the 'sun, sea and sand' or natural resources. There comes a time in the life cycle of a destination where the product starts to decline (Butler, 1980) and in the case of the Maldives, limited options may become a challenge as tourists seeking unique and culturally enriching aspects to get the best out of their travel experience.

Although Maldivian culture may be shrouded in elements of mystery, the Islamic nation has rich culinary traditions that visitors may find interesting and appealing to explore. The notion of gastronomy, which is the combination of local cuisine offered including the unique drinks combined with the culture, traditions, and festivals, in the exclusive ambience of the resorts, could be a total package for the Maldives tourism industry. Coupled with more diverse tourism activities, greater loyalty to the destination or event may occur through the active participatory nature of involvement (Agrusa, et al., 2009).

According to Kivela and Crotts (2005) '*Culinaria*' is a term interchangeably used with gastronomy and it describes a destination's food, dishes, and the preparation methods which boost up the nation's cuisine profile. The gastronomy studies approach to tourism and its impacts on the community can be based on Prentice's (1993) research closely linked and commonly, in many ways, connected to cultural tourism development. In order to support and forge identities, food has been used as a means mainly as to what and how people that help to establish many fundamental attributes of culture (Richards, 2002). Also supported by Leigh's (2000) suggestion, that eating behaviors are parochial which can be learned and bound with culture. Long (2004), regards food as more than the dishes people consume while tourism is similarly more than experiencing a culture different from a person's own.

The foundation that gastronomy is an element of culture is an important aspect of cultural tourism (Prentice, 1993). Furthermore, Prentice (1993) elaborates that in the context of tourism, this thought may be unconventional since art, music and history are considered as cultural tourism resources and the other resources such as gastronomy, religion, events, heritage, festivals and architecture are the grey zones of cultural tourism. Gastronomy has historically received little or no interest in the literature although over the past decade however, the field of gastronomy has become an intriguing area with a high potential yield of investigation by many scholars (Gillespie, 2001; Hjalager, 2002; Kivela & Crotts, 2005; Richards, 2002; Scarpato, 2002). Furthermore, Scarpato (2002) argues that gastronomy is the driving force of different cultures while at the same time, contributes to the development and sustainability of tourism.

There is even less literature documented on Maldivian gastronomy, or traditional Maldivian cuisine. The limited body of literature that does exist includes a number of historical works that are available in the Maldivian language '*Divehi*' by accomplished researchers who visited the country over the centuries (Ellis, 2005; Hogendorn & Johnson, 1986). Although the many descendants of Maldivians are from neighboring countries, the culture and heritage of the Maldives is richly comprised of traditional festivals, cuisine,

music, and food. History reveals that a number of religions have been practiced in the Maldives by the ancestors but today the Maldives is a Muslim country (Amin, 1993).

Manik (2009) argue that to a certain extent, the traditional cuisine of Maldives was influenced by the neighboring countries namely Sri Lanka and India. Zameer (1999) stated that the influences were from the Vora Merchants of India and Sri Lanka who visited the Maldives during the reign of Sultan Immadudeen III. The invasion of Maldives by the Portuguese was another influence to the food and drinks of the Maldives, during the rule of Portuguese, it is reported that Portugal's cuisine and methods had one way or another contributed to the gastronomy of the Maldives (Hogendorn & Johnson, 1986; Manik, 2009). Shakeela (2002) indicates that Maldivian cuisine offers a wide range of tastes from mild to very hot dishes that are prepared using local ingredients. Being an archipelago of nearly 1200 coral islands, it is not surprising that a wide variety of fish and other seafood should form an integral part of the Maldivian cuisine.

Kivela and Crotts (2005) argue that in the past, the hospitality sectors such as accommodation along with food and beverage have played a supporting role in the tourism economy such that they were not considered significant enough aspects of the tourist attractions of a destination. Nevertheless, this view is conversely argued by food service researchers (Fields 2002; Hjalager, 2002; Richards, 2002; Scarpato, 2002) who convincingly have proposed that there is an enhanced attraction to a tourist destination due to its exquisite gastronomy. Therefore, the aim of the research is to evaluate the prospects for the development of gastronomy as a tourism product in the Maldives to complement the thriving tourism industry.

METHODOLOGY

The survey questionnaire consisted of rating scale questions and ranking statements. The number of tourists who completed the survey totaled 150 with 40% male and 60% female participation. The majority of the respondents (40%) belong to the 31-40 age group, followed by the 21-30 age group (33%), while (27%) contain the 41-50 and above 50 age groups. Over 45% of respondents were repeat visitors to the Maldives while the majority (55%) were visiting the Maldives for the first time and mainly arriving from Europe and Asia.

FINDINGS

The purpose of this investigation was to identify if there was a need for newer product developments in the Maldives other than the sun, sea, and sand along with an examination of whether there are possibilities that gastronomic tourism in the Maldives will positively influence the tourists experience in the Maldives. A total of six statements were identified and presented to the respondents to rank them in order of the most favorable to the least favorable.

In examining the potential for the Maldives to be developed as a food tourism destination, the percentages for this statement indicated that those in favor were reported to be slightly higher (54%) than those who ranked it as least possible (46%). Another statement was whether resorts play a vital role in promoting local cuisine offerings with responses indicating that resorts do play a vital and favorable role (70%). There is however, also the view that a lower percentage do not believe that much has been done to promote local cuisine (30%). The statement on the authenticity of the local cuisine offered, reports that a higher percentage were ranked as unfavorable (88.5%) which may indicate that from the tourist's perspective, there is minimal authenticity in the local cuisine offered to them. Although a number of factors could contribute to this negative indication, the offerings of local cuisine prepared by foreign chefs or a modified version of another country's cuisine may be possible contributing factors to consider.

With regard to whether the development of gastronomy in the Maldives will contribute positively to the visitor's overall experience, a favorable ranking (72%) was reported, meaning that if gastronomy is developed, it will one way or another contribute to the visitor's overall experience in the Maldives. This analysis demonstrates a mix of respondents with regard to the statements that the tourists are in favor of new products to be developed in the Maldives and it is evident if gastronomy is developed, regardless of whether it could be developed or not, would positively contribute to the tourist experience.

Furthermore, the perception of respondents with regard to Maldives as a destination and the kind of gastronomic activities they experience while they were visiting the destination were also identified. The majority (49%) of the respondents recognize the country for its sun, sea, and sand, followed by the beautiful underwater environment (33%), natural vegetation (14%), as well as cuisine and culture (4%). Respondents were also asked about the gastronomic activities they experienced which revealed that a higher percentage of the respondents experienced Maldivian buffet nights (76%), while the rest of the respondents indicating a limited experience with local restaurants (13%), cultural shows (9%), festivals (1%), and cookery classes (1%). From this analysis, there was inconsistency in terms of the activities the tourists experience while they are visiting the Maldives with some tourists having the opportunity to experience a number of activities while others may be simply limited to only one activity.

As far as the activities which the respondents enjoyed while on their visit to the Maldives, a higher percentage was attributed to water sports and diving (31%) and island hopping (27%). While some of the respondents did enjoy cuisine and culture (21%), and fishing (14%), there was limited demand for city tours (7%) which may be a result of the geography of the islands as well as the logistics of the organized tours transportation availability between the main island of Male and the other more remote resort islands.

CONCLUSION

Gastronomy may be an emerging concept for the Maldivians and it is evident that many of the resorts have started focusing on enhancing the visitor experience. The results of this study are consistent with this view supported by Ellis (2005) who argues that Maldivian cuisine is much more than that usually offered on the Maldivian night buffets at the resorts. Often however, prepared by chefs from surrounding areas, menus will have more in common with another national dish of rice and curry, than with the subtleties of Maldivian preparations. Research and other work related to documenting of the local cuisine and especially the authentic ways of cooking the dishes should continue in the Maldives to maintain the cultural and historical significance of the region. While most tourists to the Maldives indicate that the destination is known for its natural beauty of sun, sea and sand impressions, the Maldives may need to augment its tourism product and broaden its appeal in the future.

THE SERVICE IMPROVEMENT STRATEGIES FOR HOT SPRING TOURISM BASED ON THE SIA-NRM APPROACH

Chia-Li, Lin

Department of Resort and Leisure Management
Taiwan Hospitality & Tourism College

Chung-Ling, Kuo

Department of Resort and Leisure Management
Taiwan Hospitality & Tourism College

Maw-Cherng Lin

Department of Tourism and Hospitality
Taiwan Hospitality & Tourism College

ABSTRACT

INTRODUCTION

With the gradual improvement of economic development and wealth level, In addition to satisfying the material needs, modern people start to focus on their leisure life. As a result, more and more people begin to go outdoors and enjoy their leisure life. Coupled with the comprehensive implementation of two-day weekend, therefore, any kind of leisure resorts, theme park, fitness clubs and other recreational facilities have been established. However, a great amount of establishments of these leisure facilities not mean that the service quality of leisure and recreation would be improved. Because what the customer and consumer need are not only the increasing of recreational facilities, but also the high quality of travel service and depth of recreation planning. In a view of the abundant of hot spring resources in Taiwan, the itinerary planning on hot spring isn't inadequate. As a consequence , what consumer can select is limited. Some of famous hot spring recreational areas are filled with overfull visitors. It not only makes the qualities of services of local recreational facility getting lower, but also has the price of local accommodation and hot spring traveling locally rising. How to make the hot spring service increasing in "quantity" into "quality" is what the service provider are anxious to need. Hot spring traveling in Taiwan is getting popular and being a part of modern people's life. Tourists love bathing in hot spring makes the bathing in hot spring being a part of people's leisure life. While more and more hot spring hotel dealers put effort into this, the true requirement and the favorite of consumer are neglected. It is responsible for that most of hot spring traveling service keep a high homogeneity and substitution. That's why this research attempts to find out the requirement of consumer as a start, and thus understand the actuation factors which consumer does the hot spring traveling. Furthermore, find out the recent service level of hot spring traveling and the appropriate strategy for service improved. Has the service quality of hot spring travel rising and attract tourists' willing to travel again.

In the performance study on service of hot spring traveling, a part of scholars establish the strategy for service improved through Revised IPA (Revised importance-performance analysis).The IPA model is a simple and effective assessment method for supporting practitioners to deal with the attribution of consumer by sorting and enhance the service quality and customer satisfaction. This research performance through a case of hot spring traveling in Taiwan, and express the Revised IPA model. By Revised IPA, it can find out the way of improvement effectively and appropriately. Also, it can help the business manager keep their advantage on competition. In a study on service quality of hot spring hotel in Taiwan, the researcher adopted the framework of service quality from PZB and other scholars. Through the evaluation dimension from Tangibles, Reliability, Responsiveness,

Assurance, and Empathy, establishes an assessment framework on service quality of hot spring traveling hotel. Besides, analyze the weights for dimension below the relative construction by using MCDM (Multiple criteria decision making) and ANP (Analysis network process). Figure out the sorting of the pros and cons in project selection and understand the drop from these services.

This research finds out the service requirement from consumer through question survey, and understands the traveling decision-making from consumer with the five actuated dimensions of service quality which is service experience (S), service evidence (E), service price (P), service image (I), and tour planning (T), and the construction of network relation which is tourist behavior (TB), satisfaction degree (SD), and behavior to return (B). Then, using the SIA (Satisfaction and importance analysis), find out the important and dissatisfied service dimension/criterion from hot spring traveling service. Formulate the improvement strategy of service quality by the NRM (Network Relation Map) about hot spring traveling service. After, this research goes further for expanding the NRM, and finds out the influence-related with five performance dimension of service quality and the behavior of tourists (satisfaction degree, tourist behavior, and behavior to return). On this way, figure out the improvement strategy of service quality, and make use of the improvement of service quality to rising the satisfaction degree of customer. This research understands the situation of importance and satisfaction about the dimension-preferred of hot spring traveling from the tourists. Furthermore, approach each one of the preference way on improvement service and service-improved strategy through the NRM. At the last, by expanding the NRM, realize the influence-related between the service performance and tourist behavior. Therefore, it can find out more about the factors which actuate the tourists doing the tourists behavior.

During the SIA (Satisfied importance analysis), tourists is still not satisfied about the aspect of service experience and service image of hot spring traveling which the dealers provide. It can perceive the service price is the primary actuation factors of the performance of service quality from NRM (Network Relation Map). It indicates that the cognitive differences for tourists are influenced by the different service price. While service provider provides make a high set on a service price, it stands for that the tourists would look forward to the better tour planning, service image, service experience, and service facility. However, from the Network Relation Map, service price (P) is the most influence aspect of the all. Its dominance is not better than service experience (S). It reveals that if the service provider wants to get a more progress about the rising of the tourist behavior, satisfaction degree, and behavior to return from tourists, should focus on the service experience (S). Enhance the satisfaction degree of tourists about the hot spring traveling by the improvement of service experience, and increase the tourist behavior and behavior to return of tourists

This section will introduce the service improvement model of hot spring tourism based on SIA-NRM. First, we need to define the critical decision problem of hot spring tourism service, then, in the second stage, identify the aspects/criteria that influence hot spring tourism service quality through literature review and expert interviews. In the third stage, this study finds the gap aspects/ criteria that still exist with low satisfaction and high importance, and these gap aspects/ criteria cause the low service quality shown using SIA analysis. In the fourth stage, this study determines the relation structure of service system for online shopping service, and identifies the dominant aspects/criteria in the service system based on NRM analysis. Finally, we integrate the results of SIA analysis and NRM analysis to establish the improvement strategy path and determine the effective service improvement strategy for the hot spring tourism service system. The analytic process includes five stages: (1) Define the critical decision problem of service system clearly, (2) Establish the aspects/criteria of service system, (3) Measure the state of aspects/criteria based on SIA analysis, (4) Measure the relation structure using network ration map (NRM), and (5) Integrate the results of SIA

analysis and NRM analysis to determine the service improvement strategy of service system. This analytic process uses the analytic technique (SIA, NRM, and SIA-NRM analysis) and five analytic stages shown in Figure 1.

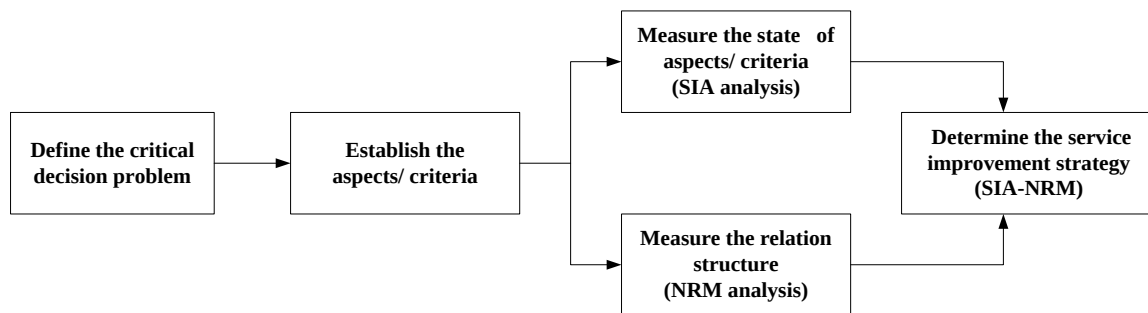


Figure 1 The analysis process of SIA-NRM

THE COMPETITIVENESS OF MEDICAL TOURISM OF THAILAND

Kansinee Guntawongwan

Faculty of Economics
Chiang Mai University

Vicente Ramos

Department of Applied Economics
University of the Balearic Islands

Javier Rey-Maqueira

Department of Applied Economics
University of the Balearic Islands

Mingsarn Kaosa-ard

Public Policy Studies Institute

ABSTRACT

INTRODUCTION

Last decade, medical tourism increased continuously due to the rising health care cost in developed countries, cross border medical training and widespread of air travel (Anchana and Viroj, 2011). While long waiting list to get treatment in patients own country is another major factor that support the patients who have to put up with an uncomfortable waiting period traveling to get access to immediate treatment abroad. The Boston Consulting Group (2008) and RNCOS (2009) estimate that total market value of medical tourism will increase from US\$ 20 billion in 2006 to US\$ 58 billion in 2012 with compound annual growth rate (CAGR) about 20% per year. While the market value of medical tourism in Asia grow faster than world market with an increase from US\$ 2 billion in 2006 (market share of 10%) to US\$ 9 billion in 2012 (market share of 15%) or compound annual growth rate (CAGR) about 28% per year.

Thailand is one of the countries that are centers for medical tourism in the world. Simultaneously, in Asia, Thailand has the highest market share of 38%, while Singapore and Malaysia have the market share about 33% and 19% respectively (RNCOS, 2009). That is because Thailand invested large amount of budget in health care infrastructures to accomplish the increased demand for accredited medical care through first class facilities and supported medical tourism more than decade (Ministry of Public Health, 2003).

However, nowadays Thailand confront with intense competition from both present competitors in medical tourism such as Singapore, India, Malaysia, South Korea and the emergence of new competitors like United Arab Emirates and China. These competitors have different advantages in medical tourism whether low cost, modern equipment and specialties, diversify of treatment or attractive destination. Hence, Thailand has to position itself and determine its ability to compete in these services. As it is known, the potential for any country to develop their tourism sector depends substantially on its ability to maintain competitive advantage in the delivery of tourism goods and services. For this reason, an analysis of what is the position of medical tourism competitiveness of Thailand provides some useful information to inform business strategy, and it is of additional value to the public authorities wishing to improve tourist performance.

Hence, the main objective of this paper is to benchmarking the competitiveness of medical tourism of Thailand with major competitors in Asia (included Singapore, Malaysia, and India). That is because from the intense competition in medical tourism, Thailand has to

enhance its competitiveness. The result of this study could be benefit for the Thai Government and other relevant authority in promoting this type of tourism.

METHODS

This paper would like to develop the indicators to measure the competitiveness of medical tourism of Thailand base on the concept of destination competitiveness which represents destination's capability to attract and satisfy its tourists (Ritchie and Crouch, 2000). The destination competitiveness concept that is applied in this paper is Ritchie and Crouch (2003) approach which is the best known conceptual framework. Ritchie and Crouch (2003) proposed that tourism destination competitiveness depends on comparative and competitive advantage which derived from resource endowments and efficiency in resource deployment, and also obtain the impact of global (macro) environment and competitive (micro) environmental circumstances. The factors of destination competitiveness are determined by four major components: core resources and attractors, supporting factors and resources, destination management, and qualifying determinants, and amplifying determinants (Ritchie and Crouch, 2003).

From Ritchie and Crouch (2003) approach, this paper develops the indicators such as price index, Health and Hygiene index to benchmarking Thailand with other major competitors of health tourism provider in Asia. We apply the idea of external benchmarking in the form of competitive benchmarking. This is because benchmarking is a tool for obtaining competitive advantage (Dorsch and Yasin, 1998; Kozak, 2002) and achieving success in countries to develop medical tourism. The data used in this study obtained from various relevant authorities such as World Economic Forum, TourNCare, and Ministry of Public Health of Thailand.

FINDINGS

Thailand has more comparative advantage in medical tourism than other competitors when consider resource endowment such as beautiful national endowment or human resources that have service excellence and hospitality. Moreover, Thailand has availability of infrastructure like international airport and private hospitals that receive the international certificate (Joint Commission International; JCI).

However, the TTCI index in 2011 revealed that Thailand has less score than our competitors in medical tourism sector like Singapore, and Malaysia in the index of health and hygiene. Especially in the topic of hospital bed, Thailand has only 22 hospital beds per 10,000 populations while our major competitor like Singapore have 32 hospital beds per 10,000 populations. This data is consistent with the number of doctor per 10,000 populations in Thailand and Singapore that have 3 and 14 persons respectively (World Health Organization, 2008). This present the high capacity of Singapore for accommodates tourists and also show that Thailand has the weakness in this aspect.

In the competitive advantage, Thailand has price competitive advantage than other competitor countries in the sector of health tourism (except Malaysia). Thailand has high score in the index of price competitiveness in the travel and tourism industry especially the lowest price of hotel. While the comparative prices of medical procedure of treatment and surgery in 2010 showed that Thailand has more price competitiveness than Singapore but less than India. However, medical tourism in Thailand has advantage over India in several aspects such as quality of treatment, destination, and friendly service (Tourism Authority of Thailand, 2010). Hence, it can be concluded that Thailand has price advantage (both tourism price and price of medical treatment) when compare with other competitor countries in health tourism sectors.

From the study of Tourism Authority of Thailand, if we consider the market position of the leading provider of medical tourism in Asia, we will found that Thailand focus on the quality treatment with friendly service. Singapore, the major competitor of Thailand, concentrates in specific treatment in the high end while India offers medical outsourcing with low costs. However, Malaysia has not clear positioning.

The strengths of medical tourism in Thailand are high quality of medical treatment and friendly service together with long-standing reputation of Thailand as attractive destination. These are the driving factors to the competitiveness of medical tourism in Thailand. However, the shortage of doctors and medical staff, political uncertainty, and medical staff lack of proficiency in foreign languages, especially Japanese and Middle Eastern are factors that can be reduced the competitiveness of medical tourism in Thailand.

CONCLUSION

The objective of this paper is to benchmarking the competitiveness of medical tourism of Thailand with major competitors in Asia by applied the Ritchie and Crouch (2003) conceptual model of destination competitiveness. The finding of this paper is that Thailand has an advantage over the competitors in the aspect of comparative advantage or resource endowment. However, there are some factors that may be reduce the competitiveness of medical tourism in Thailand such as medical staff lack of proficiency in foreign languages, political uncertainty, and the shortage of doctors and medical staff. In the aspect of competitive advantage, Thailand has an advantage over competitors especially in the aspect of medical treatment and tourism price.

Then to maintain the competitiveness of medical tourism in Thailand, Thai government should encourage and support the production of medical staff to solve the shortage of medical staff that led to the brain drain problem especially from public to private hospital. Moreover, they should promote Thailand as the world leader in medical tourism more aggressively, improve Thailand's image as a clean, healthy and safe travel destination, and educate the rest of world about its medical tourism cluster.

A CRITICAL INVESTIGATION SPA THERAPIST'S LOYALTY IN THAILAND THROUGH EXPECTATION, PERCEPTION AND SATISFACTION

Siyathorn Khun-on

School of Hotel and Tourism Management, Hong Kong Polytechnic University

Sylvester Yeung

School of International Tourism, Suratthani Rajabhat University

Jinsoo Lee

School of Hotel and Tourism Management, Hong Kong Polytechnic University

ABSTRACT

This paper will provide a synthesis of employee loyalty and propose a model on how to enhance spa therapists' loyalty in Thailand through an investigation of their expectations, perceptions and work satisfaction. As the spa industry in Thailand is currently facing the dual challenges of high employee turnover as well as difficulty in acquiring professional therapists, the researcher feels that it is crucial to have a better understanding of the situation and to create effective retention strategies. Having the ability to retain spa therapists would enhance the competitiveness and ensure success of the spa firms. Loyalty studies which simultaneously look at expectation, perception and satisfaction are rare. Thus, this study would provide new insights into these research areas. This study will use both quantitative and qualitative research methods to accomplish the research objectives efficiently. In-depth interviews of 5 spa therapists will be conducted to construct the questionnaire. 456 therapists will be purposively selected to collect data needed via a self-rated questionnaire. The Structural Equation Model (SEM) by AMOS will be used to analyze the collected data as well as to test hypotheses. The research findings are anticipated to benefit both the spa industry and academics.

FACTORS OF COACH DRIVER JOB STRESS IN TAIWAN

Chui-Hua Liu

Department of Tourism & Hospitality, Kainan University

Ming-Huei Lee

Department of Leisure Management, Taiwan Hospitality & Tourism College

Shu-hsun Wang

Institute of Tourism and Leisure Management, Chinese Culture University

Yueh-Hsiou Lin

ABSTRACT

There are few studies have discussed coach driver job stress though they are far more commercially sensitive and susceptible to job stress than common bus drivers or professional drivers in the competitive travel-transport field of coach tourism. The purpose of this study is to address this problem and to explore the job stress and identify the factors of coach driver job stress. By conducting a convenient survey on 300 coach tour drivers, the study found that the job stress of coach driver in Taiwan is included three factors: job nature, socio-economic problems and unbounded relationship. The result can be useful both for practitioners and academics.

HOTEL EMPLOYEES' PERCEPTIONS ABOUT SUSTAINABILITY MANAGEMENT IN THE TAIWAN HOTEL INDUSTRY

Li-Ting (Grace) Yang

School of Hotel, Restaurant, and Tourism Management
University of South Carolina

Carola Raab

William F. Harrah College of Hotel Administration
University of Nevada

ABSTRACT

INTRODUCTION

The travel and tourism industry has made a significant contribution to the economy and is expected to grow markedly worldwide (World Travel & Tourism Council [WTTC], 2012). According to research by the WTTC (2012), the global travel and tourism industry will grow by 2.8% in 2012 and is estimated to contribute approximately \$6.5 trillion to the global economy. The prospects of the industry are even more positive with an average annual growth expected to be 4% through to 2022 (WTTC, 2012). The potential impact of such a growth of tourism on the environment, however, has become a critical issue in the hospitality and tourism industry today. Negative impacts of hotels on the environment have increasingly captured the public's attention (Chan & Hawkins, 2012; Kasim, 2004). Due to the increased environmental awareness, many hotels have voluntarily taken action to reduce their negative environmental impacts. By adopting environmental protection management, hotels expect to receive positive publicity, enhance reputations, reach environmental conscious customers, and save costs (Chan & Hawkins, 2010; Gustin & Weaver, 1996; Millar & Baloglu, 2011; Vora, 2007).

Research in green hotels has been a hot topic over the decades. Most of the sustainability studies focus on policy and regulations development, planning and organization, motivations and benefits, initiatives and obstacles, certifications (namely LEED certification, ISO 14001, and BS 7750), facility management, marketing strategies, customer preference and satisfaction (Chan & Hawkins, 2010, 2012). For instance, Chan and Hawkins (2010) and Millar and Baloglu (2011) find that the most influential single green hotel attribute is green hotel certification, such as ISO 14001 and LEED certifications. Millar and Baloglu (2011) conclude that while respondents appreciated most of green guest room attributes, few respondents would pay more to stay in a green room.

However, limited research has focused on employees, the key players of the sustainability management. Walker (2000) claims that the relationships between sustainability management and employees are under-researched. Checkley-Layton (1997) emphasizes that the greatest challenge to promoting environmental protection management in hotels is to get employees faithfully engaged in these ideas and change their behaviors. The attitudes and behaviors of hotel employees toward sustainability management are critical determinants of the success of sustainability management (Chan & Hawkins, 2010; Chan & Hawkins, 2012; Gil et al., 2001; Holt, 1998; Kirk, 1998; Poksinska, et al., 2003; Rondinelli & Vastag, 2000; Withiam, 1997). Moreover, Withiam (1997) and Kirk (1998) find that one of the most important advantages of implementing environmental practices is an increase in employee satisfaction. Thus, it is vital for hoteliers to know employees' awareness, attitude, perception, and commitment toward sustainability management, and the importance of sustainability management to employee job satisfaction.

Taiwan has promoted environmental protection management since the early 1990s. The Environmental Protection Administration (EPA) of the Executive Yuan, Taiwan, R.O.C. (EPA Taiwan, 2012) has established EPA laws, regulations, and guidelines and offered training and development resources to help industries and households to implement sustainability programs. In December 2008, the Taiwan EPA publicized the Regulatory Standards for Accrediting Green Hotels (EPA Taiwan, 2008). The certification standards include seven categories: enterprise environmental management, energy conservation, water conservation, green procurement, reduction of disposable products and waste, hazardous substance management, and garbage sorting and recycling. However, up to 2012, only two hotels were awarded Green Mark certifications for environmentally friendly hotels (EPA Taiwan, 2012).

It is important for hotel managers to understand the perceptions of their employees about sustainability management. This is especially vital for hoteliers who want to champion sustainability management in their properties since employees play an imperative role to the success of sustainability management. Therefore, the purpose of this study is to investigate hotel employees' perceptions about hotel sustainability management and the importance of sustainability management to employee job satisfaction in different levels of positions and different operating departments. The results will help hoteliers to better understand employees' perceptions of sustainability management and their commitment to sustainability management, which will assist management in developing more effective ways to improve sustainability practices in their hotels.

The research questions are:

- A. How do hotel employees perceive the importance of hotel sustainability management?
- B. How does hotel sustainability management affect employee job satisfaction?

The following hypotheses will be tested to answer the research questions:

- H1: Employees in different departments perceive the importance of hotel sustainability management similarly.
- H2: Employees in different positions perceive the importance of sustainability management similarly.
- H3: Employees in different departments perceive the importance of hotel sustainability management to their job satisfaction similarly.
- H4: Employees in different levels of positions perceive the importance of hotel sustainability management to their job satisfaction similarly.

METHODOLOGY

A self-administered survey instrument was used to measure the employees' perceptions about the importance of sustainability management and the importance of sustainability management to job satisfaction. The survey also inquired about respondents' demographic information. Respondents were asked to rate the importance of sustainability management and the importance of sustainability management to job satisfaction on a 7-point Likert scale from "most unimportant =1" to "most important =7". The demographic information included gender, age, education level, departments, and levels of positions.

The questionnaires were distributed to 5 international tourist hotels in Taipei. The total 200 respondents were randomly selected from three different levels of positions (entry-level employees, supervisors, and managers) in rooms departments and food & beverage departments.

A factorial Multivariate Analysis of Variance (MANOVA) was conducted using two independent variables (departments and levels of positions) and two dependent variables (the importance of hotel sustainability management and the importance of sustainability

management to job satisfaction). To determine which of the two dependent variables contributed to group difference, follow-up univariate analyses of variance (ANOVA) were conducted. When interaction effects were found to be significant, further analyses were conducted to compute simple effects and simple contrasts for comparing group difference within each level of an independent variable.

FINDINGS AND DISCUSSIONS

The rooms department, including front office and housekeeping, and the food and beverage department are two major operations in hotels. These two departments perform most of the sustainability practices in hotels. Therefore, respondents were randomly selected from these two operating departments. In total, 150 out of 200 surveys were completed and collected. The valid response rate was 75%.

The results of the factorial Multivariate Analysis of Variance (MANOVA) show that a statistically significant interaction effect was found between departments and levels of positions on the combined scores of the importance of sustainability management and the importance of sustainability management to job satisfaction, $F(4, 286) = 142.54, p < .0005$. The value of the partial eta squared ($\eta_p^2 = 0.67$) indicates that the interaction effect on the dependent variables was practically significant. The results of follow-up univariate factorial ANOVA indicate that the interaction effects were statistically significant on both sustainability management and its importance to job satisfaction. Both partial η^2 were greater than 0.5, indicating practical significance. Simple effects for the importance of sustainability management and the importance of sustainability management to job satisfaction were also analyzed for significance.

The preliminary results of the study indicate:

- A. The rooms employees and the food and beverage employees perceived the importance of hotel sustainability management significantly different.
- B. The employees in the different levels of positions perceived the importance of hotel sustainability management significantly different.
- C. The rooms employees and the food and beverage employees recognized the importance of hotel sustainability management to job satisfaction significantly different.
- D. The employees in the different levels of positions recognized the importance of hotel sustainability management to job satisfaction significantly different.

The results show that employees in different levels of positions and different operating departments perceived the importance of hotel sustainability management and the importance to job satisfaction significantly different. The results of follow-up ANOVA were further discussed in detail.

IMPLICATIONS AND CONCLUSION

The results of this research point out several issues associated with employees on implementing sustainability management in hotels. The results show differences in perceptions toward the importance of sustainability management between rooms and food and beverage as well as entry level employees and managers. The differences imply that hotel managers need to improve employees' understanding of hotel sustainability management, and increase their involvement in sustainability practices and their commitment to environmental management. Further, the results also highlight the differences in job satisfaction between rooms and food and beverage employees as well as entry level employees and managers. These results have many implications for management, mainly implying that hotel managers encounter major challenges in implementing sustainability practices successfully.

The results of this study enable researchers to develop future research projects relating to hotel sustainability management. For example, this research model can be applied to future studies on employees' attitude toward sustainability management and the impact of sustainability management on employee job satisfaction in different sectors of the hospitality industry such as mid- and small size hotels. Finally, qualitative research is recommended to further exam the factors influencing the importance of sustainability management to job satisfaction.

THE IMPACT OF URBANIZATION ON HOTEL DEVELOPMENT: EVIDENCE FROM GUANGDONG PROVINCE IN CHINA

Jian Ming Luo

School of Hotel and Tourism Management
The Hong Kong Polytechnic University Kowloon

Hanqing Qiu Zhang

School of Hotel and Tourism Management
The Hong Kong Polytechnic University Kowloon

Chi Fung Lam

Department of Finance
The Chinese University of Hong Kong

ABSTRACT

INTRODUCTION

According to United Nations projections, more than half of the world's population lived in urban areas by the end of 2010. If current trends continue, the urban share of the global population will reach 68 per cent by 2050. For instance, China's urban population is expected to increase from 636 million to 1,037 million between 2010 and 2050 (United Nations, DESA, 2010). Similarly, the McKinsey Global Institute (2009) has forecasted the expansion of China's urban population to 926 million in 2025, reaching one billion by 2030 – an annual growth rate of nearly 20 million. Such growth rates will be consistent with those of the past three decades. In short, the overall trend towards rapid urban growth is very clear. According to Statistical Bureau of Guangdong (2011), south China's Guangdong Province, the largest economic powerhouse in China adjacent to Hong Kong, now has 21 cities and 1,134 towns. The 21 cities can be further divided into 4 regions comprising 9 cities in the Pearl River Delta, 3 cities in eastern Guangdong, 4 cities in western Guangdong, and 5 cities in the mountainous northern region. Urbanization has been a remarkable social phenomenon in the world in the 19th and 20th centuries which has transformed the spatial and social configurations of human societies. But this issue has rarely been investigated in the hospitality literature. This study tries to analyze and determine the nature of relationship between hotel development and urbanization through using time-series data of Guangdong Province from 1990 to 2010. The specific objectives of this study are as follows:

- To review the historical hotel development in the past for Guangdong province in China
- To assess how important each urbanization related factor is affecting hotel development, and
- To examine how important urbanization will affect hotel development at both provincial and city level

LITERATURE REVIEW

Recently, Chen, Lu and Zha (2010) evaluated the urbanization level in China in terms of four aspects of urbanization connotation: population, economy, society, and land. The result shows that the level of urbanization in China has a continuous increase in the major features of economic growth and a rapid evolution of the geographical landscape, followed by population urbanization and then social urbanization of health care standard. Xu and Watada (2008) observed the probability measurement of urbanization level through population and GDP in China; they found that GDP plays a greater role on promoting

urbanization development than population. Similarly, Fang and Yao (2006) generate a synthetic factor to measure the urbanization level of 17 prefectures in Shandong Province. The prefectures are divided into 4 different gradient types by Cluster Analysis: Population, economic, social cultural and geographical landscape. In terms of the population dimension, non-rural population, service industry population, density, and university graduated population were included. The economic dimension includes GDP, local government income, and service industry GDP. The social cultural dimension includes per capita consumption, numbers of hospital beds, and passenger traffic. The geographical landscape dimension includes infrastructure and green area proportion. The research also discusses different characteristics of regional urbanization and ascertains the weak points and development directions of each gradient region in Shandong Province. Zhang, Guilett and Gao (2011) develop a measurement model to analyze the factors that determine the location strategies of multinational hotel groups. The variables included in the study: the market demand and market size measured by number of inbound tourists, tourist spending, and actual foreign direct investment, the business environment measured by GDP per capita, and dummy variables measured by policy and mega events. They confirm that those factors have a significant impact on multinational hotel group's location choices for investment and China's market potential is unpredictable, as political issues are complex and vary across regions.

METHODOLOGY AND VARIABLE OF INTEREST

This study is based on the time series annual data collected mainly from the Guangdong Statistical Yearbook between 1995 and 2011 for 21 cities within Guangdong province. This resulted in a total of 357 (17years X 21 cities) observations. This study used pooled OLS regression analysis to assess the validity of variables at Provincial level. The variables used in this study were developed from the literature on urbanization and hotel development in China. The dependent variable used in this study is the growth rate of hotel (HG) in each city in Guangdong province. The independent variables are shown in Table 1.

Table 1 The determinants of hotel growth:

Category	Measurement
Level of urbanization	GDP Per Capita, Non-agricultural population, Hospital beds, Length of highways (Chen, Lu and Zha, 2010; Fang and Yao, 2007)
Tourism demand	Domestic Tourism Earnings (Zhang, Guilett and Gao, 2011)
Policy and mega events	Dummy variables measured by policy and mega events (Zhang, Guilett and Gao, 2011)

FINDINGS

The proposed model of this study is:

$$HG_{c,t} = A_0 + B_1GDPpc_{c,t} + B_2NAP_{c,t} + B_3HB_{c,t} + B_4HL_{c,t} + B_5DTE_{c,t} + B_6DUM_{policy, c,t} + B_7DUM_{event, c,t} + e_{c,t}$$

Table 2 Regression Statistics in Guangdong Province

Variables	Coefficients	Sig.	VIF	t-Value
GDPpc	0.475	0.001	6.305	3.489
NAP	-0.37	0.001	2.603	-3.357
HB	0.265	0.019	2.922	2.362
HL	0.422	.000	1.646	6.116
DTE	0.633	.000	7.702	5.926
Dum <i>policy</i>	0.079	0.528	1.808	0.632
Dum <i>events</i>	-0.011	0.937	1.104	-0.079
R	.816			
Adjusted R Square	0.658			
F	87.408**			
Durbin-Waston	1.012			

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

Note: GDPpc is GDP per capita in each city; NAP is non-agricultural population in each city; HB is number of hospital beds in each city; HL is length of highways in each city; DTE is domestic tourism earnings in each city, since the Domestic Tourism Earning was not available for 1994 and 1995, the effective range of data is from 1996 to 2010; DUM policy is dummy variable for the presence of a government policy (policy exists = 1) otherwise (no policy = 0); DUM event is dummy variable for the presence of mega events (event occurs = 1) otherwise (no event = 0). Critical values for the Durbin–Watson test at 5% significance level are 0.69146 and 2.16189. These values are calculated dependent on T (length of the balanced panel-time periods the individuals were surveyed) and K (number of repressors) (Savin and White, 1977). As the test statistic lies between lower and higher bound, we do not reject null hypothesis of zero autocorrelation in the residuals.

IMPLICATIONS

This study provides insight and empirical evidence into hotel development at both the provincial and city level. From the provincial level perspective, this study identifies that the GDP per capita, hospital bed and length of highways as the key determinants among urbanization variables to hotel development. From the city level perspective, this study suggests that for urbanization effect to actually be beneficial to hotel development, a certain minimal level of income should be achieved. From the provincial government development perspective, more resources should be then allocated to the balance the development among cities in order to enjoy the benefit and effect of urbanization to the city development. To conclude, urbanization is an important factor in hotel development in China at the provincial level while the effect of urbanization at the city level may require additional catalyst to stimulate. This will have certain implications to the provincial and city level government hotel development strategies.

AN INTEGRATED MODEL OF PURCHASE INTENTIONS IN INTERNATIONAL TOURIST HOTEL: FROM SERVICE ENCOUNTER PERSPECTIVES

Li-Chun Hsu

Department of Business Administration,
National Dong Hwa University

ABSTRACT

Service encounter issues gained mounting attention of much research in the last decade in service marketing. This research focused on the relationship between service encounter, service value, customer satisfaction, and purchase intentions from the viewpoint of interactive marketing. A total of 283 hotel customers were recruited, the findings of this research show that service encounter positively influences satisfaction and service value. Both satisfaction and service value positively influences purchase intentions. In addition, we found that both satisfaction and service value as an important mediating factor in our research model.

ENVIRONMENTAL AWARENESS AND MANAGEMENT PRACTICES IN THE HOTEL INDUSTRY OF SAMUI ISLAND, THAILAND

Ilian Assenov

Faculty of Hospitality and Tourism
Prince of Songkla University

Chadaporn Kleangtapong

Faculty of Hospitality and Tourism
Prince of Songkla University

ABSTRACT

INTRODUCTION

The expansion of the hospitality industry in the past decades has inevitably been accompanied by significant environment degradation (Mansah, 2006). The hotel sector has been contributing to environmental problems around the world, and at the same time has been one of those most directly affected by environmental degradation globally. As a result, hotels have been under pressure to develop programs and practices for sustainable development and for adopting practices aimed at reducing the environmental impacts of their activities and at adapting to changing environment (Chan and Wong, 2006), such as water conservation, energy saving, and waste management, often stimulated by the accompanying efficiency improvements and reductions in the operation costs of firms (Sloan et al., 2009).

Research has identified various problems in the adoption of EMS. Difficulties arise from the lack of relevant knowledge and hence inability to identify suitable measures (Zobel and Burman, 2004), obstacles in the implementation process and maintenance costs (Chan, 2008; Lam et al. 2010), and lack of sufficient and trained staff able to introduce and comply with EMS requirements.

This paper looks at the implementation of EMS in one popular tourist destination in Thailand, Samui island, which tries to promote itself as a green island destination. Samui is the third largest island of Thailand, located in the Gulf of Thailand along the east coast of Surat Thani province. The number of tourists in Samui has increased rapidly in recent years, to 793,971 in 2010, adding to the possible environmental problems in the island. The hotel sector has grown rapidly to support tourism growth: there were 467 hotels with 17,603 rooms in 2010, where tourists stayed on average for 7.12 days (Department of Tourism, 2010).

The lack of good management plan in using the natural resources to support the tourism industry has left the island facing problems related to environmental degradation, waste, chemical pollution, shortage of water sources, sewage, coastal resources and ecosystems, the damage of the resources in the sea, and the degradation of natural attractions (Samui Municipality, 2010). Of these, arguably the biggest problem faced by the island is waste management. A large component of the waste is from plastics which do not degrade. Some of the garbage treatment has been mismanaged, for example by burning it at sites different from the incinerator, or throwing it away into rivers, canals and the sea. Another problem is related to water treatment: the use of water exceeds threefold the capacity of the island for wastewater treatment, and the remaining wastewater is discharged directly to rivers and canals without refining procedures (The Green Island Project, 2011). This study examines the stakeholders' environmental awareness, the approach of Samui's hotel industry to implementing environmental management practices, and the related problems it encounters.

METHODS

The research instruments – interview questions and questionnaires - were developed based on observations and earlier research (including Bohdanovicz and Martinac, 2007; Erdogan and Tosum, 2009; Stabler and Goodall, 1997; Zografakis et al., 2010, etc.). The qualitative data were collected through in-depth interviews with 24 hotels in Samui Island in March 2011, which were selected through purposive and convenience sampling to include independent hotels and chain hotels and within each of these groups upscale and medium-scale hotels. The interviewees were the managers in charge of environmental management practices. The interviews focused on the current environmental management practices in the hotel, the environmental perception and awareness of managers and employees, and the obstacles and limitations to the environmental management implementation. The quantitative data were collected via 410 usable questionnaires distributed to hotel guests who stayed in Samui in March – June 2011. The questionnaire consisted of three categories of questions: factors influencing accommodation selection, the environmental perception and awareness of respondents', and their demographic profile.

FINDINGS

In-depth interviews were conducted with hotel managers in charge in environmental management. The main reason for adopting the environmentally-friendly programs is to reduce the operation costs: 45% of hotels respondents revealed that their costs decreased substantially and 29% that costs decreased a little. All hotels implement some cost-saving green practices: the use of energy efficient light bulbs, encouraging staff to turn off lights, using energy saving labeled products, and solid waste separation at source. Many stated that they support local community and environmental organizations by donating and participating. Most of hotels have a written environmental policy. Many commented that implementing environmental management practices is a continuous process and planned on further implementing other measures.

One of the key tools in implementing an EMS are environmental certifications. The Green Leaf certification is the most popular among hotels, followed by the certifications organized locally by Samui Municipality together with The Green Island Project KohSamui, and Thai Hotel Association (THA) such as the Low Carbon School Project which aims at stimulating school students' awareness and responsiveness to the environment. There are also some international certifications such as EarthCheck, Tui Environment, Asian Green Hotel and Green Globe.

Two-thirds of the hotel respondents indicated that the main problems internally in operating environmental management were from the employees: lack of awareness and responsiveness, lack of knowledge and understanding, the perception and ideology of Thai and Asian culture concerning to environment, and the high staff turnover. All these affect environmental management practices in hotels as employees are to take an active part in implementing them. The employees are in fact the biggest challenge faced by the Samui's hotel industry due to the fast increasing number of hotel in Samui and shortage of skilled labour, resulting in high staff turnover. An additional problem for the EMS implementation is the high cost of hardware or systems which need to be replaced. The main external barriers and limitations to environmental management are due to the lack of management plan by the government, and the often low environmental consciousness of community and tourists.

More than 60 percent of the tourist respondents indicated that they sometime followed the suggestions for environmental management practices in the hotel. In terms the hotel selection decision-making process, most tourists indicated that it would be better to stay with hotel/resort with environmental management practices but other factors such as price and

brand are more important. About 20 percent of the respondents agreed that they would be willing to pay 20 percent higher rates for a hotel with good environmental credentials.

CONCLUSION

Samui faces important environmental problems resulting from the fast growth of the hospitality and tourism industry, in particular in relation to solid waste, wastewater, energy shortage, and the degradation of natural resources and the environment. The development and growth of the industry have not been accompanied by a good environmental management plan. The announcement of specific green policies and encouragement of all team members to participate in green activities will help make hotels and Samui more “green”. The government needs to take a leading role in encouraging involvement, through the distribution of information, support for participation in environmentally friendly programs, and sanctions when needed. Hotels need to realize that environmental management practices, while sometimes costly to introduce, can help them reduce future operating costs, and can improve their competitive position by making them more attractive to environment-conscious consumers.

IDENTIFYING THE TOP TOURISM POTENTIALS OF METRO NAGA, PHILIPPINES A LOCALIZED AND HOLISITC APPROACH

Marilissa J. Ampuan
Office of the President
Mariners' Polytechnic Colleges

Mariel R. Estrella
Office of Research and Extension Services
Mariners' Polytechnic Colleges

Ma. Zerlaine A. Fornoles
Office of Research and Extension Services
Mariners' Polytechnic Colleges

ABSTRACT

INTRODUCTION

Tourism is not only for those who seek pleasure and relaxation. For the host communities, especially those in small, developing countries, it is an opportunity to earn a livelihood for families. The tourism industry, particularly tourism educators, should find new and meaningful ways to do their share in the development, not only of tourism, but community development as well.

Naga City, in the southeastern tip of the island of Luzon, Philippines, is one of the premiere cities of the Bicol Region. It is the center of economic growth of an alliance of fifteen local government units (LGUs), the Metro Naga Development Council (MNDC). During the last decade, tourism served as a major stimulus for development in Metro Naga, and the MNDC has been undertaking strategies to optimize the contributions of this growth engine.

This study hopes to contribute to this effort by offering its own recommendations for tourism development by identifying the best strategic options for tourist site, product, and service development that would lead to local economic development. This research also attempts to provide a localized and holistic perspective of the concept of local development.

The following results were targeted to achieve the main goals of this research:

- *A characterization of Metro Naga tourism in terms of basic economic impacts*
- *A definition of economic development as perceived by local development practitioners*
- *An enumeration of tourism strategies that would best achieve the defined local economic development*

METHODS

Available statistics on tourist volume from the Department of Tourism, economic indicators related to tourism in Naga City, a perception survey among development experts, data from the MNDC's economic profile of Metro Naga, as well as secondary data, were utilized as the database. The data were processed utilizing basic descriptive statistical processing and correlation analyses to generate meaningful premises for responding to the study's objectives.

FINDINGS

The economic data for Naga revealed that there is indeed a growing trend of tourist inflow in the area with an annual average of 41.6% from 2000 to 2010. While much interest has been focused on the foreign tourist arrivals, the data reveals that most of the tourists are actually Filipino, or local visitors. This manifests the potentials of stimulating greater growth by shifting more attention to promoting local tourists' needs.

The statistical processing revealed the relatively minimal correlation between tourist inflow and employment generation. Contrary to expectations, the income from some tourist-related enterprises, such as resorts and souvenir shops, exhibited negative correlation with tourism flow.

According to a limited survey of development practitioners, local development projects should provide a better quality of life for the people, uphold basic human rights, and promote good governance. This shows that local development projects should aim for a general and holistic uplifting of the welfare of the people, and should go beyond simple economic growth.

IMPLICATIONS

The research findings can serve as the foundations for crafting recommendations for holistic and community and people-oriented development programs for tourism. These are as follows:

On the Nature of Tourism Development Programs

The research results emphasize the need to design development strategies that satisfy not only economic, but also the social needs of the people. Thus, more community and micro-enterprise-based forms of tourism products and services should be planned. In addition, the development of tourism assets should also consider maximizing the patronage of domestic tourists. The potentials of the diverse ecosystems in the area can also be optimized, at the same time providing ample protection and conservation. These attributes should be integrated into the development of tourism packages if a holistic program of development whose benefits will truly filter down to the local communities is aspired for.

Application in the Identification of Local Tourism Packages

Based on the current potential tourist products and services identified by the local government leaders, and utilizing the development criteria defined earlier, the following tourist package strategies are recommended:

For maximizing the domestic tourism market:

Rest and Recreation Packages for Families, Workers and Youth

These would be one to two day packages that satisfy the recreational needs of the medium to low income class in community-based facilities.

Heritage Center

Traditional and indigenous products and services of micro-entrepreneurs can be brought together in one major flea-market type of structure. The concept is bringing the products and services to the tourist, rather than bringing the tourists to far-flung communities to be able to patronize indigenous products.

Eco-Tourism for Adventure Seekers and Nature Lovers

These aim to maximize the development contributions of the area's natural ecosystems, while installing systems for their protection through responsible eco-tourism. There are two sets of eco-tourism packages that can be designed:

- Mt. Isarog Forest Eco-System and Biodiversity Camps
- Ragay Gulf Marine Eco-System Tour

Pilgrimage Tours for Religious Devotees

These would cater to the regular visitors to the Peñafrancia Shrine, or delegates of conventions or meetings, whose stay can be extended by offering visits to

churches and religious and cultural sites in Metro Naga.

The Role of Educational Institutions in Local Development Efforts through Tourism

The Mariners Polytechnic Colleges, with its educational offerings in Hotel and Restaurant Management, Tourism, and related courses, can help in the development of these strategies through:

- Tour Package Design for Local Communities: Research and design of the recommended tour packages by students as part of their curriculum in courses related to Economics or Business Management
- Direct Human Resource Assistance for Community-Based Tourism Enterprises: Local tourism micro-enterprises can be supported by students under the school's Community Extension Services and/or On the Job Training requirements
- Assistance in Marketing and Promotion of Tourism: Promotional and advertising materials can be developed for the target tourism sites, services, products, and packages can be as part of the Communication Arts curriculum of the institution.

These strategic inputs to the process of planning and implementation of community-based tourism packages recognizes the need for tourism to be sensitive, not only to the business needs of investors, but also to the issues of equitable and inclusive growth and development. Thus, the contributions of tourism educators and institutions are upgraded to a new level of participation - that of the promotion of a holistic and developmental approach to tourism.

EXPLORING TOURISTS' HAPPINESS THROUGH FLOW STATE – A POSITIVE PSYCHOLOGY PERSPECTIVE

Sophie Lou

Hong Kong Polytechnic University

ABSTRACT

INTRODUCTION

Nowadays, tourism and hospitality industry has stepped into a new millennium to embrace the well-being agenda. By nature, tourism has been arguably proved to be one of the largest self-initiated institutions to create well-being and happiness of human beings. Recently, the connection between holiday taking and human well-being has gone beyond the physical and physiological components and extended to the attention of psychological benefits. To be more specific, there is a question remained unexplored: whether tourism has the potential to bring people happiness? Thus, this thesis attempts to explore tourists' happiness by linking fresh concepts of authentic happiness and flow state from positive psychology to tourists' on-site experience studies.

METHOD

Through a comprehensive literature review, knowledge gaps of this interdisciplinary field emerge that there is a dearth of theoretical and empirical studies on tourists' happiness with both hedonic and eudemonic approaches. The conceptual model of happiness is created by reviewing the past and present studies of happiness from the new umbrella term –positive psychology. This model is grounded on the premise that happiness embraces both hedonic and eudemonic perspectives. Basically, three core elements emerge according to the discussion from literature review, which are positive emotion, engagement and meaning. As regarded as a critical psychological state which stands for a deeply concentration and highly satisfactory moment from dimensions of flow experience, the concept of flow state forms a powerful, cognitive affective state which has both eudemonic and hedonic qualities. As discussed in the literature part, though rarely been introduced in the tourism setting, the flow state has the potential to examine tourists' happiness, mainly through on-site engagement, travel induced positive emotion and personal meaning. Thus, it establishes a conceptual framework exploring the concept of happiness in the tourism context. Then, a fresh empirical study in understanding and measuring tourists' happiness through on-site flow experience is provided.

In terms of methodology, in-depth interview is employed to capture comprehensive and exploratory information of tourists' on-site flow experience. 30 participants from South China Normal University who participated in the field trip to Macau and 10 participants from Hong Kong Polytechnic University to Kaiping are invited for in-depth interview in a heritage tourism setting. Based on the data analysis methods of Grounded Theory, a Heritage Flow Experience Model is presented with “*causal conditions*”, “*intervening conditions*”, “*flow experience process*” and “*consequences*”.

FINDINGS

The findings contribute to a model which explicitly represents a full picture of tourists' flow state in a tourism setting. The phenomenon of tourists' flow experience consists of four parts, 1) tourists attractions are the visual stimuli which turn to be the causal conditions of tourists' flow experience; 2) factors which effect on travelers' flow combine external and internal conditions, that negative elements hinder the occurrence of flow while positive elements contribute to the progress of flow; 3) the most important part is their flow

experience process with six characteristics that explicitly and thoroughly describe tourists' state of mind when they are involved in the flow experience; 4) lastly, the outcome of travelers' flow state remains a sense of personal meaning with satisfactory comments, impressive memories and deepened understanding of heritage sites. In terms of tourists' happiness, when visitors experience flow state in a tourism setting, potentially they have a high chance to embrace positive emotions and personal meanings afterwards. Altogether, these three aspects accordingly constitute elements of authentic happiness, which demonstrates a full picture of authentic, enduring and abundant happiness.

This opinion indicates a series of process: the experience of flow leads to positive emotion and personal meaning, which in turn predicts happiness. Nevertheless, while claiming this, it is not saying that flow is the only path to happiness: rather, flow is an important, yet understudied, pathway to positive experience of happiness. From this perspective, flow state tends to have positive potentials to induce happiness in a tourism setting.

IMPLICATION

The potential industrial implication for the destination marketers and hospitality holders is to incorporate the flow state to accurately capture the concept of happiness and hence examine immediate, momentary satisfaction. The happiness model with elements of positive emotion, engagement and meaning is noted as an applicable and impactful technique to evaluate and address tourists' satisfaction rather than the approaches focusing on service quality. Hopefully, this exploratory study on tourists' on-site flow experience can re-raise the awareness of alternative measurements of visitor satisfaction, such as the cognitive-affective 'flow' state methods.

A COMPARATIVE STUDY OF GENERATIONAL PREFERENCES FOR TRIP-PLANNING RESOURCES: A CASE STUDY OF INTERNATIONAL TOURISTS TO SHANGHAI

Lanlung Chiang

Department of Apparel, Education Studies, & Hospitality Management
College of Human Sciences
Iowa State University

Aikaterini Manthiou

Department of Apparel, Education Studies, & Hospitality Management
College of Human Sciences
Iowa State University

Liang(Rebecca) Tang

Department of Apparel, Education Studies, & Hospitality Management
College of Human Science
Iowa State University

JungYoung Shin

Belle Tourism International Consulting

Alastair Morrison

Belle Tourism International Consulting

ABSTRACT

INTRODUCTION

The information search has been one of the prominent subjects of tourism research (Gursoy & Chen, 2000). Among previous studies on this topic, scholars have established that information sources are a determinant of information search behavior (Pan & Fesenmaier, 2006). Tourists expect to enhance their travel experiences, minimize travel risks, and reduce travel costs by searching out tourism information through diverse sources in advance of their travels. Various primary information sources have been discussed in previous tourism studies, including welcome centers, mass media (magazines, newspapers, television, family and friends, promotional materials, and online information sources (e.g., websites, social media). The information sources that tourists prefer to use are influenced by many factors, especially the respondents' demographic information, such as gender, age, sex, income, education, and social class, etc (Luo & Naveen, 2006). Among these, the impact of age on the choice of travel information sources has been confirmed (Sakai, Brown, & Mak, 2000). The authors decided to analyze the international tourist market in Shanghai, China and to assess the correlations between tourists' generations and their preferences for information sources. Given the importance of the study, it helps destination marketers to better understand tourists' travel planning and to better predict tourist behavior. The findings assist industry practitioners to design effective marketing strategies to promote their destinations amidst the highly competitive tourism market. The specific objectives of this research are to: 1) understand the difference of information sources preferred by four primary generation groups ((the Silent Generation, Baby Boomers, Generation X, and Generation Y); and 2) identify the information sources undesired by four generation groups.

METHOD

The final questionnaire included three sections. In section 1, the respondents were asked to indicate their attitudes toward 25 attractions in Shanghai, which were not included in the analysis of this study. Section 2 assessed the importance of 10 primary information sources that tourists may use in their Shanghai trip planning. The importance of these information sources were measured with 5-point Likert scale (1= not important at all., 5=very important). The 10 final information sources used in the survey included websites, travel agencies, tour operators, newspaper articles, magazine articles, travel guidebooks, friends and relatives, blogs of previous visitors, ads by organizations in Shanghai, and Shanghai visitor bureau marketing materials. Section 3 examined tourists' demographic information. Respondents were asked to indicate the specific age group they belong to. The age groups in the survey included the Silent Generation (ages over 65), Baby Boomers (ages 50-64), Generation X (ages 30-49), and Generation Y (ages 18-29) (Schmallegger & Carson, 2008). The survey was conducted among international tourists in Shanghai, so the questionnaire in English was also translated into Korean, Japanese and Chinese. The authors used a double translation process in which the English version of the final questionnaire was translated into each of other language versions by a professional bilingual translator (Kivela, Inbakaran, & Reece, 1999). The survey process was initiated on September 23rd, 2009 and continued until the end of January, 2010. A total of 5,978 completed questionnaires with usable information were collected. The correspondence analysis (CA) was utilized to identify the relationships between information sources and respondents' generation groups. Because CA requires categorical data, the 10 information sources with a 5-Likert scale were recoded before transforming them into the contingency table. The scales of 4 (= important) and 5 (= very important) were categorized into "yes", and 1 (= not important at all), 2 (= not important), and 3 (= neutral) were categorized into "no". The "yes's" and "no's" were used to indicate respondents' positive and negative attitudes toward the specific information source, respectively (Gursoy & Chen, 2000).

FINDINGS

Among 5,978 total samples, the largest group of respondents was from Europe (41%), followed by Asia (27.4%), and America (18%). The percentages of male and female respondents were 62.5% and 36.5%, respectively. In terms of generations, Generation X constituted 51.5% of the responses, followed by Generation Y (24.1%), Baby Boomers (19.2%), and the Silent Generation (5.2%). The responses indicated high levels of education; 53.7% of the respondents had bachelor degrees or higher and 36.5% were post-graduates. The correspondence analysis for information source preferences in the generational groups revealed a one-dimensional solution, which explains 96 % of the variance, with a singular value of 0.401 (Table 1). Since the singular value of the second dimension was below the cutoff point of 0.2, a one-dimension solution was used to explain the relationship between tourist preference of information sources and their respective generational group.

Table 1. Summary Table of Correspondence Analysis

Dimension	Singular Value	Inertia	Chi Square	Sig.	Proportion of Inertia		Confidence Singular Value	
					Accounted for	Cumulative	Standard Deviation	Correlation
1	.401	.160			.960	.960	.004	-.024
2	.075	.006			.033	.993	.004	
3	.033	.001			.007	1.000		
4	.007	.000			.000	1.000		
5	.000	.000			.000	1.000		
6	.000	.000			.000	1.000		
7	.000	.000			.000	1.000		
Total		.167	939.155	.000 ^a	1.000	1.000		

a. 63 degrees of freedom

As presented in Figure 1, the first principal axis separates guidebooks, friends/relatives, and websites from the other seven information sources. The second principal axis separates travel agencies and tour operators from the other eight information sources. The agreement and disagreement of information sources in the four generational groups fall into the left and right sides of the axis, respectively. The generation Y (18-29) group is clustered with “friends/relatives” and “travel guide books”. Generation Y is community-minded and seeks the input and affirmation of others (Paul, 2001). Thus, they look to personal communications with friends and relatives when planning their trips (Goldgehn, 2004). Travel guidebooks are also a primary information source preferred by Generation Y tourists. Travel guidebooks provide basic, but useful travel information such as maps, cheap accommodation, local cultures, and customs, etc. A convenient and practical guidebook gives tourists confidence to travel independently without a tour guide. Tourists that belong to Generation X (ages 30-49) were apt to search travel information from “websites”. Generation X was the first generation to grow up with computer technology. Generation X shows the traits of individuality, systematization, and adaptability (O’Bannon, 2001). Accordingly, they adapt to the new-tech tools such as computers and PDA, etc, use them to independently search travel information, and systematically apply the information to plan their trips. Specifically, Generation X relies more on websites than other generational groups. The findings indicated that tourists in the Baby Boomers (50-64) and Silent Generation (ages over 65) groups replied more on “travel agencies” and “tour operators” than other age groups did. The cautiousness of the Silent Generation and individualism of the Baby Boomers are used to explain their preferences for travel agencies and tour operators. The Silent Generation and Baby Boomers are often combined together in previous studies as seniors (Cleaver & Muller, 2002).

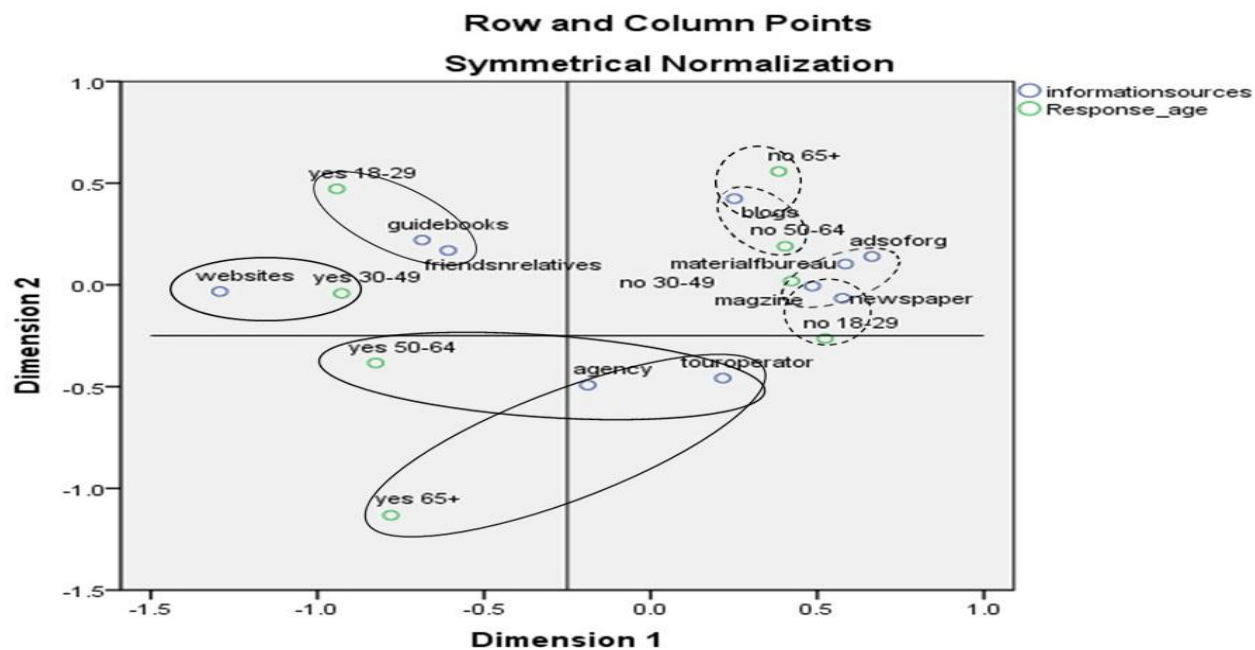


Figure 1. A joint plot of information sources preferences

FACTORS AFFECTING THE SMOKING BEHAVIOR OF TOURISTS - AN APPLICATION OF THE THEORY OF PLANNED BEHAVIOR MODEL

Samson Io-Kei Leong
Institute for Tourism Studies

Cindia Ching-Chi Lam
Institute for Tourism Studies

ABSTRACT

INTRODUCTION

The thriving of tourism has brought upon tourists, economic development and increasing prosperity. The increasing prosperity of a place in turn raised the concern on health problems. Amongst all, cigarette smoking has become a topic of increasing interest in the contemporary era, when studies proved that it is hazardous to health (Brownson, Eriksen, Davis, & Warner, 1997; Taylor, Gunning, Woodward, & Black, 2001). To reduce the prevalence of cigarette smoking, some governments have launched policies to prohibit smoking at public indoor areas (Koh, Joossens, & Connolly, 2007). Effective from January 2012, smoking has been prohibited in most public indoor areas of Macau (Macau Government Printing Bureau, 2011), except casinos where 50% of its area will prohibit smoking effective only by January 2013. This implies that majority of the public indoor venues where tourists to Macau will visit is prohibited from smoking after the smoking ordinance has become effective. As of March 2012, more than 50% of the tourists to Macau come from Mainland China (Statistics and Census Service of Macau SAR, 2012), where smoking behavior is common. Therefore, to enhance the success at implementing the indoor smoking ban policies and to minimize potential negative affects to the tourism industry, it is important to understand the smoking behavior of tourists and the underlying factors that affect their intention to smoke. Identified factors provide policy makers focuses to develop effective communication strategies to inform and prohibit people from smoking (Fishbein & Cappella, 2006), especially under circumstances where smoking is prohibited.

In this study, the theory of planned behavior (TPB) has been applied to study the factors that affect the smoking behavior of tourists in Macau (Figure 1). Correlations among constructs in the TPB model namely behavior, intention, attitude, subjective norm and perceived behavioral control have been measured.

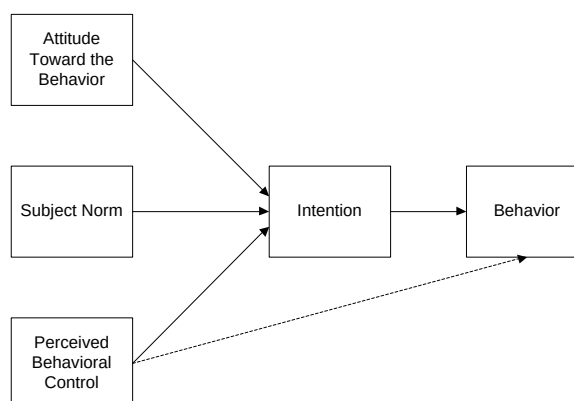


Figure 1. Factors affecting the Smoking Behavior of Tourists through the Theory of Planned Behavior (TPB)

Behavior is found to be positively correlated with its determinants –intention and perceived behavioral control. In turn, intention is positively correlated with its antecedents – attitude, subjective norm and perceived control. The smoking intention of tourists was found to be most strongly correlated with their attitude towards smoking, while least correlated with their perceived behavior control. The results have proved the applicability of the theory of planned behavior on the understanding of the smoking behavior of tourists in an Asian context. This expands the applicability of the theory of planned behavior to the tourism sector and contributes to literature with coverage to the Asian context.

METHOD

A representative sample of 1,009 completed questionnaires were collected by trained surveyors at six major tourist spots that spanned through a period of two weeks, which covered both weekdays and weekend. Survey approach was adopted using questionnaires. The questionnaire was developed based on the framework of Ajzen's Theory of planned behavior (Ajzen, 1991) with local considerations that comprised two major parts. The first part covered the level of support on smoking ordinance and the second part on the model for the theory of planned behavior (TPB). A total of 69 questions adopted from previous researches on smoking behavior were included (Godin, Valois, Lepage, & Desharnais, 1992; Hanson, 1997). Trilingual versions in English, traditional Chinese and simplified Chinese have been prepared to accommodate the diversity of tourists in Macau.

FINDINGS

An alpha score of 0.893 was achieved for the overall data. Factor analysis using principle-components analysis with varimax rotation demonstrated satisfactory results on the setting of questions for the study of the major attributes for the TPB model. The overall loading was at a good level of 82.97%. The following table shows the correlations among constructs in the TPB model.

Table 1. Correlations between behavior (B), behavioral intention (BI), attitude (ATT), subjective norms (SN), perceived behavioral control (PBC) (N=1009)

	B	BI	AT	SN	PB
			T		C
B	1				
BI	0.59**	1			
AT	0.48**	0.63**	1		
SN	0.32**	0.42**	0.49**	1	
PB	0.27**	0.38**	0.36**	0.26**	1

** Pearson correlation - significant at the 0.01 level (2-tailed).

Smokers' behavior was significantly and positively correlated with intention and perceived behavioral control. Among these two determinants, intention has a stronger correlation to behavior than perceived behavioral control. Furthermore, intention was significantly correlated with its antecedents – attitude, subjective norm and perceived behavioral control and they were positively correlated. Among these three antecedents,

attitude has the strongest correlation with behavioral intention followed by subjective norm and perceived behavioral control. The theory of planned behavior demonstrated the correlation of the different factors that affect the smoking behavior of the participants.

CONCLUSION AND IMPLICATIONS

The theory of planned behavior (TPB) has been applied to study smoking behavior in different context such as adult smoking intention and behavior (Godin et al., 1992), smoking intention among female teenagers from different cultural background (Hanson, 1997), Chinese adolescent smoking behavior (Guo et al., 2007), behavior of participants in smoking cessation program (Babrow, Black, & Tiffany, 1990) and alike. These studies have proven successful applicability of TPB in predicting smoking behavior. The current study expands the applicability of the theory in studying tourists smoking behavior at an Asian context.

According to the findings, tourists' decision to smoke at public indoor areas is positively correlated to their intention and perceived behavioral control over the behavior. It implies that if they intend to smoke, they will implement this action. Moreover, if they perceive that they have the control of smoking at public indoor area, they will also smoke. On the other hand, tourists' intention to smoke at public indoor areas is positively correlated with their attitude (perceived favorable or unfavorable consequence of smoking), subjective norm (perceived approval or disapproval from referent others to smoke) and perceived behavioral control. Based on these findings, policy makers may design interventions that aim to suppress the favorability of these antecedents of smoking intention. To tackle with the attribute of subjective norm, messages that remind smoking tourists at the influence of cigarette smoking on their travelling companions may be comparatively appropriate. As for perceived behavioral control, it correlates positively with smoking intention and directly with behavior. Communication tools should focus on the message that cigarette smoking at public indoor areas is prohibited and such action is not under volitional control at all.

The current study focuses on identifying factors that affect the smoking intention of tourists. Future studies should investigate how these factors may predict their actual behavior. Moreover, additional constructs are suggested to be added to the existing model if they capture significant proportion of the variance in intention or behavior.

THE DRIVERS OF LUXURY SPENDING: EXAMINING GENERATION Y'S VISITS TO LUXURY CAFÉS

DongHee Kim

School of Hospitality and Tourism Management
Purdue University

SooCheong(Shawan) Jang

School of Hospitality and Tourism Management
Purdue University

ABSTRACT

The Generation Y (Gen Y) market has received increased attention as the affluence and desirability of this market segment becomes more evident. This group is seen as having a propensity to spend rather than save because they prefer to engage with the present rather than the future. In order to understand Gen Y spending behavior, this study attempted to explore Gen Y's formative background and measure their values toward luxury consumption in a luxury café setting. More specifically, the primary objectives of this study were to investigate Gen Y's values and psychological aspects regarding luxury consumption intentions. This study identified "influence of reference group," "materialism," and "tendency to be conspicuous" as factors that trigger luxury consumption. In addition, this study also verified the moderating role of income source in the relationship between luxury consumption triggers and revisit intention/online word-of-mouth. Important theoretical and managerial implications of the findings are also discussed.

AN EVALUATION OF TRANSPORTATION MOBILE APPS :A CUSTOMER REVIEW PERSPECTIVE

Loi Mei Kun

Faculty of Hospitality and Tourism Management
Macau University of Science and Technology

Zhou Yong

Faculty of Hospitality and Tourism Management
Macau University of Science and Technology

ABSTRACT

INTRODUCTION

The upsurge of new mobile devices has presented tremendous opportunities for travelers to have versatile means of using. Recent studies indicate that mobile devices, smartphones in specific, and their mobile applications (also known as mobile apps) have the potential to assist travelers by providing easy access to information anytime and anywhere. In addition, Kramer, Modsching, Hagen, and Gretzel. found that travelers activities can be easily changed by the use of smartphones. Meanwhile, Saari , Tussyadiah and Fesenmaier also argue that smartphones can mediate both the behavioral and psychological dimensions of tourist experience by facilitating information search, information processing and information sharing, to allow a traveler to learn about new travel opportunities and to get to know better a destination, and by sharing photos and other “social” activities at any time during the trip.

This study aims to further explore the role of travel mobile apps in mediating the tourists experience by examining tourists stories, i.e. customer reviews about the use of travel mobile apps in supporting their travels. More specifically, the study is to identify and describe the iPhone transportation mobile apps such as flight , railway and other local transportation information, and to analyze customer reviews of the related transportation mobile apps, namely, information needs and users outcomes, from Chinese users perspective. Meanwhile, while there are studies about the impacts of customer reviews on sales of travel products and services to online retailers, however, studies referring to customer reviews focusing on transportation mobile apps as well as smartphones is still insufficient. This research attempts to supplement the limited existing work.

METHOD

The study adopted content analysis approach with the aim to extract and describe the users’ evaluation and reviews of the transportation mobile apps from Chinese users perspective. Information on customer reviews on transportation mobile apps had been collected via the “Apps Store” in which supporting for iPhone between 20 to 27 April, 2012. The top 52 transportation mobile apps under the category of “Travel” investigated (see Table 1). 805 customer reviews including positive and negative reviews were selected and were manually assessed using two sets of constructs: information needs and the outcomes of the use of smartphones based on the typology proposed by Vogt and Fesenmaier (1998) (see Table 2).

Table 1 - The categories of transportation mobile apps

Category	Definition	No. of Apps (n=52)	%	Examples
Airline	Apps for searching, reserving and tracking flights	13	25	Air China, China Southern, Shenzhen Airline, Air Asia, Lufthansa, 全国航班查询预订系统, 116114机票助手
Railway & high speed train	Apps for searching, reserving and tracking trains & high speed trains	16	31	高鐵管家, 火車管家, 火车订票助手, 火车票专家, 中国游-列车帮手专业版
Local transportation	App for searching, reserving local transportations such as buses, subways, and taxi.	19	36	全国地铁, 北京地铁, 韩国地铁路线
Car hire	App for searching car hire services	4	8	AVIS租車, 租租车, 搖搖招車

Table 2 – The categories of information needs and outcomes

Definition ^a	
Information Needs	
I. Functional information needs	Tourists need information to learn, increase the value of the trip, improve efficiency, reduce uncertainty, and release stress.
II. Innovation information needs	Tourists need information to be innovative, look for different things, plan new things for trips.
III. Hedonic information needs	Tourists need information to be excited, “feel” the destination, and experience the local culture and life.
IV. Aesthetic information needs	Tourists need information to imagine destinations, and form expectations
V. Social information needs	Tourists need information to give advice to others, share their experience, and be valuable for their friends.

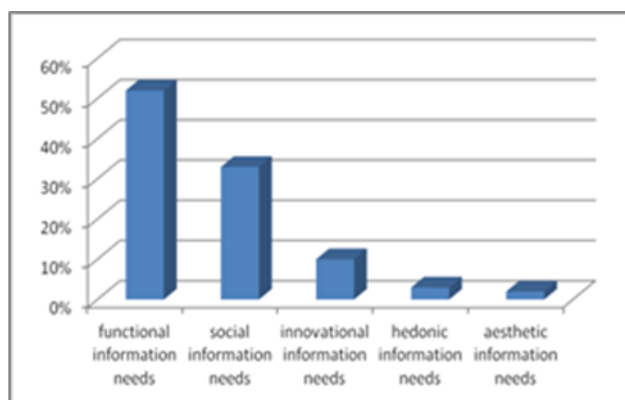
Outcomes

Overall satisfaction	“great”, “useful”, “convenience” etc.
Efficiency	“efficient”, “fast”, etc.
Peaceful mind	“release my nerve”, “peace in mind”, etc.
Good Value	“maximize my experience”, “real add value” , etc.
Meet my expectation	“as we planned”, “exactly as I expected”, etc.
Easy Life	“relief”, “no stress”, etc
Delight the trip	“delightful experience”, “delight my trip”, etc.
Visit more places	“went to many places which we don’t even know without it”, etc.
Share happiness	“put Miki’s smile on my mom’s face”, etc

a.Adapted from Vogt and Fesenmaier
(1998)

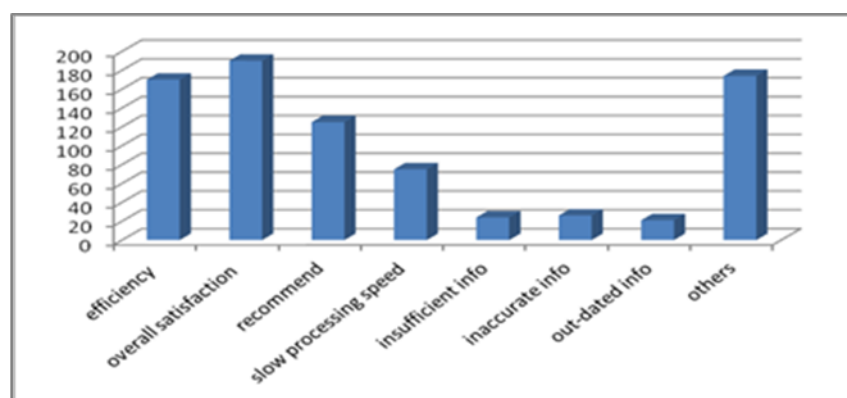
FINDINGS

The results show that functional information needs and social needs are most frequently described whereas innovational, hedonic and aesthetic are rarely mentioned by Chinese apps users in their reviews, see figure 1. While tourism industry is highly information intensive, it is unsurprised that Chinese apps users are more concern on the functionality of the transportation apps in order to be more informative. Nevertheless, enjoy giving advices and sharing experiences over the apps would be expected due to “social needs” is the major need addressing by Asian people, including Chinese people. Given the research category of the mobile apps is transportation, it is unsurprised that the hedonic and aesthetic information needs by the Chinese users are minimal. In terms of the outcomes, as shown in figure 2, efficiency, convenience, improvement of overall satisfaction and recommend are the dominated positive reviews mentioned by Chinese apps users whereas slow processing speed, insufficient, inaccurate, out-dated information are the dominated negative reviews mentioned. Demand for more functions, further improvements such as elimination of bugs, provision of up-to-date and consistent information, removal of advertisements on the transportation mobile apps are the major requests from the Chinese apps users.



n = 805

Figure 1 – frequencies of information needs of transportation mobile apps



n = 805

Figure 2 – frequencies of outcomes of the satisfaction for transportation mobile apps

IMPLICATIONS

The implication of the study intends to provide insight on the roles of travel mobile apps in mediating tourist experience by using customer reviews. Nevertheless, the study should be of interest to tourism organizations and practitioners about the importance of customer reviews on the design of travel mobile apps and modify the Mobile-commerce strategy accordingly.

LIMITATION

The research was carried out on a selective category of travel apps, i.e. the transportation category, and this limits its value to a general application to all travel mobile apps. In addition, only transportation mobile apps operated in iPhone were used in this research, the authors suggest that further investigation on other operation systems such as Android and Microsoft Windows are required to test its validity. There is no any social-demographic information revealed by the users over their customer reviews, a face to face interview is suggested to employ in future for verification and exploration.

HOW E-COUPONS OF INTERNATIONAL TOURIST HOTELS AFFECT PURCHASE INTENTION: THE DECOMPOSITION THEORY OF PLANNED BEHAVIOR

Janet, Chang

Graduate Institute of Taiwan food culture,
Kaohsiung University of hospitality and tourism

Wen-Yu Su

Graduate School of Tourism Management,
Chinese Culture University

Jung-Chien Shih

Graduate School of Tourism Management,
Chinese Culture University

ABSTRACT

INTRODUCTION

Coupon has been an important tool in the promotional activities. The history of the use of coupon could be traced from 100 years ago in the advanced century. Some people even call it as the third form of currency. According to Liao, Shao, Wang and Chen (1999) research of Internet banking, while other variety remain the same in the case of price promotions, coupons promotions will be more significant than the effect of discounts, which is less likely to cause consumer purchase intention (PI).

Hsu, Wang and Wen (2006) suggested that, people are more conscious in the choice of leisure activities so that the leisure industry's marketing strategy is more important during the period of economic recession. This is why that the coupon is most commonly used in leisure industry practices. Kang, Hann, Fortin, Hyun, and Eom (2006) pointed out that the consumer's internet search of e-coupon is perceived behavioral control and of attitude all its intended use has an impact.

However, many academic researches only focus on coupon characteristics or on the characteristics of consumers. In this essay, I attempt to discuss the PI based on Decomposed theory of planned behavior (DTPB).

Kang et al (2006) indicates that the e-coupon brings consumers a new consumer experience and the increases higher usage rates on coupon than the traditional coupon. Consumers also change their ways of receiving messages from passive acceptance to take the initiative mindset to search for the coupon they need.

E-coupon also reduces the cost for consumers when they seek to discounts and consumers will be more accurate to find the product-related e-coupon. The domestic hotels have taken marketing strategies from the traditional coupons, to broadcast on the Internet, and to adapt e-coupon as a means of marketing.

The amounts of e-coupon issued by international tourist hotels have less than ordinary tourist hotels while the consumer PI to use e-coupon derived, and is worth discussing. Liao and Huang (1999) shows that the terms of demographic variables to observe, does not fully explain the behavior of consumers in the use of e-coupon on their inner thoughts, which should be put into the psychological Discovery, such as: values, attitudes and other variables.

Therefore, this essay should be based on patterns of behaviors of customers, in order to understand consumer's decision making processes before their purchase are formed. Taylor and Todd (1995a) DTPB can be used to explore the issue of e-coupon of international tourist

hotels in the formation of PI. This essay will discuss the relation between the formation of PI from customers and the issue rate of e-coupon by international tourist hotels. This discovery might be beneficial to the marketing and management strategies for hotels.

METHODOLOGY

According to this study, the study aimed to: discover the relationship between the e-coupon issued by the international tourist hotel and consumer purchase intentions based on the DTPB.

Investigating the behavior of consumers using e-coupon on the international tourist hotel is not only to explore the PI, but also the internal and external factors which affect consumers' e-coupon using habits. Applying "PI" of consumers is too simplified. Many external and internal factors which effect the use of coupon from consumers, such as the attitude (ATT) of the consumer e-coupon, subjective norms (SB), perceived behavioral control (PBC) , perceived usefulness (PU), perceived ease of use (PEU), compatibility (COM), external influence (EI), interpersonal influence (II), self-efficacy (SE), and facilitating conditions (FC). There are Likely to affect consumer belief for the use of e-coupon. This study only aims PI to use e-coupon.

Therefore, the "DTPB-based" PI ", supplemented by this hypothesis are as follows: H1: attitude positive affects PI; H1-2: PU positive effects on attitude; H1-3: PEU positive affect on attitude; H1-4:COM positive impact on attitudes; H2: SN positively affects PI; H2-1: EI positive effects on SN; H2-2: II positive effects on SN ; H3: PBC positively affects PI; H3-1: SE positive effects on PBC; H3-2: FC positive effects on PBC, to predict and explain consumers using e –coupon purchase intentions.

FINDINGS

1. Descriptive statistics

The study results are shown in Table 4-1, the female takes up to 55.7%; the age distribution of up to 18-20 years accounts for 37.6 percent, followed by 21-30 years of age, accounting for 35%; area of residence in northern accounted for 50.4%; level of education to tertiary institutions, the majority (71.8%); marital status to single people, mostly accounted for 63.6%; vocational higher proportion of business and industry for a total of 28.5%, followed by the services sector, 21.9 percent; average The monthly salary of the majority 20,000-30,000 NTD, accounting for 34.7%. The number of the past year to the International Tourist Hotels consumption is once to the majority, accounting for 67.2%; a year on average to the number of international tourist hotel consumption to 1 majority, accounting for 70.8%; previous consumption amount (excluding service charge) to the majority of more than 4,001 NTD, accounting for 49.3%; previous common to the family for more than accounted for 46.3%; previous consumer The main objective of the majority of accommodation, accounting for 37.7%.

2. Item analysis

The scale of ATT and its antecedents, SN, and its antecedents scale, the scale of PBC and its antecedents, and PI scale items by the item are to identify as remarkable.

3. The reliability analysis

The scale of the study interval scale, the accuracy and reliability of the detection scale, using Cronbach's α coefficient to measure the same dimensions, consistency between the items; up by more than 0.7, indicating a high reliability also indicated that Scale items measured approach consistent with the results. Dimensions of ATT and antecedents, SN, and antecedents, PBC and its antecedents, and PI, Cronbach's α coefficient for the 0.960, 0.932, are more than 0.7, the questionnaire has good reliability.

The questionnaire survey shows that consumers have high acceptances and growing tendency in using e-coupon. However, consumers feel they are sharp when taking active

attitude toward gaining the coupon while the hotels take passive move on issuing the e-coupon. In fact, large part of the hotels only published its coupon on home web page or on other websites without enforcing the propagations. On the other hand international tourist hotel only issue a few number of e-coupon, which is less attractive and less approachable toward those customers who have never visited the hotels mentioned above.

Therefore, this essay indicated that gaining coupon is regarded as an advance and privilege by customers. When consumers have the e-coupon of international tourist hotels, they have expected to get the opportunities and resources which make them feel sharp and smart while they processing purchasing. The more e-coupon on multiple media platforms issued by the international tourist hotels, the more possibility of improving consumers' purchase intentions. Therefore, Hope that the conclusion of this essay may be beneficial to practitioners of hotel industry and be helpful to strengthening the e-coupon promotion.

THE EFFECT OF TOUR GUIDE'S SERVICE QUALITY ON CUSTOMER RECOMMENDATION

MEI-TING HSIEH

Taiwan Hospitality and Tourism College, Taiwan

CHUAN-CHUAN CHUNG

Taiwan Hospitality and Tourism College, Taiwan

ABSTRACT

With growing body of knowledge on tour guide reputation and service quality, the relationship of customer satisfaction and loyalty are becoming important issue within the tourism industry. Specifically, this study investigates the effect of tour guide reputation and service quality on tourist loyalty, and the critical point of customer satisfaction identify in such effects on word of mouth. This study proposed the importance of gap between the personality of tourist and the tour guide, which show influences on tourist satisfaction. More important, the service quality (SERVQUAL) identification mediates the influence of tour guide reputation on positive tourist satisfaction and loyalty.

This study conducted a survey on multi-cultural tourist who have experienced with tour guide in a particular travel. The results indicate that tourists do not prefer to have dominating personality of a tour guide and their expectations generally remain high. Most of the satisfaction is from tour guide's working experience, not from the management. Finally the results show that the word of mouth is beneficial to know the satisfaction of the tourists and also for higher level of satisfaction. This finding implication to tourism industry who have been able to generate high expectations in their customers.

GIVING CONFECTIONARY SOUVENIRS MAKES TOURISTS HAPPY

Takashi Oguchi

Rikkyo University
Faculty of Contemporary Psychology

Kanako Abe

Rikkyo University
Graduate School of Contemporary Psychology

Remi Ohshima

Rikkyo University
Graduate School of Contemporary Psychology

Keiko Hirokawa

Rikkyo University
Graduate School of Contemporary Psychology

ABSTRACT

Many studies demonstrated that tours are good for health both physically and mentally. This study investigated what activity or behavior relate to a tour would promote mental health. We conducted surveys three times; a week before summer holiday, within a week after the summer holiday and one month after the summer holiday. Respondents were 121 (39 male, 82 female) undergraduate university students. Results showed that the mental health of the respondents was improved after going on a tour in the summer holiday. Moreover, those who bought souvenirs, especially confectionary souvenirs, had lower negative feelings than that of those who didn't buy them.

FACTORS AFFECTING WORKING HOLIDAY DESTINATION CHOICE

Yu-Ping Wei

Graduate Institute of Tourism Management, Chinese Culture University

Yin-Hsi Lo

Department of Tourism Management, Chinese Culture University

ABSTRACT

INTRODUCTION

The World Tourism Organization's official definition of tourism suggests that beyond its image of "holiday-making", people travelling for business or professional purposes also can be considered as tourists (WTO, 1993). The term "working tourist" was used by Uriely and Reichel (2000) with respect to all types of travelers who engage in situations that combine work with tourist-oriented activities. The term 'working holidays' was also defined as a unique form of tourism in which youth from one country travel into another to work for short periods, mostly during summer-school vacations' (Cohen, 1973). Although some of the working holidays take the form of a volunteer program, in which the working activity is unpaid, others are designed for regular tourists who pay for an experience that includes optional work. In both cases, however, the participants are usually engaged in work that differs sharply from what they normally do in their daily life back home. The working activity usually consists of manual labour and requires little previous knowledge or skills.

The WHM (working holiday maker) program has become a trend because it offers an opportunity for people to work and enjoy holiday in different countries. Destination choice is the process by which a potential traveler chooses a destination, for the purpose of fulfilling their current travel-related needs. Consumers' choice processes are influenced by both psychological variables (motivations, attitudes, beliefs and images) and non-psychological variables (time, destination attributes, perceived costs of costs) (Woodside, Lysonski, 1989; Um and Crompton, 1992). Working holiday tourists think work is grasped as a recreational activity that is part of the tourist experience (Uriely, 2001). The motivations of international volunteer tourists can be separated into three categories: (a) personal, such as pleasure, travel, personal growth et al., (b) interpersonal, such as the desire to give back, cultural exchange, friendship et al., and (c) others factors to fit the diverse motives (Chen and Chen, 2010). In making travel decisions, actual destination choices is affected by situational variables such as time, financial resources, healthy status and family responsibilities (Oppermann, 1995; Oppermann, 1988; Ngamsom and Beck, 2000). The destination attributes are also input factors that produce image (Um and Crompton, 1992). The attractiveness of traveling destination attributes are included safety, climate, accessibility, hotel facility, tourist attractions, good food (Oppermann, 1995; Ngamsom and Beck, 2008).

Working holiday is attached to various forms of tourism, in which working activity is offered as part of the tourist experience, so working holiday makes the difference between an employment-oriented and a leisure-oriented or tourist-related experience. To measure potential attendees' working-holiday participation decision-making is a prerequisite that needs to be fulfilled to better understand the working holiday participation phenomenon. This study was designed to serve as a first step toward the development of a measurement scale that can be used by future researchers and practitioners in understanding potential working holiday makers' participation decision-making. The purpose of this study was to development of a valid and reliable framework for assessing factors considered by working holiday participants in destination choice.

METHOD

Based on the guidelines set by Churchill (1979) and Netemeyer, Bearden, and Sharma (2003), the scale development procedures this study used was composed of the following four steps: (1) developing a research instrument, (2) collecting data, (3) purifying a measurement, and (4) finalizing the measurement.

(1) Developing a research instrument

The first step of the scale development involved specifying the domain of the relevant constructs. A thorough review of literature revealed three broad categories of the influencing factors to participate working holiday (benefits, situational variables and destination stimuli). The items were based on a combination of exploratory qualitative in-depth interviews with working holiday makers, the review of literature, and a focus group session. Based on the literature review and interview responses, an initial pool of 29 items was generated.

Content validity of those preliminary items was examined by a panel of five expert judges. 5 academic faculty members and graduated students were interviewed to check the measurement items. This process adjusted the number of items from 29 to 30.

To ensure the initial measurement scale was reliable and as valid as can be determined, the 30-item instrument was subjected to a pilot test with a convenience sample of 92 students who studied at graduated and department of tourism management. The pilot test can provide support for construct validity, as it allows the deletion of items that may be conceptually inconsistent (DeVellis, 1991). Respondents are asked to rate each item using a 5-point Likert scale (1=not important, 5=very important). There were 30 items in final scale. The alpha for the final 30-items scale was 0.893, suggesting that all of the items contributed to the internal consistency of the scale. In general, scales are regarded as reliable if the alpha coefficient exceeds 0.7 (Hair, Rolph, Renoald, and awilliam, 2002)

(2) collecting data

The questionnaire consisted of 30 items. Respondents are asked to rate each item using a 5-point Likert scale (1=not important, 5=very important). The data are collected through a Web survey from May to June, 2012. A total of more than 400 responses will be collected.

(3) purifying a measurement

The data collected from the sample of attendees from working holiday orientation or fair were randomly split into two halves to accomplish two-factor analysis (Gerbing and Anderson, 1988). One half of the data set will be used to conduct exploratory factor analysis (EFA) while the other half will be used in step 4 to perform confirmatory factor analysis (CFA).

(4) finalizing the measurement

CFA will be used to validate the unidimensionality of the scale derived from EFA.

FINDINGS

The data collecting is still in working, there are 213 valid questionnaires still now on. The exploratory factor analysis yielded a five-factor measurement scale with acceptable levels of reliability and validity. Five underlying dimensions of working holiday participation decision-making are labeled. (a) Benefits (factor 1), the motivation to making working holiday, consistent of personal growth, cultural exchange, friendship, and learning language et al. (b) Destination stimuli (factor 2) are included safety, climate, entertainment, accessibility, food and lodging in distination. (c) self- ability (factor 3) are include time, financial resources, family responsibility and knowledge. (d) Travel attractions (factor 4) consistent of the nature landscape and culture resource in destination. (e) Wage (factor 5) are included the making money and wage at working holiday destinations. The data collecting is still in working. CFA will be used to validate the unidimensionality of the scale derived from

EFA. The implications of the scale are discussed for future research as well as convention marketing strategy

EXPLORING THE LANGUAGE “BARRIER” FOR YOUNG KOREAN TOURISTS IN JAPAN

WATANABE, Yukinori
Sagami Women’s University

SUZUKI, Ryotaro
Sagami Women’s University

ORITO, Haruo
Tamagawa University

ABSTRACT

INTRODUCTION

Korean tourism is one of the most important markets for the Japanese tourist industry. It accounted for 23.4% of visitors to Japan in 2009 and has maintained the top share for the past 11 consecutive years (Japan National Tourism Organization (JNTO), 2010). Among them, young tourists who were in 20s and 30s show a unique tendency. This internet bred generation, the first generation of post-cultural opening of Japan that has grown up with extensive English education, acts as a trend setter for Asian individual tourists to Japan (Japan Tourism Marketing Co., 2007). Although these young Koreans are assumed to have a different culture, relatively little is known about their characteristics.

The Ministry of Internal Affairs and Communications (2009) published the results of a survey that looked at the major dissatisfying factors of visitors to Japan. It revealed that “language barrier” is second to “prices” and followed by “taste of food”. While this survey targeted all countries of origin, a similar survey, specified only for Korean, conducted by a Korean travel newspaper have found Korean tourists, also identified “language problems” as the second biggest barrier in Japan after “lack of travel information” (Japan Tourism Marketing Co., 2007). These studies foster the notion that “language” is a “barrier” that should be eliminated to render Japan a more satisfying destination. Based on these studies, the Japanese government, both national and local, is spending billions of yen to multilingualize signs and services (Japan Tourism Agency, 2010).

However, Suzuki (2012) points out, contrary to the assumption, experiencing barriers (language, food etc), which are typically itemized in majority of surveys, are not necessarily resulting in dissatisfaction among tourists. He took discourse of consuming “B-grade Japanese food” such as *ramen*, *curry rice*, *tonkatsu* etc. (cf *sushi*, *sashimi* and *tempura*) for young Korean tourists and argues that trying “B-grade food” itself is a satisfying experience, and the taste of food does not compromise their satisfaction. Here, it is important to note that some items, which are treated as “barriers” in conventional survey, can be a source of satisfaction; therefore those items need to be revisited to develop a better understanding of tourist’s experience. To this end, this study explores how “language barrier” is experienced by young Korean tourist in Japan.

METHOD

This qualitative study is part of an ongoing larger research (2010 - present) that examines the characteristics of young Korean tourist to Japan. The material used in this study was collected through two stages; pilot interviews and main ethnographical study. Pilot studies consisted of six in-depth interviews and one focus group. Former and current international students as well as professional tour guides, who function as “information hubs” for young Korean tourists, were selected to talk about ‘problems’ for Korean tourists in

Japan. The main ethnographical study consists of a one-day tour in Tokyo followed by group interviews. 10 newly arrived Korean students, less than three months in to their stay, were recruited from Japanese language schools and divided into three groups of three or four people. They were asked to tour downtown Tokyo within a six-hour period. The three groups chose to visit Ueno, Shibuya and Odaiba. The researchers monitored the Shibuya group from a short distance. After the tour, they are gathered in a conference room and were asked to report on their day in Korean. The discussions were transcribed and translated into Japanese for analysis. The interview transcriptions were examined to identify underlying themes across interviews by the KJ method (Kawakita, 1967). This process identified multiple story units, and each unit was further examined in four stages; 1) purpose of the behavior, 2) encounter of language barrier, 3) how they handled the situation, and 4) how they evaluated the experience. While analyzing the transcription was jointly conducted by all three researchers, data handling was done on Nvivo8 by the principle researcher.

FINDINGS

We could identify some cases where participants experienced difficulty with pursuing the presumed purpose of actions due to a “language barrier”, yet expressed satisfaction in the interviews. One such complex case is shown below with the context of the scene.

TAKOYAKI: We will choose the right one next time!

This experience was described by a group of three females in their 20s. *Takoyaki* is a small baked snack with various toppings and contains octopus. They learned of this particular shop from a guidebook and went there in order to try the “famous *takoyaki*”. There was a line of seven to ten people, including foreign visitors, in front of the shop. The group tried to read the menu and choose what they wanted to eat. However, there was neither Korean nor English information to help them understand what sauces or toppings were used. They recalled the experience in the interview;

“Language barrier” encountered:

B: *It was impossible to order because we could not read the menu. We thought we could point to pictures. But the shopkeepers were behind a counter in the shop, and the menu was outside. So, we couldn't point.*

Moderator: *Wasn't there a menu on the counter?*

C: *No, only a tray for money. They were making 'takoyaki' right there.*

Moderator: *I see. It was really difficult because they are all Japanese.*

C: *We didn't even understand the word, 'negimayo' (the one they ordered). We had no idea what the topping would be like.*

Eventually, they ordered the one that was labeled “No. 1”, assuming it to be the most popular. They excised good teamwork and took advantage of being a group of three people. One got shopkeeper's attention, another pointed at the picture outside, and the third person tried to read out the name. Shopkeeper understood their order instantly and their *takoyaki* was ready in a few minutes.

Evaluation of the taste and their overall *takoyaki* experience:

Moderator: *So, was it tasty? Was it worth trying?*

C: *Well, it seemed we ordered a wrong one.*

Moderator: *Oh. YOU made a mistake? Their *takoyaki* can't be tasteless??*

C: *That's right. They must be good, but we chose the wrong one.*

(Omission)

Moderator: *I think all three of you really liked the shop.*

C: I know. We will choose the right one next time!

They explicitly admitted that their choice was wrong, and that the main problem was due to the “language barrier”. They did express dissatisfaction with the taste. However, they did not blame the shop, but blamed their own bad luck. In addition, it was important to note that, throughout this conversation, they kept smiling, which eloquently presented their satisfaction of overall *takoyaki* experience. Even though they seemed to fail to overcome the “language barrier” they could successfully manage the situation and enjoyed the entire experience.

While their nature and dynamics of three unique people certainly affected this process, there are different situations where they were faced with language difficulties, which were later reflected on as being very stressful. An example of these cases was with “using public transport”. Although they had difficulty with understanding signs and price lists all in Japanese at first, they soon figured out how to use it and managed to get to the places they wanted to visit without much delay. It seemed the language barrier using public transport was overcome rather quickly; they expressed deep dissatisfaction in the interviews, which also shows loose ties between the “language barrier” and degree of satisfaction of experiencing it.

IMPLICATIONS AND CONCLUSION

Despite the limited number of interviews, this study could illustrate that “language barrier” and “degree of satisfaction of experiencing it” is a much more complicated practice than conventional survey studies assumed. It is our conclusion that the item “language” in satisfaction survey must be reconsidered to better reflect tourist’s experience. It is also important to further investigate and identify the characteristics of “barriers” that can be transformed into “satisfaction”. Based on these findings, it is our intention to improve items of satisfaction survey and conduct a pilot quantitative research in the following months.

TOURISM SPECIALIZATION AND COMPETITIVE ADVANTAGE OF THAILAND

Akarapong Untong

Public Policy Studies Institute

Vicente Ramos

Department of Applied Economics

University of the Balearic Islands

Javier Rey-Maqueira

Department of Applied Economics

University of the Balearic Islands

Mingsarn Kaosa-ard

Public Policy Studies Institute

ABSTRACT

INTRODUCTION

The success of Thailand's tourism promotion during the 80's served as a model for other Southeast Asian countries to initiate their own tourism promotion during the 90's. Although, Thailand has had a high tourism market share in Southeast Asia, it has faced a high competition in Southeast Asia tourism. Since tourist attractions in other regional countries are, at the least, partial substitutes, competition has increased in the Southeast Asian tourism market (Untong *et al.*, 2011). Abundant resources and improved transport connection in some neighboring countries, such as Laos, Cambodia, Vietnam, will increase their potential as tourism attractions, while some countries such as Malaysia and Singapore, have already heavily promoted investment in tourism infrastructure, facilities and attractions in order to improve their competitiveness (Kaosa-ard and Untong, 2008; Kaosa-ard, 2008).

Since tourism is an exporting activity, the concepts developed in international trade literature have been applied in order to provide an understanding of this activity. Previous studies examined factors determining tourism specialization and comparative advantage at a regional level focusing on elements such as real exchange rate, revealed comparative advantage, etc. (Sahli, 2006; Kim and Lee, 2010). In addition, tourist arrival growth was also decomposed in different components to understand the dynamic behavior of tourism competitiveness (Fuchs *et al.*, 2000; Toh, Khan and Lim, 2004; Vu and Turner, 2011).

In this general context, this paper aims to examine tourism as an export activity in order to present Thailand's competitiveness. This study used trading indicators to measure tourism competitiveness. In this sense the main contribution of this study is to provide an analysis of Thailand's tourism specialization and competitive advantage, as well as to compare it with the main tourism destinations in the Southeast Asian region.

METHODS

The first objective is the assessment of Thailand's external competitiveness. With this purpose, static and dynamic coverage ratios (CR) are computed for Thailand and its regional competitors in Southeast Asia. The second objective applies different indicators of revealed competitive advantage (RCA) in tourism for each country in the Southeast Asian region (except Brunei and Myanmar). Normalized RCA (NRCA) is used to assess each country tourism specialization, while a Dynamic-Balassa RCA (dynamic-BRAC) is also performed to understand the pattern of the revealed comparative advantage during the last decade. The

final objective is to use shift-share analysis (SSA) to decompose the growth of tourist arrivals into its different components which help to understand the analysis of the evolution of tourist arrivals to the Southeast Asian region.

CR and RCA uses the value of tourism and total exports obtained from IMF's Balance of Payments Yearbook for tourism destinations in the Southeast Asian region (Cambodia, Indonesia, Laos, Malaysia, Philippines, Singapore, and Thailand). On the other hand, the SSA uses tourist arrivals to the seven destinations mentioned above. These data were obtained from the Annual Statistical Report and Annual Tourism Monitor published by Pacific Asia Travel Association.

FINDINGS

The result of CR shows that Thailand has competitive advantage in tourism in the sense that it has tourism trade surplus relative to the Southeast Asian region, and that it can be classified as competitive in tourism. While, the analysis of NRCA reveals that Thailand has the highest tourism specialization as compared to other tourism destinations in the Southeast Asian Region. The results of a dynamic-BRCA proved that Thailand's tourism specialization decreased during 1999-2008, and it can be classified under the *follow retreat* situation. It means that the growth rate of tourism in Thailand fell faster than the same in the Southeast Asian region. Moreover, the result also shows that only Malaysia, Cambodia and Laos have an increase in tourism specialization and the growth rate of tourist arrivals in each country fell lower than total tourist arrivals in Southeast Asian region. Hence, it can be classified under the *retreat* situation (see Table 1).

Table 1. Tourism Specialization, 1999-2008.

Destination	Competitive in tourism (dynamic CR)	Rank of NRCA 1999	Rank of NRCA 2008	Change in tourism specialization	Tourism export situation
Thailand	✓	1	1	↓	Follow retreat
Malaysia	✓	6	2	↑	Retreat
Cambodia	✓	4	3	↑	Retreat
Laos	✓	5	4	↑	Retreat
Indonesia	✗	2	5	↓	Follow retreat
Philippines	✗	3	6	↓	Follow retreat
Singapore	✗	7	7	↓	Follow retreat

Source: Calculate from International Monetary Fund.

Regarding the result of SSA analysis, the area-wide effect indicates that the growth of total tourist arrivals to Southeast Asian was 92.54% during 1999-2008. While, the comparison of the region-mix effect indicates that intra-regional tourism and South Asia arrivals to Southeast Asia were growing above the aggregated. However, Thailand was losing market share in the intra-regional tourism (negative competitive effect).

Continuing with the SSA analysis, an understanding of the role of each origin regions into each destination country is provided by the analysis of the allocation effect. These results prove that the European market is particularly relevant for Thai tourism, as it is the only origin in which it has both competitive advantage and specialization. On the other hand,

Thailand is not positioned correctly in the Southeast Asian market, in which it is neither specialized, nor has competitive advantage.

Moreover, Thailand has not specialized in penetrating the markets in Oceania, Africa and the Middle East, but the competitive advantage indicates that they are emerging markets. Finally, some repositioning is required for South Asia, East Asia and The Americas markets, as Thailand was specialized in those origins at the beginning of the last decade, but the dynamic behavior indicates that it has lost competitive advantage (see Table 2).

Table 2. Tourism Market Position of Thailand based on Southeast Asia.

	Competitive disadvantage	Competitive advantage
Specialization	- South Asia - East Asia (Vietnam) - The Americas (Cambodia, Vietnam) Repositioning	- Europe (Cambodia) Natural
Non-specialization	- Southeast Asia (Laos and Malaysia) Re-planning	- Oceania - Middle East & Africa (Malaysia) Emerging

Note: The countries in bracket are the competitor.

Source: Calculate from Pacific Asia Travel Association.

The comparison of the allocation effect among the Southeast Asian destinations can be used to indicate which destinations have both, competitive advantage and specialization in each origin region. In this sense, Thailand had to face competition for Southeast Asian tourists with Malaysia and Laos. Thai's competitor for East Asia and Americas tourists is Vietnam; whereas the main competitor for the European market is Cambodia. Finally, for African & Middle East markets, Malaysia would be the most serious threat.

CONCLUSION & RECOMMENDATIONS

The conclusion of this paper shows that, Thailand has competitive advantage in tourism in sense that it has tourism trade surplus relative to Southeast Asia. Moreover, Thailand has the highest tourism specialization as compared to other destination in Southeast Asia, but it decreased during 1999-2008. In addition, Thailand is not correctly positioned in the intra-regional Southeast Asian market.

Several policy recommendations can be derived from the analysis presented. The main one is that Thailand should intensify its efforts in the growing intraregional tourism, taking advantage of its central geographical position. Given the growing arrivals trend in other countries of the region it would be advisable to build alliances and foster intra-regional collaboration on issues such as multi-destination design, taking advantage of potential complementarities. Finally, the identification of the main competitors for each origin region provides useful information to the public organizations with tourism responsibilities. As an example of the latter, response campaigns could be designed in particular origins when the potential competitors implement promotional activities. Some of the presented figures have indicated some areas for future research as the understanding and forecast of intra-tourism in Southeast Asia.

WORKFORCE DEVELOPMENT IN THE MALDIVES

Joseph Lema

Hospitality & Tourism Management Studies
The Richard Stockton College of New Jersey

Jerome Agrusa

Travel Industry Management
Hawaii Pacific University

Fathimath Quraisha

Faculty of Hospitality and Tourism Studies
Maldives National University

ABSTRACT

INTRODUCTION

The Maldives is an Islamic country located in the Indian Ocean that consists of an archipelago of islands spanning in length of nearly 2000 kilometers. Surrounded by vast crystal blue ocean, white sand beaches, and fragile coral reefs, the Maldives is a tropical tourist destination. Luxurious resorts are located on 100 of the 200 inhabited islands, with an additional 72 islands in development (Ministry of Tourism Arts and Culture, 2011). Designed around the natural configuration of the 1190 coral islands, with the highest point less being than 2.5 meters above sea level (World Bank 2012), the one resort, one island concept provides an exclusive experience for guests seeking privacy and seclusion.

The high concentration of four to five star resorts attract upscale luxury travelers from primary markets including the United Kingdom, China, Japan, Russia, and Europe.

Reported by the Ministry of Tourism Arts and Culture (2011) there are 24,647 tourist beds and 119 resorts and 76 additional hotel projects anticipated for future development that includes 11,032 additional tourist beds expected in the near future. As the Maldives continues to rapidly develop as a niche luxury resort destination, workforce development has become an increasing concern for the future sustainability of tourism. The purpose of this study is to gain further insight into the hospitality workforce development needs in the islands of the Maldives.

With a population of nearly 330,000 residing among 200 inhabited islands, the main island of Male houses over 100,000 residents in a highly concentrated island of roughly two square kilometers (Pacific Asia Travel Association, 2011). Nearly 70 percent of the 200 inhabited islands have less than 1000 residents (Ministry of Tourism and Civil Aviation, 2008), that is distributed over a 90,000 square kilometer region in the Indian Ocean (Maldives Monetary Authority, 2012).

Despite the infrastructure strains among the vast number of islands, the Maldives College of Higher Education was recently transformed into the Maldives National University to provide residents greater higher education opportunities. Reported in the United Nations Development Plan (UNDP), the islands boast a 98 percent literacy rate with capacity for growth existing in higher education (UNDP, 2011). Roughly 50 percent of the working age population however, is in the labor force with a low level of education that has resulted in a proportionality higher level of expatriate workers (Maldives Monetary Authority, 2012). As the resort industry continues to expand on newly developed islands, coupled with increasing competition and changing customer expectations, the demand for quality higher education and advanced degrees will exist.

The Maldives is highly dependent on tourism that accounts for 27 percent of GDP with over 51 percent of foreign currency earnings to fuel the economy (World Bank, 2012) that accounts for over 70 percent of national revenues (Pacific Asia Travel Association, 2011). An estimated 957,000 tourists visited the Maldives for the year end 2011, with projected growth reaching toward one million tourist arrivals for 2012 (World Bank, 2012). Furthermore, growth in the Chinese market to the Maldives in 2011 outpaced the United Kingdom and European market for the first time (Merritt, 2011).

The notion of peripherality and isolation that face many island destinations (Cutler and Butler, 2011) also presents challenges and opportunities for the 1190 islands spread throughout the Maldives. Concerning environmental, socio-economic, religious, and political tensions, coupled with a heavy dependence on imports, there exists a fragile balance for the Maldives with an increasing need to positively connect local residents to the evolution of tourism. As tourism continues to rapidly expand in this region of the Indian Ocean, the Maldives will need to carefully examine how to strategically position itself in this competitive market that can be complemented with a highly developed hospitality workforce (World Tourism Organization, 2011).

Predominantly consisting of an expatriate workforce from Sri Lanka, India, and Bangladesh to meet the immediate needs of the workforce, a long term strategy will need to include succession planning for future managerial positions. With Maldivian females comprising only three percent of the tourism labor market and Maldivian males composing nearly fifty-one percent, more equitable gender opportunities should also be considered (Alm & Johansson, 2010). Although the uniqueness of the one resort, one island concept is popular with guests seeking an exclusive experience, there are other unique challenges exist from a workforce development aspect. The self-sufficient resorts can resemble a “society within a society”, as management responsibilities extend far beyond the resort facility itself.

METHOD

The purpose of this research is to study and examine the workforce development needs in the Maldives. Using a mixed methods approach information was collected from resorts located in the Maldives with a quantitative and qualitative analysis. Interviews were conducted with 72 managers at resorts throughout the Maldives to determine workforce development needs along with the challenges and opportunities that exist in operating a resort in this unique environment.

IMPLICATIONS

This research will help to gain insights into the workforce development needs for the Maldives to continue as a competitive up-scale, luxury tourist destination. Results of the interviews included a need for further training and education in the areas of human resource development including employee retention and cultural diversity. Furthermore, the high majority of managers valued international student internships while indicating that the island resort is an ideal place to develop future management. The benefits of this research include a further examination of the workforce for industry professionals and academics in this increasingly important sector of the country and rapidly developing region of South Central Asia.

IMPORTATION OF TOURISM-RELATED LABOR TO MACAU: GOOD OR BAD

Sylvester Yeung

School of Hotel and Tourism Management
Hong Kong Polytechnic University

Cyris Cheung

School of Hotel and Tourism Management
Hong Kong Polytechnic University

ABSTRACT

INTRODUCTION

Macau Special Administrative Region (SAR) is the only jurisdiction in the China where gambling is legalized (Kale, 2007). Gaming liberalization of Macau took place in 2002 and since then it has stimulated the development of the gaming industry rapidly. The number of casinos in Macau increased from 11 in 2002 to 33 in 2010 (DICJ, 2011). Its gross gaming revenue is over US\$23 billion in 2010 and overtook Las Vegas with its market potential. With this rapid pace of economic development, the supply of local labor cannot possibly meet the growing labor demand and therefore importation of workers was deemed to be necessary. For the gaming industry alone in 2009, there are 44,020 employees working in the sector, of which about 6,000 (14%) are non-residents workers (DSEC, 2010). In the hotel and catering industry, out of the 47,345 employs, 16,099 are non-resident workers for the same year. With the huge influx of non-local labor and if Macau wishes to continue develop its tourism in a sustainable manner, its policymakers should grasp a good understanding of the opinion and values of the community and the local residents when formulating policies on importation of labor. Since 2007, large-scale labor protests have been prevailing in Macau. One of the major concerns expressed by the local protestors was their worry about losing their jobs and the decreasing pay rate as a result of mainland labor flooding into the labor market (Hu & Wong, 2007). Thus, it is felt that understanding the perspective of Macau residents towards the impacts of importation of tourism-related workers in particular is vital for planning the human resource dynamics and strategies in the future. With this background, the objectives of this study are to investigate 1) Macau residents' perceived impacts on the importation of tourism-related labor, 2) if there are significant differences of the perceptions between Macau residents' demographic groups, 3) if there are significant perception differences between Macau residents' inside and outside the tourism-related labor circle, 4) if there are significant differences on perceived impacts between tourism-related imported labor and general imported labor, 5) the relationship between perceived benefits and the level of agreement with the importation of tourism-related labor.

METHOD

This is a cross-sectional research that attempts to achieve the above objectives through a questionnaire survey. Convenience sampling was used and the survey was conducted in 2011 in areas including Macau Pier, Macao Polytechnic Institute and Macau Central Library. To analyze the collected data, various statistical analysis methods were used including descriptive analysis, factor analysis, independent t-test, paired sample t-test, ANOVA analysis and linear regression analysis.

FINDINGS

Finally, 150 questionnaires were successfully collected and analyzed. It is found that the respondents' overall perception on "Importation of general labor benefits me" and "Overall speaking, I support the importation of general labor" received lower level of agreement than "Importation of tourism-related labor benefits me" and "Overall speaking, I support the importation of tourism-related labor". The three most agreed impacts are "increase crime rate", "cause higher rental of houses" and "place pressure on social infrastructure". The three least agreed impacts are "cause contractionary welfare policies", "cause cultural change" and "increase service level of the tourism-related industries". For factor analysis which tried to reduce the 25 variables into a set of underlying dimensions that portray the perception of the Macau residents toward the importation of tourism-related labor, five factors were identified. The first factor identified is named "deteriorate social harmony". There are six variables in this factor that are related to how the tourism-related imported labor may disrupt the peacefulness of the society in term of work and life. The second factor is called "interfere government and corporations' policy" as the three variables in this factor are related to how some policies may be affected by the imported labor. The third factor is named "destabilize jobs of local labor". The three variables loaded in this factor are all related to major labor market indicators such as underemployment rate, unemployment rate and wages. Factor 4 is named "Impinge local culture" as it includes two variables which are "cause cultural change" and "cause cultural conflict". The last factor is named "enhance quality of society" and contains two variables "promote diversity to society" and "import work skills to enhance quality of local labor".

By using independent t-test and one-way ANOVA with LSD post-hoc multiple comparison, it is noted that female residents have a statistically higher level of agreement than their male counterparts on "interfere government and corporations' policy" and "impinge local culture". This study also finds significant differences among some age groups and the five factors including "interfere government and corporations' policy" (more than 55 > less than 25), "impinge local culture" (26-40 > less than 25) and "enhance quality of society" (less than 25 > 41-55). In terms of education, statistically higher levels of agreement are revealed in "interfere government and corporations' policy" (secondary School > college /university or higher) and in "enhance quality of society" (college /university or higher > secondary school). Interestingly, more significant differences are found in relation to occupation namely "deteriorate social harmony" (working, housewife > retired), "interfere government and corporations' policy" (housewife > working, students) and "enhance quality of society" (student > working, housewife). The result of the paired sample t-test states that there is significantly higher degree of agreement that the importation of tourism-related labor benefits them than the importation of general labor. Finally, linear regression analysis was employed to find out whether a higher level of agreement towards the benefits brought by tourism-related imported will lead to a more acceptable attitude on the importation of them. With a significant level of 0.00, the statements "Overall speaking, I support the importation of tourism-related labors to Macau" and "Importation of tourism-related labor benefits me" are shown to have a positive relationship. With a constant and beta of 1.77 and 0.46 respectively, their relationship could be illustrated as below:

$$Y = 1.77 + 0.46 X$$

Y = Level of agreement towards supporting importation of tourism-related labor

X = Level of agreement towards benefits brought by tourism-related imported labor

CONCLUSION

This study concludes that Macau residents have found more benefits brought by importation of tourism-related labors than the importation of general labors. It is also found that if the benefits brought by the tourism-related labor receive higher acceptance among the residents, they will agree more to the importation of outside workers. Based on the findings, some recommendations are proposed for the government and tourism-related industries. These include setting up a dependency ceiling and a specific decree for importing tourism-related labor, creating perceived benefits on importing tourism-related labor and implementing a diversity management program.

BACKGROUND AND OCCUPATIONAL CHOICE: AN EXPLORATORY STUDY OF EXPATRIATE HOTEL MANAGERS

Peter W. OBrien

Department of Tourism and Hospitality
I-Shou University International College

ABSTRACT

Although hotel managers form one of the most-researched groups in the hotel industry, largely absent from the published research literature are investigations of the family and educational backgrounds of hotel managers and of their approach to occupational choice, i.e., their decision to enter the lodging industry. This exploratory paper reports the family and educational backgrounds of a convenience sample of male expatriate hotel managers and their occupational choice approach. The majority of informants came from families with no hospitality background. Hotel and culinary education backgrounds ranged from completing degree programs at well-known hospitality colleges, through completing hotel chain management trainee programs to culinary arts apprenticeships. Rational and accidental decision-making approaches were more common than decisions influenced by socio-cultural determinants. The implications of the findings for human resource managers in attracting the right type of staff and, for academics the relevance of “free size” courses and internships for all hotel management students are discussed.

HOTEL MANAGERS' LIFE /WORK BALANCE: A COMPARATIVE STUDY BETWEEN FILIPINOS AND KOREANS

Lilibeth J. Baylosis

Department of Hotel Restaurant and Institution Management
University of the Philippines

Si-Joong Kim

Department of Hotel Tourism Management
Woosong University

Soo-Kyung Kim

Department of Hotel Tourism Management
Woosong University

ABSTRACT

This study proposes to answer two main research problems, first is to compare the work-life balance of selected Korean and Filipino hotel managers and second, to evaluate the perceived support system available to the Korean and Filipino hotel managers. The reversal in roles and the number of dual earners in both countries prompted the proponents to include the male managers in the study. The framework of Quinn and Rohrbaugh, 1983, was used with the inclusion the Relational Dialectics of Baxter and Montgomery (1996) and the Critical Theory of Communication in Organizations by Stanley Deetz. The samples were hotel managers from Korea and the Philippines. This ongoing study used methodological triangulation. The descriptive researches data were tabulated in excel and analyzed using SPSS version 17. Korean managers have minimal work life balance but they had more time for family, for sleeping, for personal enhancement and other activities than the Filipino counterpart. Contrary to previous notion that the female have more stresses due to the multiple roles they were playing, the study on Korean and Filipino hotel managers proved that otherwise. Gender was not correlated with work-life balance. In the same manner that in the FGD conducted to the Filipino managers, the work-life of male managers was also minimally balanced. Having to adjust to the new position or designation affects the balance. The ages of the children and the quality of the support of spouse, superior and family helped in having the balance. As planned, the study must continue using the methodological triangulation for both cultures in order to come up with more sound conclusion and recommendations.

EVALUATING THE IMPACT OF THE RECESSION ON THE INTERNATIONAL TOURIST HOTEL MARKET IN TAIWAN

David C. Bojanic

Department of Marketing
University of Texas at San Antonio

Melody Lo

Department of Economics
University of Texas at San Antonio

ABSTRACT

INTRODUCTION

The hotel industry in Taiwan has been researched extensively due to the fact that individual hotel information is made available through the Taiwan Tourism Bureau web site. In fact, a few researchers have published multiple articles using the same dataset to look at the performance efficiency of the international tourist hotels (ITHs) in Taiwan (primarily Taipei). In general, researchers using data envelopment analysis (DEA) to examine the management efficiency of ITHs found that chain operations were generally more efficient than independent operations (Cheng et al. 2009, Hsieh and Hsu 2008, Yang and Lu 2006). However, Huang et al. (2012) concluded that independent city hotels were more efficient with marketing resources and. There are several other studies that examined various types of efficiencies using the DEA method and found that city hotels had higher technical efficiency ratios, management style didn't affect efficiency, and ITHs were not cost efficient or occupancy efficient (Chao-Tung et al. 2009, Chiu and Wu 2010, Sun and Lu 2005, Wang et al. 2006). Hsieh and Hsu (2008) focused on the profitability of ITHs using 24 Taipei hotels and, not surprisingly, found market share and profit-making ability to be positively related, and that those relying more on individual visitors were more profitable than those relying more on group visitors. Chiu and Huang (2011) used DEA to assess the optimal occupancy rate and found that it was better to decrease the occupancy rate in order to improve operational and profitability efficiencies. The purpose of this study is to assess the performance of international tourist hotels in Taiwan to see how they were affected by the recession in 2008. In order to do this, data was obtained for 2005 (pre-recession), 2008 (recession), and 2011 (post-recession) and compared across the three time periods.

METHOD

The hotel operation data were obtained from the Monthly Report on Tourist Hotel Operations in Taiwan that is published by the Taiwan Tourism Bureau and made available through the web site. The years included in the study were 2005, 2008, and 2011. The International Tourist Hotels (ITHs) in Taipei were the only hotels used in the analysis because most of the other cities had less than 10 tourist hotels, making a regional analysis difficult while, at the same time, introducing potential regional differences. The analysis of the differences for the operating variables across the three years was performed using a series of ANOVAs. The analysis of main effects and interaction effects on occupancy rate by average room rate and year was performed using the General Liner Model (GLM) procedure in SPSS (PASW Statistics 20). In addition, the analysis of main effects and interaction effects on occupancy rate by hotel mix (FIT/Group) and year was performed.

FINDINGS

The differences across the three years were significant for all four of the operating

variables at the .001 level: occupancy rate, average room rate, room revenue per room, and number of employees per room (see Table 1). The occupancy rate was significantly lower in 2008 than in either 2005 or 2011, but the rates for 2005 and 2011 were not significantly different. Interestingly, the average room rate increased from 2005 to 2008 to 2011, and the average rate for each year was significantly different than the other two years. Room revenue per room (REVPAR) increased slightly from 2005 to 2008 but the difference was not significant. However, there was a significant increase in 2011. Similarly, the number of employees per room increased slightly from 2005 to 2008 (not significantly), and then it increased significantly in 2011.

Table 1. Values for Operating Variables by Year

	2005	2008	2011	F (sig.)
Occupancy Rate	75.40	70.44	73.92	11.604 (.000)
Higher FIT%	73.05	70.50	71.58	3.648 (.026)
Higher Group%	79.55	71.76	77.97	
Average Room Rate	2941	3188	3617	23.335 (.000)
Revenue per Room	68060	68345	78017	12.835 (.000)
Employees per Room	0.3077	0.3193	0.3755	17.008 (.000)
Number of Hotels	34	32	36	

The next stage in the analysis was to examine the relationship between occupancy rate and average room rate (ARR), and determine if there is an interaction effect between average room rate and the year. In order to examine the interaction effect, average room rate was segmented into four categories. Both of the main effects were significant (the relationship between year and occupancy rate was discussed in the previous section). The only significant difference in the relationship between occupancy rate and average room rate was that the next to lowest category for average room rate (2090-2835) had a higher occupancy rate than the other three categories ($F=3.797$, $sig=.010$). However, the interaction effect between average room rate and the year was significant at the .001 level ($F=13.265$, $sig=.000$). Figure 1a illustrates the interaction effect between ARR and year. The occupancy rate for all of the categories dropped from 2005 to 2008 except the next to lowest category (2090-2835). Then, they all increased from 2008 to 2011 except for the highest category (>3740).

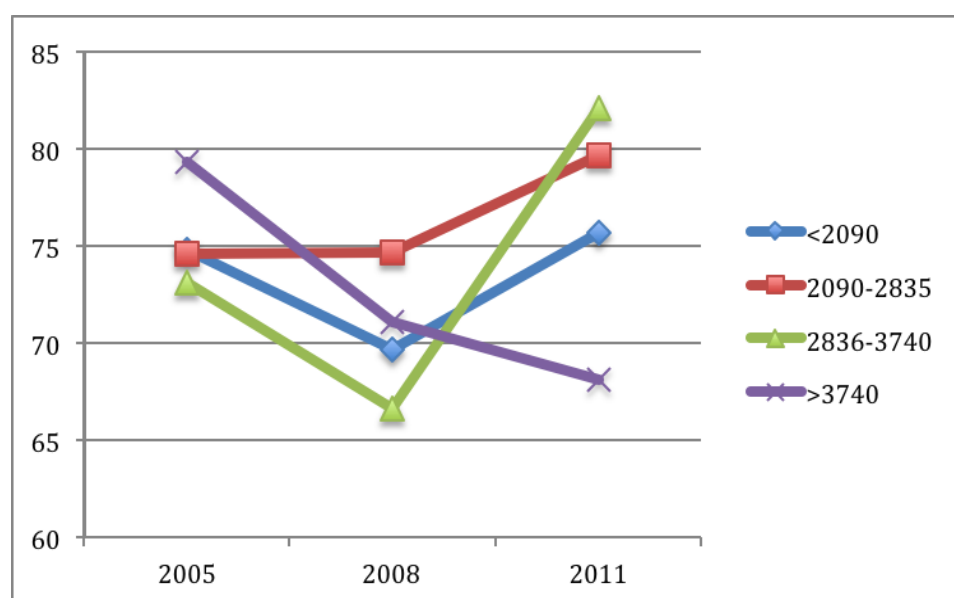


Figure 1. Interaction Effect of ARR and Year on Occupancy Rate

Finally, the occupancy rate was compared between hotels that had more FIT guests and hotels that relied more on Group business across the three recession periods. The occupancy rate for hotels that had a higher percentage of FIT guests (71.71%) was significantly lower ($F=28.839$, $\text{sig}=.000$) than the rate for hotels with more Groups (76.42%). In addition, there was a significant interaction effect between hotel mix and year. Figure 1b illustrates that the hotels with a higher percentage of FIT guests had less of an impact from the recession in 2008, with the occupancy rate remaining relatively stable over the three recession stages. However, the occupancy rate for the hotels with a higher percentage of Group business dropped sharply from 2005 to 2008, and then rebounded sharply from 2008 to 2011.

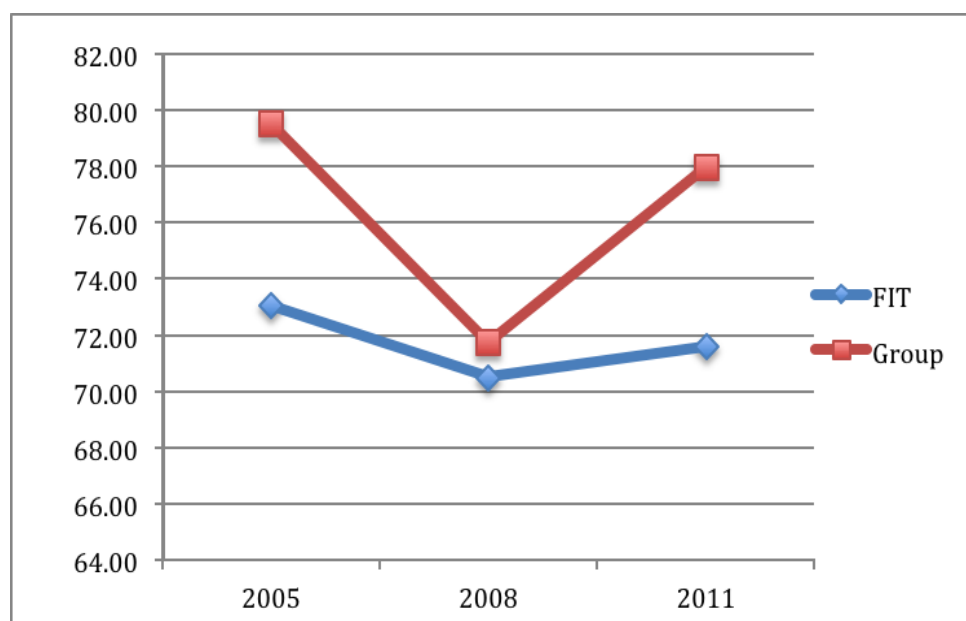


Figure 1b. Effect of Hotel Mix and Year

CONCLUSION

Overall, the international tourist hotels (ITHs) in Taipei fared well through the recession. The average occupancy rate fell only 5% and the REVPAR stayed about the same from 2005 to 2008. ARR and the number of employees per room actually increased during that same time period, and there was only a net change of -2 hotels in the market. All of the operating variables showed marked increases from 2008 to 2011, indicating that the ITHs are resilient and that there is price integrity in the market, probably due (in part) to the fact that the monthly data for individual hotels is published on the Tourism Bureau's web site. However, it should be noted that there was a problem for the highest rate category – occupancy rate continued to decrease from 2005 to 2008 to 2011. The market seems to be more price elastic since the recession. It looks like the next to highest category (2836-3740) still attracts a large number of visitors, but the reservation price for the upscale market segment is in the 3700 range. Unfortunately, profitability data was not available to determine if the hotels were cost efficient through the recession period. The fact that the number of employees per room did not change significantly in response to changes in occupancy rate could suggest that there could be some problems in terms of profitability, but the cost efficiencies could have been offset by the fact that the ARR actually increased. Finally, there was a significant difference between higher FIT and higher Group hotel mixes. The occupancy rate for the higher Group hotels was better overall, but they were impacted more by the recession.

ECONOMIC IMPACT OF VISITOR CONSUMPTION THROUGH FERRY SERVICE BETWEEN KIEMEN, TAIWAN AND XIAMEN, CHINA

Ya-Yen Sun

Department of Kinesiology, Health and Leisure Studies
National Kaohsiung University

Hui-Lung Yu

Department of Shipping and Transportation Management
National Kaohsiung Marine University

Jhih-Sian Sun

Department of Shipping and Transportation Management
National Kaohsiung Marine University

ABSTRACT

Commence, transportation, and tourism between Mainland China and Taiwan plays a critical role in influencing the economic development of two sides. The "Mini-Three Links" policy (MTL) allows cross-strait ferry services between selected areas of Taiwan (delimited to Kinmen, PengHu and Matsu islands) and Mainland China (delimited to Xiamen city and Fuzhou city) for the direct postal, transportation and trade since 2001. Among these MTL regions, Kinmen and Xiamen are the main gateway communities in terms of transaction volume and visitor numbers due to their geographic proximity. The purpose of this study is to estimate the economic impact associated with Kinmen-Xiamen ferry services by looking into the expenditure patterns of ferry passengers and their associated influences on the Taiwan's economy using the Input-Output (IO) model. Based on the visitor surveys and expert interviews, the MTL ferry passenger's per-capita spending is around US\$633 per person per trip for an average length of stay of 5.34 nights. For a total MTL visit of 179,531 in 2010, the overall spending to the Taiwan's economy through this ferry service is estimated to be US \$113.71 million, supporting \$178.88 million direct sales, 3,136 non-full time equivalent jobs, \$44.93 million personal income and \$2.68 million tax dollars in terms of direct and indirect effects. The top three benefited sectors are the lodging sector, retailing, and food & beverage services. While cross-strait direct flights begins to expand its market since July 2008, the increase on the number of harbors and the frequency of daily services for the cross-strait passenger shipping may assist the MTL to remain its competitiveness and enlarge its potential market, from which the capacity usage rate will be benefited as well as the local economy.

THE AUGMENTED CONVENTION OFFERING: THE IMPACT OF DESTINATION AND PRODUCT IMAGES ON BENEFIT ACQUISITION

Makarand Mody

School of Hospitality & Tourism Management
Purdue University

Susan Gordon

School of Hospitality & Tourism Management
Purdue University

Xinran Lehto

School of Hospitality & Tourism Management
Purdue University

Siu-Ian (Amy) So

Faculty of Business Administration
University of Macau

Mimi Li

School of Hotel & Tourism Management
The Hong Kong Polytechnic University

ABSTRACT

INTRODUCTION

The continued liberalization of industries and economies across the globe via eroding trade barriers and travel restrictions has led to a significant growth of the global meetings, incentive, conventions/conferences, and exhibitions/events (MICE) industry (de Lara & Siew Har, 2008), as evinced in the more than 400,000 conferences and exhibitions held each year, with a total annual outlay of around US \$280 billion (International Congress and Convention Association, 2008, as cited in Wan, 2011). This remarkable growth has been particularly apparent in Asia; in 2008, “Asia was ranked third highest for conventions after Europe and North America” (Union of International Associations, 2008, as cited in Wan, 2011, p. 130), with the cities of Singapore, Seoul and Tokyo among the top 10 international meeting cities in 2010 (Fischer, 2011).

In order to benefit from the significant economic impact resulting from the dual spending of MICE participants in their roles as attendee and visitor, cities and countries have attempted to identify key success criteria and attributes to enhance convention participation (Go and Govers, 1999). Additionally, convention attendees are also seen as opinion leaders who influence others about a country or region and its offerings (Volkshandel, 1984, as cited in Zhang, Leung, & Qu, 2007). However, despite recognition of the need to understand the MICE traveler, much work in the convention marketing literature has been conducted from the perspectives of meeting planners and decision makers (Yoo & Weber, 2005). Given the voluntary nature of MICE participation, the attendee is likely to have a similar pattern of decision making to that of a consumer choosing a product to satisfy his or her need (Yoo and Chon, 2008); and it is this process that must be understood by convention marketers. This fundamental recognition provides the underlying rationale for our study, in which we sought to examine the convention product for the regions of Macau and Hong Kong from the attendee’s perspective. To that end, we developed a conceptual framework - “The Augmented

Convention Offering Model” by integrating two strands of literature from the fields of marketing and international business (Figure 1). The first part of our model was informed by research on Product-Country Image (PCI), while the second part followed from Gronroos’ (2000) work on the Augmented Service Offering (ASO).

Based on a review of extant literature in these two areas, we postulated the following hypotheses to empirically assess the model:

H₁: A favorable image of the convention destination positively impacts attendees’ perceptions of the convention product.

H₂: A favorable image of the convention product positively impacts attendees’ perceptions of the benefits acquired from participating in the convention. More specifically,

H_{2a}: Favorable perceptions of core services positively impact attendees’ perceived professional benefits.

H_{2b}: Favorable perceptions of facilitating services positively impact attendees’ perceived professional benefits.

H_{2c}: Favorable perceptions of supporting services positively impact attendees’ perceived personal benefits.

H_{2d}: Favorable perceptions of augmented services positively impact attendees’ perceived personal benefits.

METHOD

A survey measuring attendee perceptions of convention destination image, service offerings, and motivations to attend was developed for the purpose of the current study. A total of 789 intercept surveys were conducted in Macau, and 939 intercept surveys were conducted in Hong Kong at several conventions held in November and December of 2010. Because the study was focused on understanding only Chinese convention attendees’ perceptions, we used the responses from non-Chinese attendees for an initial Exploratory Factor Analysis (EFA) to determine the underlying dimensions of the constructs of our model. The EFA resulted in the elimination of one variable from the image construct, four variables from the augmented service offering constructs, and two variables from the benefits constructs, leaving 21 variables across the seven constructs. We then used responses from Chinese attendees only (391 for Macau and 492 for Hong Kong) for Structural Equation Modeling (SEM). We conducted multiple group analysis using SEM with Maximum Likelihood Estimation (MLE) to simultaneously estimate the Macau and Hong Kong models. While providing indications of fit for the overall model, multiple group analysis allowed estimation and comparison of structural parameters separately for the two destinations.

FINDINGS

We used Anderson and Gerbing’s (1988) two step approach to SEM, which employs Confirmatory Factor Analysis (CFA) followed by the structural model. Initial data screening indicated that none of the assumptions of SEM were violated. For the CFA, while the Chi-Square test results were significant for two of the three models (we tested each part of our overall model separately: destination image, the augmented service offering, and benefits acquired), the approximate fit indices (IFI, TLI and CFI > 0.90 and RMSEA < 0.10) all indicated an acceptable fit of the models to the data. Given the large sample size, the Chi-Square test was likely to be significant, and hence we proceeded with the structural modeling.

Based on the hypotheses presented above, we tested the following model via SEM:

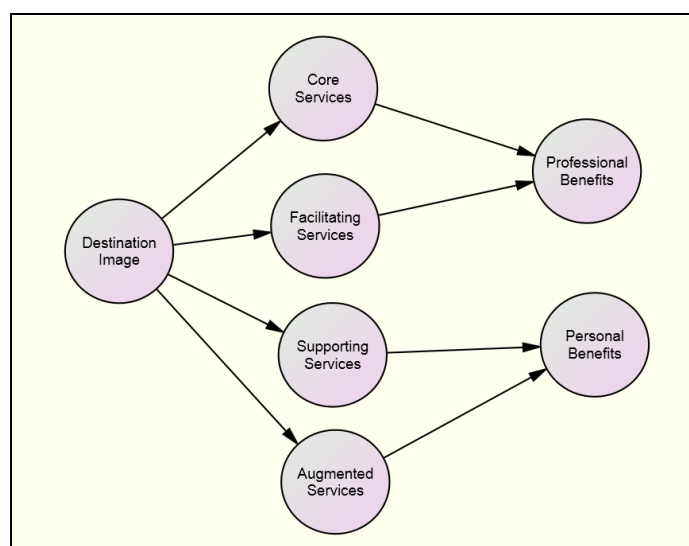


Figure 1: Hypothesized Structural Model - The Augmented Convention Offering

The fit of the above model was only marginal (Chi-Square 1154.160, df=360, $p=0.000$; IFI =0.891; TLI=0.859; CFI=0.890; RMSEA=0.05). Additionally, an analysis of the parameter estimates indicated an anomaly in that the relationship between facilitating services and professional benefits was insignificant in the case of Hong Kong ($p=0.137$) and insignificant and marginally negative in the case of Macau ($p=0.461$). Hence, we made an adjustment to the model, consistent with Gronroos' (2000) assertion that facilitating services support the core services in that they are required for the customer to use to the core product. Therefore, we hypothesized that facilitating services impact professional benefits indirectly through the core services. This change was supported by an examination of the model modification indices.

The revised model indicated a significantly better fit to the data (Chi-Square 1084.504, df=360, $p=0.000$; IFI =0.901; TLI=0.871; CFI=0.899; RMSEA=0.048). Additionally, the indirect path for the relationship between facilitating services and professional benefits was now significant and positive for both Hong Kong and Macau, indicating that facilitating services do indeed, support the core services in meeting professional benefits desired from convention participation. The parameter estimates for the two destinations are presented in Table 1 below:

Table 1. Unstandardized Parameter Estimates for Structural Model

Parameter	Hong Kong		Macau	
	Estimate	p-value	Estimate	p-value
Image -> Facilitating	.801	***	.415	***
Image -> Core	.278	.012	.362	***
Image -> Augmented	.640	***	.284	***
Image -> Supporting	.928	***	.887	***
Facilitating -> Core	.756	***	.337	***
Core-> Professional	.376	***	.246	.002
Augmented-> Professional	.368	***	.422	***
Augmented-> Personal	.349	***	.227	.040
Supp-> personal	.284	***	.299	.003

*** indicates significant estimates at the 0.0001 level

IMPLICATIONS

The Augmented Convention Offering Model tested in this study confirmed our hypotheses that a favorable destination image positively impacts perceptions of the convention product, which in turn result in favorable perceptions of the benefits acquired through convention participation. From a theoretical standpoint, we successfully integrated two related strands of research from the marketing and international business literatures and empirically test a comprehensive model of the destination convention product. From a practical standpoint, our research indicates the need for destinations to coordinate their convention promotion activities with the more general national/regional destination marketing to maximize the synergies to be obtained through such integration. As highlighted by Jaffe and Nebenzahl (2006), “what motivates consumer behavior is not the “true” attributes of products but rather mental images in the minds of consumers” (p. 15).

A STUDY OF INTERNATIONAL TOURISTS' PERCEPTIONS OF FOOD ATTRIBUTES IN TAIWAN

Fu-Sung Hsu

Division of Hospitality Management & Education
Dept. of Human Development & Family Studies
National Taiwan Normal University
&
Department of Food & Beverage
Taipei College of Maritime Technology

Chen-Tsang (Simon) Tsai

Department of Food and Beverage Services,
Tainan University of Technology

Hung-Che Wu

Faculty of Hospitality and Tourism Management,
Macau University of Science and Technology

ABSTRACT

The purpose of this research was to examine Taiwanese food attributes from the perspective of international tourists. The questionnaire was distributed to 180 tourists in the departure hall of Taiwan Taoyuan International Airport. The number of returned questionnaires was 168 and the usable data was 150. The results revealed that there were many strong points in Taiwanese food, such as *tasty*, *inexpensive*, *unique*, *fresh*, *attractive*, *healthy*, and *edible*. In term of cost, international tourists seemed to enjoy low cost of food. Today, Taiwanese cuisine is the fruit of a long, continuous process of evolution and innovation. Taiwanese cuisine may be effectively differentiated from other Asian cuisines by positioning itself as providing unique food along with the emphasis of its *tasty*, *unique*, *attractive*, and *healthy* attributes. Implications, limitations and directions for future studies are discussed.

THE RELATIONSHIPS AMONG EMPLOYEE PERSONALITY TRAITS, SERVICE ATTITUDE AND SERVICE BEHAVIOR IN THE LEISURE FARM

Chien-Wen Tsai

Department of Hotel Management
Ming-Hsin University of Science and Technology,

Jo-Ping Lee

Graduate School of Tourism and Hospitality Management
National Kaohsiung University of Applied Sciences

Shiou-Li Huang

College of Management
Yuan Ze University

Mei-Shiue Lee

Department of Hotel Management
Ming-Hsin University of Science and Technology,

Chen-Hui Wu

College of Management
Yuan Ze University

Ya-Ting Zhuang

Department of Hotel Management,
Mingsin University of Science and Technology,

ABSTRACT

INTRODUCTION

Leisure farms have started a new era for agriculture and offered people plural recreation opportunity in Taiwan. Because leisure farms are a part of service industry, it should offer customer satisfied service quality and then, would be more competitive than others on this market. The forefront employees influence service quality and are the most important factor of managing success or failure to expose to the customer, so, the attitude and behavior that staff can control and show, play a very important role in the customer's service quality cognition. So, whether recruit suitable staff, become main center on the leisure farm human resources development tactics.

In human resources management, we can utilize the personality traits to predict the service behavior of individuals in the specific environment. Whether leisure farm practices can regard personality traits as the hint to predict applicant's future attitude and behavior, and take it as a tool to choose staff with good service, then, use to improve its competition advantage, become a very important research problem.

The purpose of this study is to investigate the relationships among the employee personal traits, service attitude and service behavior. After literature reviewing and several meetings with leisure farm operators, empirical model and hypotheses are established. The study employs the questionnaires to conduct an investigation for employees in leisure farms so as to collect information.

METHOD

This research takes its sample from leisure farms in the regions of Taiwan, and uses the convenience sampling method to select 46 leisure farms' employees (employees that have first-line contact with customers) as targets of questionnaires. 931 questionnaires have been mailed out, and 281 have been returned. The questionnaire return rate is 30%. Minus 93 voided questionnaires that have incomplete responses, there are an effective 188 questionnaires. The effective return rate is 20%.

This study defines personality traits in terms of internal or external control, and also uses the Items from the Work Locus of Control Scale proposed by Spector in 1988 as this study's questionnaire. Dimensional assessment consists of 8 questions for internal control, and 8 questions for external control. This research uses the findings of Parauraman, Zeithal and Berry (1994) as the base, with reference to the service attitude scale based on the three major dimensions of realization, emotion, and behavior, as devised by Larsen et al. (1991), and the Cronin and Taylor (1992) SERVPER scale edited by Chen(1999), and also made appropriate changes to the original scales in accordance to the characteristics of the leisure farm industry, resulting in a 28-question evaluation scale for leisure farm service personnel's service attitude. This research uses the "customer orientation service behavior scale" developed by Lance and Stephen (1997) to measure leisure farm personnel's service behavior. Expert opinions are also consulted to appropriately adjust the original scales according to the industrial characteristics of leisure farms to ensure that the scales are compatible with the content. Dimensional assessment consists of 3 questions for role-prescribed service behavior, 3 questions for extra-role service behavior, and 5 questions for cooperativeness.

This study's reliability verification of each dimension uses the Cronbach α coefficient and item to total correlation to evaluate internal uniformity and inspect concentration level between variables. After omitting some items, reliability score for personality traits is 0.70-0.84; 0.70-0.80 for achievement motivation; 0.77-0.94 for service attitude; and 0.80-0.92 for service behavior. These are considered acceptable reliability scores.

FINDINGS

There is much concrete evidence that indicate the effects of internal control personality traits and achievement motivation on personal character, attitude, and behavior. Individuals with higher achievement motivation tend to set higher personal standards, and thus have higher levels of determination and diligent performance relative to individuals with low achievement motivation, are more willing to accept challenges, emphasize more on completion of work, and are more competitive. Specific attitudes can predict specific behavior, and this study also discovers that service attitude can predict service behavior. Personality traits and achievement motivation will further affect service behavior through the intermediary effect of service attitude.

CONCLUSION

Verified results from this study show that personality traits and achievement motivation are truly important indicators of service attitude and service behavior. Therefore, if employees' personal characteristics are inclined towards internal control and that they also have higher achievement motivation; they will perform better in terms of service attitude and the resultant service behavior. We recommend that the human resource management of employers need to be service-focused, and that when recruiting employees, recruit more service-oriented individuals (Frei and McDaneil, 1998), putting an emphasis on individuals inclined towards internal control and have high achievement motivation. Recruiting this type of appropriate personnel can increase the competitiveness of leisure farms, and constitute a human resource management strategy that is very much worth it for employers to pay attention to.

THE RELATIONSHIP BETWEEN COACHES LEADERSHIP STYLES AND ATHLETIC IDENTITY IN PLAYERS SELECTED SPORT TEAMS IN UREMIA UNIVERSITY

M. Moharramzadeh

Associate sport management in physical Education
Dept of Urmia University

Mahmoud . aghaei

MA sport management students in physical Education
Dept of Urmia University

Seyyede M. Miry

MA sport management students in physical Education
Dept of Urmia University

Farideh . Hosainzadeh

MA sport management students in physical Education
Dept of Urmia University

Sakineh.Haghparast

MA sport management students in physical Education
Dept of Urmia University

ABSTRACT

INTRODUCTION

The success of any sport team depends on several factors, it's the most important elements that influence productivity and success of the team is the coach. Because in the Organizations and Particularly in team sports, the role of the Coach is so vital that determines the destiny of the team. On the other hand Effective leadership in sports depends on the roles and functions that meet the need of athletes and teams to achieve their goals. (Hosseini Kshtan86)Leadership style is considered as an important factor for the success of a team. (Rainer Martnz 85)Researchers who study about leadership style have decided that leadership necessarily involves two general styles and democratic style. The foundation of this research is also based on these two, which affects the identity of the subjects gradually.(Arab Jebel Amel 88)In this study we need to find that which style has a positive and which has a negative effect on the identity of students.

METHODOLOGY

The research method is descriptive correlation. This research elected member of the sports teams of Uremia. N=88.Total number of non-random sampling. In this study, two questionnaires were used as research tools. Leadership in Sport Questionnaire (Chladvray and saleh1980) is used to study the behavior of coaches in deferent dimensions of democratic, authoritarian, education and training. Internal consistency of this questionnaire In 3 sub-scale Through Cronbach's alpha test respectively is reported 79%, 78% and 84%. AIMS is the second questionnaire scale Made by Chzlak, analyses the dimensions of social identity, social exclusion, identity, unaffected by positive and negative impact on the quality checks. This internal consistency using Cranach's alpha coefficient is $r = 87\%$. Findings: there is positive relationship between the Democratic leadership style and social identity, social exclusion, identity and positively affected. But there is no significant relationship between negative

affection with democratic leadership style. There is significant positive relationship between Authoritarian leadership style and social identity and social exclusion and their identity. But there is no significant relationship between the authoritarian leadership style with positive and negative effects associated. As can be seen in Table 1 between the styles of leadership training and instruction with all Identity categories of Sport, Positive and significant correlation exists.

Table 1: the relationship between leadership style and practice of athletic identity

Dimensions of athletic identity	Pearson correlation coefficient	Significant level
Social	0.24	0.05
Social exclusion	0.48	
Its identity	0.40	
Unaffected by positive	0.31	
Unaffected by the negative	0.55	

As you see in the above table Alpha value of the social dimension, social exclusion, identity and positively affected is less than 0, 05, It can be said that statistically there is positive relationship between the Democratic leadership style and social identity, social exclusion, identity and positively affected. But given that the alpha value of unaffected by the negative is more than 0, 05, there is no significant relationship between negative affection with democratic leadership style.

CONCLUSION

Pearson correlation coefficient test results showed that there is significant relationship between Democratic leadership style with all aspects of athletic identity, except Unaffected by the negative that is in accordance with Robbins findings and not matches with Golbahar .Kaltr(2002) showed that the Democratic leadership in both quality and quantity of work shows better results .These are more consistent with findings of GulSanam Lou 1387 and teryVhav 1984 . The findings showed that between Education and training leadership style with all components of athletic identity significant positive relationship exists. So from the player's point of view, coaches try to use technical and tactical exercises on individuals and teams. The democratic style is rarely indicated that less coaches to allow players to participate in decisions pertaining to group goals and methods to achieve their goals.

EFFECTS OF FOOD NEOPHOBIA AND ATTITUDE TOWARD CONSUMING UNFAMILIAR CUISINE

WooMi Jo Phillips

Department of Apparel, Design, and Hospitality Management
North Dakota State University

Amelia Asperin

Department of Apparel, Design, and Hospitality Management
North Dakota State University

Kara Wolfe

Family and Consumer Sciences
Bradley University

ABSTRACT

INTRODUCTION

The introduction and popularity of ethnic food has been a constant restaurant trend since the early 2000's (Roseman, 2006). This is not surprising as diversity in the U.S. population (U.S. Census Bureau, 2010) continues to grow as well. Although restaurants are good vehicles for introducing ethnic flavors (and the culture that comes with them), there may be some challenges with regards to appealing to a market that may have little or no experience with foreign cuisine. Thus, the primary purpose of this study is to explore the effects of attitude and food neophobia, or one's reluctance to eat and/or avoid novel foods (Pliner & Hobden, 1992), on behavioral intentions regarding consuming unfamiliar food. To appropriately assess this for the Midwest population, we chose Korean food as the stimulus because the Midwest region only accounts for 7% of all Korean restaurants in the U.S. (KAFTC, 2008), showing that the region does not have much exposure to this cuisine. In addition, a survey by the National Restaurant Association classified Korean food as "adventurous and spicy" (Mills, 2000), which makes it a suitable stimulus for assessing food neophobia. Results of this study and succeeding research projects can provide guidance for ethnic restaurant owners who want to enter a new market, particularly when that market may already be replete with more familiar ethnic cuisines such as Italian, Mexican, or Chinese.

Food neophobia is influenced by socio-demographic characteristics such as culture, age, gender, education, economic and social environments (Tourila, Lähteenmäki, Pohjalainen, & Lotti, 2001; Flight, Leppard, & Cox, 2003; Olabi, Najm, Baghdadi & Morton, 2009). Individuals who are highly neophobic tend to avoid or reject new foods, while individuals who are highly neophilic are more likely to accept new and unfamiliar foods. Previous research has shown that exposure to diverse foods, familiarity, nutritional information, and positive experiences generally increase food neophilia and decrease food neophobia (Otis, 1984, Pelchat & Pliner, 1995; McFarlane & Pliner, 1997; Teraski & Imada, 1988). Pliner and Hobden (1992) developed a 10-item Food Neophobia Scale (FNS) to measure an individual's level of food neophobia/neophilia. The scale has been utilized for effectively measuring reaction to unfamiliar foods (Arvola, Lähteenmäki, & Tourila, 1999; Hursti & Sjöden, 1997; Raudenbush & Frank, 1999). The current study applies the FNS in assessing a potential target market's reaction not only to specific unfamiliar food items, but to an unfamiliar cuisine in general.

Attitudes are often used to predict consumer behavior (Fishbein & Azjen, 1975), because they can be strong predictors of intentions (Ajzen & Fishbein, 1973; Ajzen & Fishbein, 1977). Attitudes are affected by beliefs (Ajzen & Fishbein, 1973); however, they

can also be influenced by other variables. Ajzen and Fishbein (1973) stated these “external” variables can affect intentions, only if they influence attitude or normative components. General attitudes toward food, such as food neophobia could affect more specific food attitudes. Correspondingly, ethnicity and culture can influence food preferences (Rozin, 1990).

METHOD

The 10 statements from the Food Neophobia Scale (FNS) (Pliner and Hobden, 1992) were used to measure the level of respondents’ food neophobia. The respondents indicated their level of agreement for each statement (i.g., I am constantly sampling new and different food) on a five-point Likert scale (1= strongly disagree, 5 = strongly agree). Respondents’ attitude towards consuming the unfamiliar Korean food was measured by adopting and modifying three semantic differential scale (anchored at -3 to +3) items from Ajzen (1988, 1991). They were presented as “All the things considered, consuming Korean foods would be _____” (Not enjoyable, Unpleasant- Pleasant, Bad-Good). Also three items were included to measure respondents’ intention to try Korean food, again adopted from Ajzen (1991). Respondents indicated their agreement on following three items, “I (would like / will / intend to) to try Korean food in the near future” on seven-point Likert scale.

A group of undergraduate students in a senior capstone course in a hospitality program at a major Midwest university collected the data for a course project. An online survey link and a paper survey were developed for this study. The students had options to collect the data by sending the online survey link in email messages or posting on their Facebook page, handing out the paper surveys, or combining all three methods. Through the bi-modal method of collection, 378 useful surveys were collected and used in the analysis. In order to ensure that there is no significant differences between the data from the two methods, the mean score for demographic variables and other major variables were investigated, and no significant difference at the $p = .05$ level was found.

To analyze the data, the two-step process recommended by Anderson and Gerbing (1988) was performed using AMOS. Data was first investigated for verifying the consistency of all measured variables with hypothesized latent variables by a confirmatory factor analysis (CFA). Through this process, reliability and validity of all measurements and the overall measurement model fit were inspected. Once the measurement model was established from this first step, the hypothesized paths among constructs were examined by conducting a structural equation model (SEM).

FINDINGS

Descriptive statistics showed that of the 378 respondents, most were female (64%), single (60%), young (58% under 25 years of age), and Caucasian (92%) with low income (39% earning less than \$25,000 annually), and at least a two-year post secondary degree (56%). Most of the respondents were from the upper Midwest states such as Minnesota, North Dakota, South Dakota, Wyoming, and Montana.

The measurement of model was investigated from assessing the model fit, reliability, construct validity and model fit indices. A 16-item (10 food neophobia, 3 attitude, and 3 intention), three-dimension covariance structure model was estimated. The composite reliability for each construct was assessed by the Cronbach’s alphas, ranging from .91-.95 (Table1) and meeting the suggested cutoff of .70. (Anderson and Gerbing, 1988). In addition, all loadings between the observed variable and latent variable were significant, ranging from .56 to .98. These results indicated that the multiple observed items accurately measured each construct, thus confirming the convergent validity. The average variance extracted (AVE) was compared with the squared correlations for each construct to assess the

discriminant validity. All squared correlations were smaller than the AVE, confirming the discriminant validity (Fornell and Larcker, 1981). The Chi-square was significant ($\chi^2 = 317.52$, $df = 92$, $p < .001$). Other fit indices indicated that the model fits the data reasonably well (NFI = .94, CFI = .96, RMSEA = .081) (Byrne, 2001).

Table1. Correlation, Mean, and Reliability

	Neophobia	Attitude	Intention	Mean	S.D.	Cronbach's α	AVE
Neophobia	1			4.89	1.28	0.91	.50
Attitude	.60(.36)**	1		1.10	1.59	0.94	.85
Intention	.64(.41)**	.70(.49)**	1	4.80	1.57	0.95	.86

** $p < .001$

A structural equation model (SEM) with a maximum likelihood method was performed to test each proposed path. The SEM fit indices ($\chi^2 = 317.52$, $df = 92$, NFI = .94, CFI = .96, RMSEA = .081) were identical as in the measurement model, which again confirmed that the SEM model fits the data well. The SEM results showed that all three independent variables have significant positive effects on their corresponding dependent variables, thus all proposed paths were supported. Food neophobia has a strong positive influence on respondents' attitude toward consuming Korean food ($\beta_{FNAT} = .69$, $t = 14.27$) as well as on the intentions to try Korean food in near future ($\beta_{FNINT} = .49$, $t = 8.87$). In turn, the attitude toward consuming Korean food influences the intentions to consume Korean food ($\beta_{ATINT} = .35$, $t = 6.67$).

In order to investigate the mediation effect of attitude between food neophobia and intention, the indirect effects were assessed. The test results indicated that attitude mediates the relationship between food neophobia and intention to try Korean food. This means that food neophobia influences respondent's intention through their attitude by the amount of mediation or the indirect effect (.24).

Table 2. Direct effect, indirect effect, and total effect

Path	Direct Effect	Indirect Effect	Total Effect
Food Neophobia → Attitude	.69	.00	.69
Food Neophobia → Intention	.49	.24	.74
Attitude → Intention	.35	.00	.35

DISCUSSIONS AND CONCLUSION

Researchers have found inconsistent findings concerning the relationship between attitudes and behaviors. Due to that, Ajzen and Fishbein (1973) recommended that instead of trying to change general attitudes toward something, that marketers and researchers target more specific attitudes to a specific behavior. In relation to the current study, although food neophobia in general (i.e., towards any type of new food) significantly affects intention to consume Korean food, its effect is amplified when the specific attitude towards consuming Korean food in particular is taken into consideration. Since food neophobia is a global trait, it may be very difficult for restaurateurs to change or influence the potential consumer's willingness to try unfamiliar Korean food without providing an opportunity for the consumer to develop a positive attitude towards consuming the food. That is, educating the consumer about Korean food specifically may increase their propensity to sample the food. Practical ways in which this could be done include providing parallels between Korean food items and food that they may already be familiar with. For example, likening Korean kimchi (seasoned

and fermented napa cabbage) to German sauerkraut (also fermented sour cabbage) as a side dish or condiment may help the consumer understand the food's role in the meal pattern. Similarly, providing parallels between Korean food items and other popularly accepted ethnic food may be helpful. For example, showing the similarity of Korean kimbap to Japanese sushi, galbi to American barbecued ribs, or japchae to pad Thai or lo mien.

THE ANTECEDENTS OF RESTAURANT EMPLOYEES' PERFORMANCE OF EMOTIONAL LABOR IN THE FINE DINING RESTAURANTS

Heidi H. Chang

Department of Hospitality Management
I-Shou University

ABSTRACT

The objectives of this study are to investigate the antecedents of restaurant employees' performance of emotional labor in fine dining restaurants, and to examine the relationship among organizational characteristics, individual attributes, emotion interaction expectations, and restaurant employees' emotional labor. Emotional labor theory and affective events theory were utilized to develop the research model and to discuss the research findings. Questionnaires were distributed to fine dining restaurants in the US and in Taiwan. The results of the study indicated that many organizational characteristics (such as restaurant types, job roles, and incentives), individual characteristics (such as gender, work experience, certain types of personality traits), and perceptions about interaction expectations (such as frequency, intensity and duration of the interaction expectations) had influences on restaurant employees' performance of emotion management in the form of either changing their emotional displays (i.e., surface acting) or modifying their inner feelings (i.e., deep acting). Implications of emotional labor in the foodservice industry are discussed.

THE MOTIVATIONAL, PSYCHOLOGICAL AND SOCIO-CULTURAL FACTORS AFFECTING TOURIST FOOD CONSUMPTION

Athena H.N. MAK

Department of Tourism, Recreation and Leisure Studies
National Dong Hwa University

Richard C.Y. CHANG

Department of Tourism
Providence University

ABSTRACT

Food consumption plays an indispensable role in the overall tourist experience; however, it has been largely neglected in the academic discourse in tourism (Cohen & Avieli, 2004). Hence, existing knowledge regarding tourist food consumption behaviour have remained sketchy (Hjalager & Richards, 2002). Accordingly, this study attempted to investigate the motivations, psychological and socio-cultural factors affecting tourist food consumption, and to examine the relationships between these factors.

This study adopted the pragmatism paradigm which is flexible and allows the mixing of methods, thus, enabling the researcher to consider the philosophy adopted as a “continuum” rather than as polar opposites (Saunders, Lewis, & Thornhill, 2009). The philosophical underpinning of pragmatism allows for “multiple lenses” to meaningfully examine the phenomenon under investigation, which may not be addressed effectively using a singular method (Pansiri, 2005). In this light, a two-stage mixed method research design was adopted, which consisted of two qualitative methods (Stage One – semi-structured interview and repertory grid interview) and one quantitative method (Stage Two – questionnaire survey).

In Stage One, by drawing on an extensive multidisciplinary literature review and the findings of a series of semi-structured interviews, five critical psychological and socio-cultural factors affecting tourist food consumption were identified: (1) motivational factors, (2) food-related personality traits, (3) socio-cultural factors, (4) exposure and past experience, and (5) trip characteristics. The repertory grid interview (RGI) was then employed to further explore the motivational factors of food consumption in tourism. The RGI served as a method of inquiry to enable respondents to present their own “constructs” of interpreting the world in a form that can be understood and communicated (Kelly, 1955). Generalised Procrustes Analysis (GPA) was applied to examine the RGI data. GPA is an inventive combination of Procrustes rotation and analysis of variance, which allows the analysis of aggregate data from participants using their own set of vocabularies to characterise a common set of elements (Jaeger, Rossiter, & Lau, 2005). The findings of the semi-structured interviews and RGIs together yielded 14 motivational factors which provided the basis for the development of an instrument to be used in the questionnaire survey in Stage Two.

The survey findings in Stage Two uncovered the underlying dimensions of the motivational factors. In total, seven factors were identified: (1) *Novelty and Variety*, (2) *Authentic Experience and Prestige*, (3) *Interpersonal and Culture*, (4) *Price/value and Assurance*, (5) *Health Concern*, (6) *Familiarity and Eating Habit*, and (7) *Sensory and Contextual Pleasure*. The findings identified *Sensory and Contextual Pleasure* as the most important factor among all the 7 motivational factors (with the highest grand mean of 5.67), followed by *Price/value and Assurance* (grand mean 5.56) and *Authentic Experience and Prestige* (grand mean 5.21). Valentine (1999) pointed out that much of the tourism literature

has ignored the “bodily pleasure” to be derived from eating; the present findings provided evidence to support the significance of sensory pleasure in food consumption in tourism. The findings also demonstrated that tourists needed to seek “assurance” in their dining experience, specifically in terms of price, food taste and quality of restaurant. The importance of the desire to seek authentic dining experience is also confirmed by the results. It was also found that “authentic experience” is closely related with prestige-related motives. While tourists were found to be motivated to sample authentic local foods, they also desired to dine in famous restaurants and to try out well-known foods/dishes in the destination. In this sense, the desire to seek authentic as well as famous/well-known dining experiences is analogous to visiting a famous landmark in a destination.

The effects of the psychological and socio-cultural factors on the various motivational factors were also validated. Cultural influence, food-related personality traits (including food neophobia and variety-seeking tendency), exposure and past experience, socio-demographic factors and trip characteristics were found to have exerted different influences on the motivational factors. For instance, tourists with a larger “cultural distance” (McKercher & Chow, 2001) displayed a higher propensity to seek *Authentic Experience and Prestige* in their food consumption experiences. Tourists who were more food neophobic showed a lower level of desire to seek *Novel and Variety*. High variety-seeking tourists tended to be more motivated by the *Novelty and Variety* and *Sensory Contextual Pleasure* factors. Female tourists were found to attach greater importance in *Novelty and Variety*, *Authentic Experience and Prestige*, and *Sensory and Contextual Pleasure*. Tourists with a higher education background and those who belonged in the higher income group displayed a higher level of *Interpersonal and Culture* motivation. This suggested that tourists with a higher socio-economic status regarded travel dining experience as a means to accrue “cultural capital” (Bourdieu, 1984).

By synthesising the findings of Stage One and Stage Two, a model of factors affecting tourist food consumption was developed. The model explains the relationships between the psychological and socio-cultural factors and tourist food consumption. The model consists of five key constructs which affect tourist food consumption: (1) motivational factors (*Novelty and Variety*, *Authentic Experience and Prestige*, *Interpersonal and Culture*, *Price/value and Assurance*, *Health Concern*, *Familiarity and Eating Habit*, and *Sensory and Contextual Pleasure*), (2) food-related personality traits (food neophobia and variety-seeking tendency), (3) socio-cultural factors (cultural influence, gender, age, education, marital status, occupation, income, exposure and past experience), (4) exposure and past experience (past visitation), and (5) trip characteristics (purpose of visit, length of stay, travel companion, importance of food in the trip decision-making process).

This study offered a number of methodological contributions to the empirical analysis of food consumption in tourism. First, the study illustrated how the RGI can be applied in the study of food consumption in tourism. The RGI is recognised as an under-utilised method in tourism (Pike, 2003) and it has rarely been used in studies of the interplay between food and tourism. One of the major strengths of the RGI is that respondents are not forced to respond to constructs pre-specified by the researcher (Thomson & McEwan, 1988), thus, researcher bias can be significantly minimised. Second, the study also adopted GPA as an innovative technique in analysing the RGI data. While RGI lends itself as a useful method for “free choice profiling” research, analysing the grids in their aggregate forms can be time-consuming and tedious. The GPA technique provides an effective means to analyse the aggregate data in the form of a consensus map (Messina, et al., 2008). The combined RGI and GPA approach offered new methodological horizons for the study of food in tourism. Third, by adopting the pragmatism paradigm and employing three different methods (i.e., semi-structured interview, RGI and questionnaire survey), this study demonstrated how

“within-method triangulation” and “between-method triangulation” (Jick, 1979) can be achieved through a “mixed-method approach” (Bryman, 1984; Saunders, et al., 2009). As Bryman (1984) stated, the “mixed-method approach” enables the researcher to check the possible eccentricities of a particular method in order to discern whether any inherent bias is present.

FEASIBILITY STUDY OF VENDING MACHINE STYLE CAFETERIAS IN COLLEGE CAMPUSES

Chi-Yang Huang

Department of Hotel Management, National Kaohsiung University of Hospitality and
Tourism

Yao-Ling Liu

Department of Hospitality Management, I-Shu University

ABSTRACT

INTRODUCTION

The traditional service delivering relies heavily on food and beverage employees to build the connections between businesses and customers. Lovelock and Young (1979) indicated that in order to increase the revenue, one of the best ways is to enable customers to finish most of the delivering tasks by themselves, which is self-serviced. One of the examples is ATM. Similar concept can be applied to food and beverage services.

According to ICP (1996), there are 47% of people who eat-out for lunch regularly. People who eat-out for lunch during weekend also reached 36.9%. Average household who spend eating out has increased from NT\$36,600 in 1996 to NT\$44,430 in 2002. Due to the increasing of eating out population and the change of diet habit; accompanied by the increasing of double-income families; and adults who preferred remaining single, these factors have created tremendous impacts on the dining habit which promoted the foodservices that serve those eating out population.

College students represented part of the customers of businesses that serve regular eating out population and can't be ignored. Enormous numbers of students who travel far away from their hometown are in searching for foodservices regularly and spend quite amount of their allowance on food. However, most college students have limited budget and suffer from limited dining time between classes. Therefore, reasonable prices and convenience become major factors who affect their selection on foodservices. Therefore, whomever that can provide reasonable low price and convenient food service which may help college students to save time and money would be categorized as convenient service (Berry et al., 2002).

RESEARCH METHODS

Four hundred college students in southern Taiwan area were used as sample population to examine the feasibility of vending machine style cafeterias in college campuses. SPSS 10.0 were utilized in this study for statistical analyses. The purpose of this study was to examine the factors that affected the customers' acceptance of vending machine style cafeterias in college campuses.

Questionnaire was constructed with five dimensions included physiological, security, social, self-esteem, and self-actualization needs with totally 23 factors as independent variables and the question "I would like to see a vending machine style, self-serviced foodservice outlet to be established in the near future on campus." As dependent variable. Each question was assigned with scale one to five representing extremely disagree to extremely agree, respectively.

Five points Lickert's Scale was employed in this study to test the effects of physiological needs, security needs, social needs, self-esteem needs, and self-actualization needs on the feasibility of establishing vending machine style foodservice outlets of college students in southern Taiwan area.

CONCLUSIONS

Results indicated that the “self-actualization needs” had the most significant effect on the demand of such type of establishment (43%), followed by “self-esteem needs” (21%), “social needs” (17%), “physiological needs” (13%), and “security needs” (10%). These results explained that current college students are attracted to new technologies and curious about new things and trends. They are also pay great attention concerning the acknowledgement from peers which have fostered the impact on the demand of establishing vending machine cafeterias. Also, such type of establishment may assist service providers in saving labor cost while provide more efficient and higher quality services, which is related to “self-esteem needs” of students in obtaining service without waiting too long. Various new technologies can help businesses to offer better quality of services by lowering waiting time which is precious to customers, especially college students who often have less than an hour to finish their meals. However, students who participated in this survey expressed that even they are willing to obtain food services from vending machines; the taste and flavor of products are still one of their greatest concerns. Therefore, in order to attract modern college students to accept such type of food services. The five needs include social, physiological, security, self-esteem, and self- actualization need must be satisfied.

THE RELATIONSHIP OF CONSUMERS' EATING-OUT VALUES AND BRAND EQUITY IN CHAIN RESTAURANTS

Ching-Shu Su

Graduate Institute of Tourism and Hospitality Management, Jinwen University of Science & Technology

Yun-Wei Huang

Graduate Institute of Tourism and Hospitality Management, Jinwen University of Science & Technology

Sin-Bin, Angus, Chen

Graduate Institute of Tourism and Hospitality Management, Jinwen University of Science & Technology

ABSTRACT

In Taiwan, the market of franchised restaurants has become more and more competitive. In order to distinguish the restaurant from competitors, brand is an indicator that can make the customers more impressed and intend to revisit. In this study, taking the consumers of chain restaurants as the samples, the relationship between brand equity and consumers' eating-out value was explored. The types of chain restaurants include Chinese fast food, steak house, American style restaurant and Southeast Asian ethnic restaurant. Totally, there were 589 valid samples obtained. The questionnaires consisted of four sections which included customer perception of brand equity, consumers' eating-out values, customers' behavioral intention and the respondents' socio-demographic information. Statistical techniques conducted include descriptive statistics, exploratory factor analysis, correlational analysis and hierarchical regression. The results of this study suggested that brand equity had significant effect on consumers' eating-out value and customers' behavioral intention, and the mediating effect of consumers' eating-out value on brand equity and behavioral intention was supported. Finally, conclusion, practical implication, suggestions and research limitation were discussed.

THE EFFECT OF NUTRITION INFORMATION DISCLOSURE ON MENUS ON CONSUMER'S PRODUCT EVALUATION, SELECTION, AND WILLINGNESS TO PURCHASE

Han-Shen Chen

School of Diet and Restaurant Management,
Chung Shan Medical University

&

Department of Medical Management
Chung Shan Medical University Hospital

Tsuifang Hsieh

Department of Hospitality Management
Taiwan Hospitality & Tourism College

&

Department of Business Administration
National Dong Hwa University

ABSTRACT

INTRODUCTION

In 2010, about 80% of Taiwanese died with diseases caused by obesity including malignant tumor, heart disease, cerebrovascular disease, diabetes, high blood pressure, and nephrosis. The significant figure represents that obesity has become one of the critical issues when Taiwanese concern about living healthier in the future (The Department of Health, 2011). Nowadays, the growth of eating out population indirectly associates with the stress from workplaces and the degree of busyness. According to the report by The Nielsen Company in 2009, Taiwanese are the top five of groups who appear to eat out at restaurants more often than people in other countries. Apparently, eating-out is the major activity for the most of Taiwanese to fix their diet.

The more the consumer's dinning bill is increasing, the more the ratio of overweight and obesity is evolving into different segmentation such as children. The problems of overweight cause not only the related diseases to occur (for example, Type II diabetes, heart attack, and stroke) but also the negative effects to take place on consumers' health and wealth (CDC, 2004). According to Pereira et al. (2005), the Type II diabetes and obesity positively correlate with the consumers who purchase from fast food restaurants oftentimes and gain weights increasingly. In addition, the public health bill was passed by the United States of America in 2010 and indicated that food calories and nutrition ingredients must display clearly on the menus and labels when the chain restaurants or food suppliers have over 20 locations.

In 2008, Taiwan government brought the new labeling policy into action, that is, all package food need to indicate the nutrition ingredients. However, a menu's nutrition ingredients have not fully revealed in the restaurant industry. Exhibiting nutrition facts on restaurant menus provides many useful sources to consumers while selecting purchasing items. The important issues that associate with consumer's health, menu item selecting, and evaluating process are the keys to success in the future restaurant business.

The studies by Balasubramanian and Cole (2002) and Kozup et al. (2003) indicated that consumers may eat up more calories and unhealthy ingredients depending on the menu information offering to their customers. In fact, many consumers face the difficulty to choose a menu item due to lack of easily accessible about the information of calories and ingredients. Although many international chain restaurants show the information on their websites,

consumers may gain less on their perceived benefit in order to cover their search costs. As the results, most of consumers aware the nutrition facts of menu items based on the previous experiences and prior knowledge. As consumers cannot obtain memory-based information, they may catch the information providing by the decision context whether their diagnosticity is questionable (Menon et al., 1995).

In sum, consumers build their knowledge about the information of food calories and nutrition facts on the current and previous experiences (Raaij 1991; van Ryzin 2004). Thus, this study aims to explore how the information of nutrition facts and food calories on menus affects consumers on their behaviors of selecting menu items. To achieve this goal, the current study is guided by several research questions: a) whether the information of menu calories influences consumers on their evaluating of menu items, b) whether the information of menu calories and nutrition ingredients influences consumers on their evaluating of prior and future experiences, c) whether consumer's role playing in the purchasing process affects their motivation on searching nutrition ingredients, and d) whether providing unknown information of the attribute value affects consumers on their evaluating of food products in the prior, current, and future.

METHOD

Overall, this study is divided into two independent experiments. The first research design is to investigate the correlation between predicting calories and providing information to verify that the statement of low calories is the same as flavor of what consumers anticipate. The other one is concentrating on how the information of calories and nutrition ingredients stated by menus effects consumers on their current and future purchasing behaviors as well as their prime attitude and awareness. Both experimental studies are under the same circumstances. The difference between research design I and II is that the first one focuses more on consumer's current evaluation processes than on the prior or future purchasing behaviors.

The study sites selection are chain fast food restaurants, international and well-known, in Taiwan such as McDonald's, KFC, Mos Burger, and Pizza Hut. In this experimental study, the subjects are the customers who are over 18 years of age and having the meals in the restaurants. Before the study, the researchers need to address that the participants are voluntary and may dropout from the study anytime. A small incentive (coupons) is given upon experimental completion. The participants will be requested to response ten opened questions, which are related to their perceptions of menus calories, nutrition facts, and purchasing attitude. The ideal of this study is to collect approximately 250 samples for further analysis. Content analysis will be employed to analysis the gathering data. Accordingly, the outcomes of this study may provide valuable information to the department of health and restaurant industry for indicating the nutrition facts on the restaurant menus.

CONCLUSION

The outcomes of this study may provide valuable information to the department of health and restaurant industry for indicating the nutrition facts on the restaurant menus.

ECO-FRIENDLINESS AS A CRITICAL CRITERION FOR A RESTAURANT SPACE DESIGN-MODEL DEVELOPING WITH DEMATEL APPLICATION

Jeou-Shyan Horng

De Lin Institute of Technology

Sheng-Fang Chou

Division of Hospitality Management & Education
Dept. of Human Development & Family Studies
National Taiwan Normal University

Chih-Hsing Liu

De Lin Institute of Technology

Chang-Yen Tsai

Department of Hospitality Management
MingDao University

Shu-Hui Hsieh

Division of Hospitality Management & Education
Dept. of Human Development & Family Studies
National Taiwan Normal University

ABSTRACT

The green consume behavior research of a restaurant proved that customers had more interesting with an eco-friendliness restaurant. Some researchers discussed hospitality industry environment impact factors. Space design is one of the most important factors for sustainable environment management.

This study investigates the important composition of eco-friendliness by examining dimensions of restaurant space design from the expert's perspective. We presented a model of eco-friendliness assessment within the context of the DEMATEL method application and identified the 3 major dimensions of eco-friendliness (Energy efficiency, green experience and environment pollution). Results of DEMATEL show that "Green experience" dimension had significant influencing other dimensions of eco-friendliness, while "energy efficiency" is the influence given and received by other dimensions in restaurant space design. Overall, this study identified the relationships and interactions among 3 dimensions and 14 sub-dimensions of eco-friendliness, and filled the gap of traditional concepts of strategies which only is considered for direct effect or single direction of criteria.

ROAD TO A GREEN CHEF THROUGH HIGHER EDUCATION

Meng-Lei Monica Hu

Dept of Food and Beverage Management,
Jinwen University Science and Technology

Jeou-Shyan Horng

President & Professor
De Lin Institute of Technology

Chih-Ching Chris Teng

Dept of Restaurant, Hotel & Institutional Management
FuJen Catholic University

Wen-Bin Chiou

Institute of Education
National Sun Yat-Sen University

Chia-Dai Yen

Graduate Institute of Human Resource Management,
National Central University

ABSTRACT

INTRODUCTION

The main purpose of chef education focuses on teaching the skills and knowledge of how chefs display their contribution to restaurants. A number of studies have been conducted to measure employers' perspective on the quality of students' skills, based mostly on generic skills. However, the importance of energy and carbon reduction has been emphasized after the emergence of issues like oil crisis and global warming. It has become an essential competency for a moral chef.

From the 21st century, Chef's Collaborative, a coalition of 1,500 chefs, growers, and suppliers around the country, have committed to what they call sustainable cuisine, which promotes "Carbon cookbook" to fight the human contribution to global warming. It provides a rational method for neutralizing a company's contributions to global warming (Biddle, 2000). However, scientific evidence on explaining why chefs would display energy preservation and carbon reduction behavior is lack. Especially with respect to the feasibility of developing a chef's green dining preparation cognition and behavior through practical operations or what kind of model can be built into intern chefs' green cognition that incorporates their operation behavior?

This research presents two studies that demonstrate the exposure of green environment and recall the effect of prior behavior on individuals' green behaviors in order to find the appropriate way to establish chefs' green cognition through higher education. According to the theoretical review, we propose three hypotheses on the experiment.

Hypothesis 1: Merely exposure to the green environment makes individuals express more green dining preparation behavior.

Hypothesis 2: Recalling the immoral dining behavior makes individuals express more green dining preparation behavior.

Hypothesis 3: Merely exposure to the green environment moderates the effects of recalling immoral dining behavior and green dining preparation behavior.

METHOD

This research conducted two studies to illustrate the effects of priming and individuals' recollections of their past immoral behaviors on their green dining preparation behavior. Study 1 examined the priming effects of exposure on environmental education. Study 2 examined the effects of recalling one's own past immoral behavior on subsequent, explicit attempts at symbolizing one's moral self. According to the literatures, individuals who recalled their past immoral behavior would participate in more activities that symbolized the centrality of their moral selves (Aquino & Reed, 2002). This compensatory effect was inversely proportional to the moral magnitude of the recalled behavior. In comparison to a control condition, recalling one's own past immoral behavior increased subsequent green cooking behavior.

For the experiment, we selected four classes of university students in the food and beverage department. Every class consists of about 40 students. To ensure that students were not aware of the experiment contents and objectives in advance, we arranged a practical cooking course on the same week. Two classes are assigned to the priming group, which will be given a green dining preparation lecture. All the participants are randomly assigned to the immoral or control group to recall conditions in a between-participants design.

RESULTS

This research demonstrated the effects of green dining information on the cooking behavior and the recalling of one's own green dining behavior on subsequent moral identity and behavior. The desire to accumulate symbols of one's moral self was most robust after people considered their own past green dining behavior. Moreover, individuals that recalled own dining behaviors that were harmful to the environment strived for a moral self to compensate for the iniquity of environment.

Table 1 Priming effect results

	Priming group (n=62)	Control group (n=58)	p-value
Green cooking behavior			
Vegetable oil (g)	20.55	6.48	0.000
Disposable tableware (n)	3.70	7.93	0.000
Kitchen waste amount (g)	759.13	959.68	0.001

Note: p-value means the independent t-test comparison from the priming group and control group.

Table 2 Compensation effect results

	Recall immoral (n=27)	Control group (n=46)	p-value
Green cooking behavior			
Kitchen waste amount (g)	723.68	884.83	0.039

Note: p-value means the independent t-test comparison from the priming group and control group.

Table 3 Interaction of priming and compensation results

		Recall immoral (n=8) (n=19)	Control group (n=27) (n=19)	p-value
Green cooking behavior	Exposure			
	Non-exposure			
Kitchen waste amount (g)	Exposure	423.12	829.00	0.010
	Non-exposure	850.23	964.18	0.078

Note: p-value means the independent t-test comparison from the priming group and control group.

The experiment results provide additional support for our hypotheses through the use of a less intrusive set of recall instructions. By presenting the recall of past dining experience,

we reduced the possibility that moral compensation was the result of motivations to strategically self-present (Schneider, 1981). Taken together, the results bolster our model of moral self-completion. In addition to demonstrating the concept of priming and compensation in observable behaviors, we confirmed the moral self-completion theory in the green dining preparation process.

These results have interesting implications for how to cultivate a green chef. Research suggests that an individual's moral behavior is not static (Jordan et al, 2011). Rather, it fluctuates over time as a function of self-perceptions of the current completeness of the moral self. Although behaving morally allows individuals to accumulate symbols of a moral identity and boost their sense of moral self-completion, we emphasize the importance of the identify gap. Through the exposure to green dining, chefs would accumulate their internal moral identity. If the internal moral is higher than the symbolic moral identity and the gap is significant enough, individuals would express environment awareness and green dining behavior.

Moral behaviors seem to be dynamic and malleable. Our findings suggest that individuals increase their moral strivings and behavior after experiencing threats to their moral selves. Thus, stable and consistent moral behavior may not give an accurate picture of people's behavioral patterns. It reflects positive desires to be a moral person paired with human failings, leading to predictable oscillations in moral intentions and behavior.

HOW TOURISM IN VANG VIENG WILL BE SUSTAINED?

Bounthavy SOSAMPHANH

Faculty of Social Sciences, National University of Laos

Sekson YONGVANIT

Faculty of Humanities and Social Sciences, Khon Kaen University

Yaowalak APICHATVULLOP

Faculty of Humanities and Social Sciences, Khon Kaen University

ABSTRACT

INTRODUCTION

After the expansion of tourism in Lao PDR., Vang Vieng district becomes a famous tourist attraction. Each year, many tourists from all over the world visit Vang Vieng and there is an average of 6.6 percent of more tourists tends to visit Vang Vieng every year. Having more tourists provokes investment of providing facilities in order to serve the tourists such as hotels, restaurants, shops and agents. However, tourism expansion which seems not to have controlling plan, causes competitive activities and lacks of consideration of following negative impacts. Many tourist attractions lack good management and proper conservation. In the future, they might not be famous touristic sites anymore such as caves, Xong River and other landscape. Moreover, increasing number of tourists and providing activities by private sector without being controlled in order to meet satisfaction of the tourists causes negative impacts to the local community and to the tourists themselves. The negative impacts tend to be more serious each year so there is a question whether the tourism in Vang Vieng will be sustainable according to the strategy of Lao's government in 2006-2020 and how much significant of each impacts and how all the problems should be solved.

METHOD

Survey Research was used in this study. The survey included data survey and interviewing 32 people of community leaders, representatives of family members, entrepreneurs and civil officers. The topics of survey were about the expansion of tourism, the effects to local community, and tourism management in Vang Vieng, Vientiane Province, Lao PDR. The method of study include studying the landscape of the area and the mutual development of tourism, and interviewing community group about the effects of tourism and tourism management in order to be used in content analysis.

FINDINGS

1. The potential of tourism in Vang Vieng District.

Vang Vieng is one of the districts which has most potential for tourism in Lao PDR. It is located on the main road between the two main cities; Vientiane capital and Luang Prabang. 2/3 of the land is mountains and most of them are limestone mountains. The weather in Vang Vieng is quite cool. The average temperature is 25°C and there are 2 seasons. They are dry season which starts from November to April and rainy season starts from May to October. The average amount of rain is 3,681mm. The important tourist attraction is Xong River, it is a main river where various activities can be supported. Caves are also important tourist attractions and there are many of them. Moreover, culture and way of life of local people is traditionally unique. However, there are many accommodations and restaurants in the municipal area and they become the potential of Vang Vieng district at present.

2. The expansion of tourism in Vang Vieng

Earlier, tourism in Vang Vieng was developed from visiting relatives. Up until 1989,

the government of Lao PDR officially declared to welcome the tourists. The tourism in Vang Vieng became extension and the tourist service started in 1994 at Chang Cave. Later on there was a development of other tourist places, which provide more facilities. In 1996, there were 12 accommodations in municipal area. 4,468 people visited Vang Vieng in 1997 and two years later the number of tourist were four times increased or about 14,436 people and there were 9 caves. In 2011, 148,696 people visited Vang Vieng and more than 20 caves opened for tourism and there were 105 accommodations and 102 restaurants. The fast expansion of tourism in Vang Vieng causes both positive and negative impacts.

3. Impacts of tourism on urban community in Vang Vieng

The study of the sample group reveals that development of tourism in Vang Vieng helps local people to have various occupations and earn more income. Basic infrastructure is developed and people have better quality of life. Facilities for tourism is developed and the land is widely used for various purposes. On the other hand, tourism also causes problem. People from other area occupy the area of local people. It causes competition to earn money without worrying about the safety of the tourists. It also causes unbalanced land development, drug abusive, robbery, rubbish dumping, polluted water to Xong River, land intrusion to build residences, restaurants, bars. Tall constructions block the scenery and the construction is not controlled. Negative impacts are the obstacles for development in Vang Vieng and it also creates deterioration to Vang Vieng district and there will be fewer tourists. Thus, it is necessary to find the way to solve the negative impacts.

4. Tourist management in Vang Vieng

There are nine popular activities in Vang Vieng at present. They are floating tubing in Xong River, kayaking in Xong River and Lik River, travelling in long-tailed boat, roaming about the forest, visiting caves, pedaling bicycles or riding motorbikes to sightseeing the natural or to observe the way of life of local people, rock climbing, balloon and visiting ancient remains. From the outside prospect, it is understood that local community in Vang Vieng cooperate to manage and gain the benefit equally. However, the study from sample group considering of 5 factors of sustainable tourism reveals that participation of community to manage tourism is in moderate level or 43.75 percent. It is considered to be improved in order to stimulate the community to participate in each activity more. When people in the community realized that all of the activities belong to them, they will participate and improve the negative impacts and getting a support from the state sector will be easier. Earlier, only a group of private sector gain benefit from tourism management and only rafting service causes benefit to communities in municipal area. Besides, the potential of tourism management should be also considered. The factor about using local material and local products, having more occupation and income is in a good level.

CONCLUSION

The expansion of tourism in Vang Vieng has not been developed for a long time but the increasing numbers of the tourists and responsiveness of local people by providing facilities and various activities has been booming very quickly. Thus the tourism became the main factor for development in Vang Vieng District. It created various jobs in local area. Local people have income and basic infrastructure was developed. However, the negative impacts which should be solved quickly are damage of natural landscape, polluted water in Xong River which is a main river of the local community and it is a famous touristic place of the district, participation of stakeholders, the control of increasing number of resorts and hotels, enforcing tourists to obey the law, safety for tourist. These problems should be solved by local authorities in order to make Vang Vieng to be a tourist attraction and the income from tourism will be benefit for the whole community.

A STUDY ON CONSUMERS' GREEN PRACTICES AND EXPLORATION OF SIGNIFICANT FACTORS IN GREEN RESTAURANTS

Ji-yoon Han

Hotel & Restaurant Management
Sookmyung Women's University

Ji-young Yoon

Dept. of Le Cordon Bleu Hospitality Management
Sookmyung Women's University

ABSTRACT

The main purpose of this research is to explore consumer perceptions towards eco-friendly operations, indicated as 'Green Restaurants (GRs)' in this study, and to analyze consumers' environmental behaviors when dining out. The study held an open position to accept the existing circumstance and gave effort to interpret the situation in a more practical way. For the first part of the study, Importance-Performance Analysis (IPA) method was adopted to find the standing point of current consumers regarding the environmental aspects of restaurants. Second part of the study was conducted to describe consumer attitudes more in detail, with three major assumptions were set based on the psychological attributes concerning environmental protection: awareness, interest and responsibility. 371 valid answers of total sample respondents were used for the analysis, using a self-administered questionnaire. Analyses were conducted by SPSS. 19.0. When the axes were drawn by absolute means (3.00), most elements required concentration. However, when drawn with empirical means, it could be assumed that consumers' perceived importance of green practices in dining out were relatively low, when they required high importance for environmental protection. When the differences among the groups categorized by the psychological attributes (awareness, interest and responsibility), groups with higher 'awareness' towards the environment showed significant values in water, disposables, recycling, sustainable food and furnishings ($p < .05$). Second, groups with higher 'interest' towards GRs reckoned waste, chemical, pollution and sustainable food as significant ($p < .05$). Furthermore, those who felt strong 'responsibility' of restaurants' environmental activities were more likely to emphasize the importance of energy, disposables, waste, recycling, chemical and sustainable food ($p < .05$).

THE LACK OF LOW CARBON TOURISM INFORMATION ON TRAVEL AGENCY WEBSITES: ARE WE EXPECTING TOO MUCH FROM TOURISTS?

Sharon F. H. Pang

Department of Leisure and Recreation Management
Asia University

Shanshan Qi

Tourism College
Institution for Tourism Studies

ABSTRACT

INTRODUCTION

The “no chimney” industry, as tourism is called is no longer viewed as environmentally benign industry. As previous Secretary-General of UNWTO, Francesco Frangialli, stated that “tourism contributes to global warming, and, at the same time, is a victim of climate change” at the UN conference on Climate Change in Nusa Dua, Bali, Indonesia 2007 (Scott et al., 2008, p. 21). Actions are called from governments, businesses, and individuals. However, while tourism has started to be acknowledged that the strong growth would have far-reaching negative impacts to physical environment, little effort has been done to mitigate such outcome by both macro and micro level which makes the sustainability of the industry at stake when climate change phenomenon are manifested all over the world (Kasim, 2006). To promote low carbon tourism is, in fact, extremely difficult as it requires tourists to sacrifice comfort and convenience during their travel. The good news is that the awareness of the damage mankind are causing to the environment is rising and people start to express willingness to change for a better world. Yet, the bad news is that our tourism supply system does not seem to be ready to facilitate such precious will. While private sectors show little passion in facilitating low carbon tourism, are we expecting too much from tourists to have strong self-efficacy to conduct low carbon tourism on their own? Are tourists buttressed with sufficient information regarding low carbon tourism? As tourism is information intensive industry, internet website has become an essential channel for travel agency to promote tourism products. Previous study also reveals that internet purchase was strongly predicted by intention to use the internet to search for information (Shim, Eastlick, Lotz, Warrington, 2001). Travel agency should be socially responsible in providing and promoting information about low carbon tourism to positively influence tourists low carbon travel intention in order to deliver carbon dioxide emissions cuts from tourism industry as a whole. This paper examines the low carbon effort from major travel agencies in Taiwan via their website information. It aims to reveal the current effort that has been put in promoting low carbon tourism in Taiwan. Since there's a desirable trend for low carbon tourism to combat global climate change, the goal is to ensure that public can access to low carbon tourism information and products from travel agency website so that one's self-efficacy to engage low carbon tourism can be enhanced and avoid feeling incompetent and helpless.

METHOD

The top five popular used travel agency websites are selected to be examined for the purpose of this paper. The ranking of travel agency websites (Table 1) is referred to the top site ranking information provided by the Alexa Internet Incorporate which is under Amazon.com web service platform that includes services like site audits, site information

evaluation, and ranking by country, language, or category, etc.

Table 1. Ranking of Travel Agency Websites

Ranking	Travel Agency	Ranking Move	This Month Alexa	Last Month Alexa	Alexa Ranking Move
1	Lion Travel	▲1	18485	18777	▲292
2	Ez Travel	▼1	37877	38273	▲396
3	Cola Tours	▼2	40162	40360	▲198
4	Settour	▲6	52192	52944	▲752
5	Star Travel	▼2	63083	62680	▼403

Source: Alexa.com, April 2012.

These websites are reviewed based on three aspects. First, these websites are reviewed for the existence of low carbon tourism products. Second, websites are reviewed for the existence of information that encourages potential customers to engage low carbon tourism. Lastly, the existence of environmental responsibility expression is reviewed.

FINDINGS

The result shows that major travel agencies in Taiwan do not concern much about low carbon tourism. Low carbon tourism products may exist only for very few domestic products that take high speed rail or railway as main transportations. However, most of the tourism products on the websites do not cautiously taking reducing carbon footprint as something that we must achieve to combat for current global climate change. If examined more closely, those domestic products do not go with environmental friendly accommodations or consider low carbon cuisine during their stays. Moreover, they do not use the term “low carbon” in any of their website contents. The worse is that no low carbon tourism information existed to explain how consumers may engage low carbon travel and none travel agency express any environmental responsibility on their websites. Therefore, the lack of such product planning manifests that suppliers may have insufficient knowledge for low carbon tourism planning. The result is organized in table 2 as shown below.

Table 2. Result of Low Carbon Tourism Effort on Travel Agency Websites

Ranking	Travel Agency	Low Carbon Tourism Product	Low Carbon Tourism Information	Expression of Environmental Responsibility
1	Lion Travel	✓	×	×
2	Ez Travel	✓	×	×
3	Cola Tours	✓	×	×
4	Settour	✓	×	×
5	Star Travel	✓	×	×

CONCLUSION

To promote low carbon tourism, government policy is not the only component; private sectors as well as individuals all play vital roles in making low carbon tourism successfully. It is not practical simply expecting the tourists to know what and how to plan low carbon vacation. People may want to be part of help to reducing carbon footprint via their travel behaviors, however they do not want to feel incapable and helpless to conduct such good

(Bindra, 2010). Website information has become almost the major source for public to seek for tourism products, however, information about low carbon tourism is very scarce or even none existed if strictly viewed among major travel agencies website in Taiwan. As website information is a prime source for consumers to plan their vacation nowadays, it is suggested that travel agencies should really pick up their social and environmental responsibilities by providing sufficient low carbon tourism information in order to mitigate the negative environmental impacts caused by tourism industry collectively.

TOWARDS A SURF RESOURCE SUSTAINABILITY INDEX: A GLOBAL MODEL FOR SURF SITE CONSERVATION AND THAILAND CASE STUDY

Steven Andrew Martin

Faculty of Environmental Management
Prince of Songkla University

Ilian Assenov

Faculty of Hospitality & Tourism
Prince of Songkla University

ABSTRACT

INTRODUCTION

Surf sites around the world are under ever-increasing pressures from tourism, coastal development, pollution, and other anthropogenic factors. The research introduces and illuminates coastal surfing areas as an important global issue in terms of being valuable and integral non-renewable natural resources. The premise of the research is that the conservation of surf sites can benefit from the innovation of a composite index methodology. As a work in progress, the paper is aimed at identifying and defining the indicators most relevant to gauging a surf site's aptitude for conservation management. This paper offers a conceptual framework toward developing a *Surf Resource Sustainability Index* (SRSI) as a global model and case study of two surfing sites in Phuket, Thailand. Thailand was chosen as a case study site for several reasons, including convenience, the rapid expansion of surf culture and surf tourism, mounting attention on sustainability issues, and the uniqueness of the Andaman region as a non-prolific surfing destination. While significant intellectual attention has been given to high-profile world class surf sites, little has been given to non-prolific surfing areas, which make up the greater part of world coastal surfing resources. Based on a five year exploratory research, Martin (2010a,b) identifies the resort island of Phuket as the key surfing destination in Thailand based on the natural resources and the consistency and quality of waves together with the proximity of surf sites. In economic terms Phuket is unequivocally the focal point of the nation's surf tourism activity (ibid.). Given that the island has over 700 hotels and 43,759 hotel rooms (and another 6,272 rooms currently under construction) (C9hotelworks, 2012) there are countless environmental and sustainability issues raised about rapid development and urbanization in Phuket by the private and government sectors and in the media. In order to generate contrast, the somewhat rural Nai Yang Beach and the urban Kata Beach were chosen for case study sites and comparability.

CONCEPTUAL INDEX DEVELOPMENT

The identification of indicators and indices was based on primary data gathered through researchers' prior experiences, field observations, and interviews with highly experienced surfers and surfer-scholars in the United States and Australia and other stakeholders. Secondary data was gained based on existing surfing-related studies. Subsequently a shortlist of indicators was developed and incorporated into the Surf Resource Sustainability Index (SRSI). In most instances, indicators were selected based solely on conservation aptitude in terms of use, value, quality, and sustainability. The SRSI concept presented here is not a 'threat-based' approach (where indicators are measured in terms of their relative threat to the resource base), such as that employed by The Nature Conservancy (TNC, 2007). The researchers' also looked at National Surfing Reserve (NSR, 2012) and World Surfing Reserve (WSR, 2012) nomination and management criteria, as well as the

aforementioned criteria for Surfing Capital (Lazarow et al., 2007; Lazarow, 2010). Individual indicators may be listed in more than one index. For the time being, equal weighting has been applied among indices. Through trial and error, and due to the difficulty in quantifying the criteria within each indicator, a need for the description of conceptual and analytical values for the SRSI was developed. Thus, the assessment criteria provided here are in the process of development and SRSI has been constructed as a multi-dimensional framework appearing in two layers, qualitative/quantitative for indicators and purely quantitative for sub-indices and composite indices. Thus the micro level forms the qualitative layer which is based on observation and description, and subsequently a value is attached (as shown the Thai case study example), whereas the macro level represents the combined indicator assessment and is purely numerical. The measurement scale is based on a 1-5 number value (Likert scale) such that high values or qualities reflect a high aptitude for conservation (conceptualized as very low—very high for socioeconomic values; and very poor—very good for physical and environmental qualities). The final indicator values appearing in the case study were assessed at the discretion of the researchers; with the potential to apply a more objective methodology in future works. The index values were calculated as the equally weighted averages of the indicators composing them. Thus, the minimum and maximum index values are 1 and 5 respectively.

THAILAND CASE STUDY RESULTS

The Thailand case study approach encountered challenges in assigning site-specific ratings for indicators. For example, the indicator for history at Kata Beach was assessed as high context and this rating is assigned relative to other beaches on Phuket. Alternatively, if the assessment was global in scope and famous surf beaches in Australia or Hawaii were considered as benchmarks for historical context, then Kata Beach would likely receive a low score card. Herein the parameters of the *SRSI* need to be made clear from the outset. Although the *SRSI* Composite values were similar (2.92 for Kata and 2.80 for Nai Yang), considerable variance was found between the urban and rural surf beach in terms of the conservation aptitude. For example, the urban Kata Beach index indicates a high economic contribution, while the environmental aspect is slightly above a fair condition; and although the societal rating is high, the overall governance rating of the site is very low. In contrast, the rural Nai Yang Beach index indicates a low economic contribution from surfing, while the environmental aspect is high; and while the societal rating is low, the overall governance rating of the site is good. Thus we identify a measure of validity at the indicator and index levels and question the practicality and applicability of the composite index values given the current approach and application of metrics. However, the results served functional in identifying the specific criteria for ‘conservation aptitude’ at each site. Overall, we found that developing the societal index (*socSRSI*) and the governance index (*govSRSI*) were relatively straightforward processes (save for the indicator for management which includes criteria for enforcement); while the economic index (*econSRSI*) was ambiguous in terms of market and non-market values and surf event significance which require in-depth research; and the environmental index (*envSRSI*) was clearly incomplete in terms of measuring beach quality and the non-scientific approach for the indicators of biodiversity and water quality. However and in principle, we found the case study was a significant step toward the development of *SRSI* metrics, and further field work is recommended.

KEY IMPLICATIONS

At the base of the study is the process of identifying key indicators and constructing indices. The study offers a set of building blocks which include qualitative and quantitative metrics. The research finds that although it is intrinsically problematic to attach quantitative

values on qualitative attributes, the process serves to catalogue and evaluate sustainability factors in such a way as to create an argument for surf site conservation. This research is ongoing and a number of issues need to be addressed. While identifying indicators is reasonably straightforward — evaluating, rating and assessing the subordination of criteria is a comprehensive task and somewhat ambiguous. For example, while indicators are employed as a baseline in developing a given index, most indicators can be fractioned into sub-indicators in order to achieve accurate measurement. Based on the determination of importance (weighting) a distinction must be made whether the indicator should be treated as a sub-index or index. Thus beyond determining and defining surf resource sustainability indicators, we found the criteria for measurement must delineate the intricate nature of the denominators. In point of fact, many of the indicators employed here could be developed at the index level ('water quality' is an obvious example). Furthermore, when placing indicators in context, the clear aim of the measures and framework, such as aptitude, sustainability, or management, must be carefully examined. The researchers acknowledge a weakness in indicator qualification and quantification and faced considerable challenges in assessing the implications for sustainability. Thus, for the purposes of this paper, the distinction was made to simply assess individual indicators through qualitative description aimed at 'conservation aptitude'. However, future research can address this choice in metrics and a more comprehensive and quantitative approach can be employed. Furthermore, rather than assigning equal weights to indicators or sub-indices (weights as the relative importance of each indicator within a given index), the *SRSI* can benefit from a more comprehensive approach than that employed in this study. A paradigm for indicator and sub-index weighting can be designed based on focus group consensus, scholar consensus, and/or stakeholder surveys. For example, the responses of approximately 10 or 12 experts (chosen for their knowledge and experience in the surf resource topic area) obtained by questionnaire and personal communications could be used. The most significant factor in data collection and defining indicators was found to be the subjective nature of measuring various attributes (for the researchers and respondents alike).

A comprehensive data-driven index methodology for surf site conservation had not previously been designed. The core premise of this research is that the conservation of coastal surfing resources can benefit from the innovation of standardized indicators and indices, and given the current trend to earmark iconic surfing areas as surfing reserves, *SRSI* metrics can serve as a leveraging tool in the argument toward surf site protection. Ultimately, *SRSI* will develop into an inventory of standardized indicators whereby site-specific checklists can be adopted to fit the criteria of a given area.

CELEBRITY INVOLVEMENT, PERCEIVED VALUE AND BEHAVIORAL INTENTIONS IN FILM TOURISM

Hsiu-Yu Teng

Graduate Institute of Recreation, Tourism and Hospitality Management
National Chiayi University

Chang-Hua Yen

Department of Leisure and Recreation Management
National Taichung University of Science and Technology

ABSTRACT

Film tourism is a growing phenomenon worldwide. Although previous literatures have examined the relationship between celebrity involvement and behavioral intentions, the mechanism underlying this relationship remains a black box. The purpose of this study is to examine the relationship between celebrity involvement and behavioral intentions as well as to clarify the role of perceived value. Survey data from 382 tourists in Taiwan indicate that celebrity involvement is positively related to behavioral intentions. Moreover, perceived value partially mediates the relationship between celebrity involvement and behavioral intentions. Implications of these findings for managing marketing strategy as well as future research directions are subsequently discussed.

EVENT MARKETING: A COMPARISON OF PLANNED AND UNPLANNED VISITS

Ruth M. W. Yeung

Tourism College
Institute for Tourism Studies

Xiuchang Sherry Tan

Tourism College
Institute for Tourism Studies

ABSTRACT

Using Macau as the context, this study aims to identify factors that is important to tourists to attend local events and to compare the difference between planned and unplanned behavior of tourists. A total of 342 respondents were recruited and requested to complete a self-administrated questionnaire which contained 12 statements measuring the importance of variables that affect tourists to attend local event planned or unplanned together with demographic data as well as their travel plan. Three factors labeled *Ticketing*, *Place and Recommendation*, and *Time and Attraction* were identified. Tourists who planned to attend events before arrival scored lower than those who made no plan on *Ticketing*, and *Place and Recommendation*, but *Time and Attraction*. Implication and recommendation on future study were included.

THE MODERATING ROLE OF BRAND EXPERIENCE ON THE RELATIONSHIP BETWEEN HOTEL BRAND POSITIONING AND BRAND PERFORMANCE

Liu Kuo Ning

The Hong Kong Polytechnic University
School of Hotel and Tourism Management

ABSTRACT

INTRODUCTION

Major branding techniques, such as brand positioning, allow for the establishment of strong brand associations (e.g. attributes, benefits, and attitudes) in the target customers' minds. They are able to differentiate the brand from competitors (Keller, Sternthal & Tybout, 2002). These studies have found that brand positioning can facilitate consumers' understanding of brand images, and link other company products further developing the company's stability and value. In the field of hospitality research, many scholars have identified that hotel brand positioning is related to brand performance (O'Neill & Mattila, 2006; Hanson, Mattila, O'Neill, & Kim, 2009).

Recently, the hotel industry has becoming increasingly competitive making it more difficult to differentiate hotels based on their basic promotions and locations alone. It is important to turn a hotel stay into a "memorable experience"- one that creates a lasting memory for hotel guests (Gilmore & Pine II, 2002). Many famous brands, Ritz Carlton hotels for instance, engage in constant sharing of information among the staff to execute much of the surprise elements in customer service designed to create the desired memorable and emotional connections: the "wow experience" (Michelli, 2008).

Based on the previous literature, it is also clear that brand experience is associated with brand positioning. Kandampully and Suhartanto (2000) mentioned that brand experience can be considered the most crucial factor in determining a hotel's brand image. Rao and Monroe (1989) stated that customers experience with products is part of their information processing, and can be considered as an important factor in their evaluation of the brand. Furthermore, by providing desirable experiences in every aspect of products and services, brand experience can foster brand performance. Recently, Brakus, Schmitt, and Zarantonello (2009) claimed that brand experience would eventually have a behavioral impact and affect brand loyalty and customer satisfaction.

As noted above, previous studies suggested that the brand experience is important and related to brand positioning and brand performance; however, nobody has studied how hotel brand experience could affect the brand positioning-brand performance relationship. This study aims to fill this void in the hospitality literature by examining brand experience. The purpose of this study is to explore the moderating role of brand experience on the relationship between brand positioning and brand performance using local Taiwanese 5-star hotels as the sample. Several specific questions form the basis of this inquiry:

1. Is brand experience related to hotel brand positioning? In particular, how do various brand experience dimensions relate to brand positioning?
2. Does brand experience influence hotel brand performance? Specifically, how do various brand experience dimensions affect brand performance?
3. Does brand experience affect the relationship between hotel brand positioning and brand performance? How does brand experience moderate the relationship between brand positioning and brand performance?

LITERATURE REVIEW

Most studies have found that successful brand positioning used differentiation as a strategy to set a brand apart from other brands in the marketplace. At the differentiation phase, companies seek a distinguishing identity for their brand. The concept of brand positioning is one of the paramount elements of any marketing strategy in the competitive environment of tourism (Arnott, 1992, 1993; Blankson & Kalafatis, 2001). Asker and Shansby (1982) state that an emphasis on positioning strategy can facilitate the development of a marketing program. Brand positioning is simply what a brand is, who the intended customer is, and what products or services are offered (Rositer & Percy, 1996). Asker and Shansby (1982) noted that the enactment of brand positioning varies: “to some, it means the segmentation decision, to others it is an image question, to still others it means selecting which product features to emphasize” (p. 56). Park, Jaworski, and MacInnis (1986) also argue that positioning strategy can facilitate consumers’ understanding of brand image, recognition of firm’s stably expanding value, and link other products produced by the firm in various product classes.

Positioning strategy can help consumers differentiate between hotel brands. Therefore, brand positioning concepts are widely practiced within the hospitality industry. Hotel brands are attempting to convince customers to book their hotels rather than choosing other competing properties (Dev, Morgan, & Shoemaker, 1995). In view of the hotel positioning, it is important to analyze attributes such as low price, convenient location, room size, variety of facilities, and staff attitudes. More specifically, these hotel “products”, have symbolic meanings which construct the foundation for a brand’s positioning and differentiation (Keller, 1998; McCracken, 1986; Scott, 1994). However, hotel brand positioning is ultimately decided by customers and each hotel booking relies on the consumer’s perception of the attributes and benefits of the brand (Dev et al., 1995). Simply stated, brand positioning is a marketing strategy in which hotel marketing managers attempt to establish a specific image to be received by their target customers (Lewis, 1981). As mentioned above, hotel brand positioning strategy is related to brand image. Some customers differentiate hotel brands based on brand image. Yet, success in the hotel market also depends on what customer wants in terms of product features (e.g. room size, room style). Lewis (1990) examined advertisements in the lodging industry, and classified brand positioning into two groups: objective positioning and subjective positioning. As rightly explained by Lewis (1990), objective positioning emphasizes a product’s physical attributes, and subjective positioning relates to the consumer’s mental process in establishing a given hotel’s image. Therefore, by using creative positioning strategy with particular brand image and providing attractive product attributes, a hotel can differentiate itself from competitors.

Many researchers found that brand positioning is traditionally related to brand performance. The application of brand performance to brand valuation allows us to evaluate the company’s efforts. The question remains though: how do we assess the hotel brand performance? In the hotel brand performance evaluations, some researchers have found that net operating incomes (NOIs), and average daily rates (ADRs) are better at measuring a hotel’s market value (O’Neill & Mattila, 2006). In addition, occupancy rates and revenue per available room (RevPAR) also have a role in hotel performance evaluation, as indicated by a variety of hotel branding research studies (see O’Neill & Xiao, 2006, brand affiliation in hotel market value; Hanson et al., 2009, hotel rebranding and rescaling effect). However, there are different measurements of brand performance outside of financial performance. Many researchers have viewed brand performance in terms of brand loyalty, customer satisfaction, and corporate social performance (CSP). According to O’Neill and Xiao (2006), the goal of hotel branding is to provide benefits to both customers and hotel companies; as a

result, hotel brands foster brand loyalty. In addition, O'Neill and Mattila (2004) assert that customer satisfaction is of utmost importance in evaluating hotel branding strategy.

Experience, defined by Carbon and Haeckel (1994) as the "take away" impression developed by customer's when engaging with products, services, and business. Today the hospitality industry has increasingly become commoditized- imagine, hence, hotel guest rooms are sold primarily based on price (Gilmore & Pine II, 2002). How can hotel management defeat commoditization trap? Understanding hotel stays as experience venues is a way to overcome this commoditization trap (Gilmore & Pine II, 2000). However, from the different definitions of experience provided by various scholars, it appears that these definitions do not emphasize the experience provided by brands. Since the brand experience is certainly a matter of concern, first we have to know what brand experience is. According to Brakus et al. (2009), brand experience is the subjective, internal consumer responses to brand stimuli. A number of researchers have also claimed that brand experience is created in response to brand-related stimuli during the actual consumption of brands (Davis, Oliver & Brodie, 2000; Padgett & Allen, 1997). Brakus et al.'s (2009) study of brand experience suggests that "brand experience is subjective consumer responses (e.g. feeling, sensation) and behavioral responses evoked by brand-related stimuli that are part of a brand's design and identity, packaging, communications, and environments" (p. 53). Brand-related stimuli include brand-identifying colors (Bellizzi & Hite, 1992; Gorn, Chattopadhyay, Yi & Dahl, 1997; Meyers-Levy & Peracch, 1995) and shapes (Veryzer & Hutchinson, 1998) and typefaces, background design elements (Mandel & Johnson, 2002) and slogans, mascots, brand characters (Keller, 1987).

Before a brand experience strategy for the future can be undertaken, a theoretical foundation is required to understand the dimensions of brand experience. In the 1990's, Otto and Ritchie (1995) conducted a service experience study and found that combining the subjective, emotional and highly personal responses to different aspects of service delivery provided an evaluation of customer satisfaction with the service. The various dimensions of service experience consist of: hedonic, interactive, novelty, comfort, safety, and stimulation. In addition, Schmitt (1999) asserted that there are five dimensions in experience: sense, feel, thought, action, and relation. As we enter the 21st century, , Brakus et al. (2009) have utilized, in their creation of the five experience dimensions, the work of philosophers, cognitive scientists, and management thinkers on sensory, affective, intellectual, behavioral, and social experiences. Similarly, Walls, Okumus, Wang, and Kwun (2011) recently indicated that customer experiences of luxury hotels are derived from a unique combination of perceptions of physical environment dimensions (ambience, multi-sensory, space/function, and sign/symbol/artifact) and human interaction dimensions (attitude, professional behavior, proactive service, appearance, demeanor, and socialization).

As already noted above, the brand experience is subjective because it is based on consumer responses that are evoked by brand-related stimuli. The brand experience is connected to the different settings in which customers search, shop for, and consume brands. Hotel management must take into consideration brand experience because of its long term effects on brand image. Researchers have identified customers' beliefs, or brand knowledge, as a major influence on the development of brand image (Gilmore & Pine II, 2002). In addition, Kandampully and Suhartanto (2000) state that a hotel customer's experience with hotel products and services can be treated as the most crucial factor in determining hotel brand image. Therefore, the brand experience that is created by hotel products and services continuously affects brand image. However, some of the research as received considerable attention along with question of how experiential attributes interact with the product category. Customers have experience with products and are familiar with the product which seems to reflect the idea, advocated by Rao and Monroe (1989), that information processing is an

important factor in their evaluations of products. In addition, Lurigio and Carroll (1985) used schema theory and found that people use prior experience and knowledge to form abstract schemes and then use these to assess a brand. According to Lurigio and Carroll (1985), hedonic and utilitarian values can be perceived as two types of abstract knowledge attained from prior experiences within the product category that are used to evaluate a brand.

Many studies have been critically important in laying the groundwork for understanding how past experience affects habitual attitudinal roles in low-involvement purchase situations (Bagozzi, 1981; Bentler & Speckart, 1979; Ouellette & Wood, 1998). In their article on marketing research, Brakus et al. (2009) used four experience dimensions to test behavioral impacts within various brands (e.g. Apple, BMW, Disney, Nike, MasterCard, Starbucks), and found that brand experience influences customer satisfaction and brand loyalty. With tourism research, many researchers within the field of tourism also have examined the particular role of past experience in repeat purchasing patterns among in tourists (Hammit, Knauf, & Noe, 1989; Sonmez & Graefe, 1998; Watson, Rogenbuck, & Williams, 1991). In addition, many hospitality researchers contend that from time to time customers enjoy the atmosphere of hotel design and these long-lasting memorable experiences may influence consumer satisfaction and loyalty (Oliver, 1997; Reicheld, 1996). Taken together, as already noted above, the brand experience research revealed two important findings. First, brand experience is closely related to brand positioning. Second, brand experience is seen to be relevant to brand performance.

METHOD

The study is designed to answer the following research question: How will brand experience moderate the relationship between brand positioning and brand performance? Therefore, to be able to examine the effects of the hypothesized interaction, it is necessary to design a study that can encompass all the dimensions of brand experience. In sum, brand experience is related to brand positioning. Correspondingly, various dimensions of brand experience can affect brand image and product attributes differently. Based on these premises, this study predicts that various dimensions of brand experience have different effects on hotel brand positioning in regards to brand image and product attributes. More specifically,

H1. Hotel guests' perceived brand experience is positively related to the perceptions of brand positioning.

In addition, this study postulates that various dimensions of brand experience have different effects on brand performance with respect to brand loyalty and customer satisfaction. The following hypotheses reflect this:

H2. Hotel guests' perceived brand experience has positive effects on hotel non-financial brand performance.

Based on the literature review, brand positioning will influence brand performance. In addition, research states that there is a direct effect of brand experience on brand positioning and brand performance. In light of previous research, this study hypothesizes that brand image and product attributes which affect consumer satisfaction and loyalty to a hotel brand will be moderated by the various dimensions of brand experience. In particular,

H3. If hotel guests have more positive brand experience, brand positioning will have a greater effect on brand performance.

The survey will use measurement indicators drawn from the validated scales from the existing literature for each of the study's constructs. Research instruments on brand image, product attributes, brand loyalty, and customer satisfaction are based on past study which is adapted to fit research context of 5-star hotel with focus on Mainland Chinese group tourists. The research instrument to measure brand experience was developed based on a focus group interview and extant literature. A 7-point Likert-type scale (1= *strongly disagree* to

7=*strongly agree*) will be used on the self-administered questionnaire for this study. The questionnaire contains thirty-eight questions. The selection of measurement items are based on the literature review and focus group interview.

Data for this study will come from the population of the Mainland Chinese tourists traveling to Taiwan. In addition, subjects are drawn from a group of Mainland Chinese tourists staying at local five- star hotels in Taiwan. They are selected for the following reasons. One, based on data from the Tourism Bureau of the Republic of China (2011), Mainland Chinese travelers are the biggest inbound source market in Taiwan tourism. Two, as a target market, the Mainland Chinese travelers' perceptions can be employed to form appropriate Taiwanese five-star hotel brand positioning strategies.

Data analysis for this study will use structural equation modeling (SEM). In this study focus on a moderator variable as a second independent variable affects the relationship between another independent variable and the dependent variable. Specifically, the exogenous variables of this research are brand positioning and brand experience. The key endogenous variable is hotel brand performance.

THE EFFECT OF CELEBRITY ENDORSERS' PHYSICAL ATTRACTIVENESS AND EXPERTISE ON THE CONSUMERS' PURCHASING INTENTION

Janet Chang

Graduate Institute of Taiwan Food Culture, National Kaohsiung University of Hospitality and Tourism,

Shin-Yi Lin

Department & Graduate School of Tourism Management, Chinese Culture University,

Wei-Hao Chiu

Department & Graduate School of Tourism Management, Chinese Culture University,

ABSTRACT

INTRODUCTION

In the marketing communications mix, advertisement is one of the most important marketing communication tools; advertisement can build long-term image and stimulate short-term selling for the product (Kotler, 1997). Recommendatory advertisement is considered as common type of advertising (Hsu, and Mcdonald, 2002), and starring celebrity is one of the most general form. By doing so, it can enhance cognition of products and generate profits by customers' awareness/preference of celebrity. (Agrawal, 1995; Erdogan, 1999; Kaikati, 1987; Mathur, 1997). An attractive communicator could reinforce positive attitude change (Kahle, and Homer, 1985), and physical attractiveness is an important tool of judging a person (Joseph, 1982). On the other hand, expertise can be stated as having professional knowledge, highly professional skills, passing the professional examination, and meeting the recognition of the community (Yang, Liu, and Tzeng, 2009). Nowadays, tourism industry has long been recognized as a global phenomenon, and the hotel industry is essential for the tourism industry. But there is no thorough study of considering celebrity endorsers in international tourist hotels as well as advertising effect of celebrity endorsers in international tourist hotels. Considering endorsers of hotel advertisements can encourage international tourist hotels of valuing intangible service quality become tangible and concrete. Furthermore, endorser impact also can assist hoteliers to measure the effect of advertisement (Crott, 1999; Mattila, 1999; Michael, 2002). Thus, this study aims to investigate the relationship of celebrity endorser's physical attractiveness and expertise and consumer's purchase intention in international tourist hotels.

METHOD

Research hypotheses.

Generally, attractive individuals are perceived as more sociable, friendly, trustworthy, warm, and kind (Feingold, 1992; Langlois, Kalakanis, Rubenstein, Larson, Hallam, and Smoot, 2000). A model/celebrity with high degree of physical attractiveness than moderately attractive model/celebrity in advertising attitude, product attitude or purchasing intention can present better advantages (Baker and Churchill, 1977; Petroschius and Crocker, 1989). Comparing to normally expertise, many researches pointed out that highly expertise have more persuasiveness and positive attitude of advertising (Chebat, Filiatrault, Laroche, and Watson, 1988; Homer and Kahle, 1990). Subjects had more positive attitude to the high degree of expertise models/celebrity and more positive attitude of advertising than the low degree of expertise models (Braunsberger and Munch, 1998). Thus, based on literature reviews, hypotheses of this study inferred as:

Hypothesis1: Celebrity endorsers' physical attractiveness can have positive effect on consumers' purchasing intention in international tourist hotels.

Hypothesis2: Celebrity endorsers' expertise can have positive effect on consumers' purchasing intention in international tourist hotels.

Research Design & Data Analysis.

This research adopted a 2 (highly/ normally physical attractiveness) $\times$ 2 (highly/ normally expertise) between-subjects factorial design; whereas (A) control group (CG): highly physical attractiveness $\times$ highly expertise, (B) experimental group 1(E1): highly physical attractiveness $\times$ normally expertise, (C) experimental group 2(E2): normally physical attractiveness $\times$ highly expertise, and (D) experimental group 3(E3): normally physical attractiveness $\times$ normally expertise.

According to Bower and Landreth (2001), Ohanian (1990), and Patrick, Neighbors, and Knee (2004) physical attractiveness dimension was developed. Based on researches of Magnini, Honeycutt, and Cross (2007), and Ohanian (1990), expertise dimension was developed. And purchasing intention dimension was established from studies of Hopkins, Raymond, and Mitra (2004), Hwang, Yoon, and Park (2011). 7-point Likert scale was adopted in the research questionnaire. This study was conducted at international tourist hotels in Taipei. In total, more than two hundred questionnaires were distributed and only 168 are valid. The statistic methods performed in this study are: descriptive statistic analysis, reliability analysis, item analysis, one-way ANOVA analysis, and Scheffe post-hoc method.

FINDINGS

Majority of the respondents are female (54.8%), mostly between 21 to 40 years old (80.3%), and majority of the occupations are business/ service industry and student (55.4%). As for the reliability analysis of physical attractiveness dimension, the statistics findings state as bellows: CG ($\alpha=0.710$), E1 ($\alpha=0.878$), E2 ($\alpha=0.883$), and E3 ($\alpha=0.913$). The expertise dimension statistics findings state as bellows: CG ($\alpha=0.831$), E1 ($\alpha=0.844$), E2 ($\alpha=0.949$), and E3 ($\alpha=0.912$). The purchasing intention dimension statistics findings state as bellows: CG ($\alpha=0.798$), E1 ($\alpha=0.864$), E2 ($\alpha=0.936$), and E3 ($\alpha=0.881$). Therefore, the findings reveal high reliability across all groups (Table 1).

Item analysis reported that physical attractiveness dimension, expertise dimension, and purchasing intention dimension items almost met the level of statistics significance (Table 2). One-way ANOVA analysis performed that control group and experimental groups had obvious difference on the consumers' purchasing intention ($p \leq 0.000$). Then, Scheffe post-hoc method performed that using the control group (highly physical attractiveness $\times$ highly expertise) had best purchasing intention than E1(MD: 4.357), E2 (MD: 6.095), and E3(MD: 12.095) (Table 3).

Table 1. Reliability Analysis

	Physical Attractiveness Dimension	Expertise Dimension	Purchasing Intention Dimension
	Cronbach's α	Cronbach's α	Cronbach's α
CG	0.710	0.831	0.798
E1	0.878	0.844	0.864
E2	0.883	0.949	0.936
E3	0.913	0.912	0.881

Table 2. Item Analysis

	CG		E1		E2		E3	
	T-value	P-value	T-value	P-value	T-value	P-value	T-value	P-value
Physical Attractiveness								
1.attractive	-5.853	0.000	-4.556	0.000	-6.885	0.000	-5.917	0.000
2.classy	-4.304	0.000	-4.242	0.001	-7.819	0.000	-7.407	0.000
3.normal-looking	0.950	0.351	-3.781	0.001	0.142	0.888	-2.522	0.019
4.beautiful	-3.845	0.001	-5.049	0.000	-9.573	0.000	-5.878	0.000
5.elegant	-4.924	0.000	-5.800	0.000	-7.585	0.000	-3.595	0.003
6.sexy	-5.261	0.000	-7.091	0.000	-5.688	0.000	-3.562	0.002
7.effective	-5.518	0.000	-7.047	0.000	-1.903	0.076	-4.095	0.000
8.body shape or proportions	-3.601	0.001	-9.131	0.000	-6.132	0.000	-5.045	0.000
9.good	-6.341	0.000	-7.697	0.000	-4.555	0.000	-7.688	0.000
Expertise								
1.expert	-7.370	0.000	-5.414	0.000	-7.940	0.000	-4.274	0.000
2.experienced	-7.546	0.000	-7.519	0.000	-12.182	0.000	-5.945	0.000
3.knowledgeable	-5.346	0.000	-6.938	0.000	-11.484	0.000	-6.396	0.000
4.qualified	-4.035	0.001	-4.497	0.000	-8.521	0.000	-6.059	0.000
5.skilled	-7.317	0.000	-5.700	0.000	-8.366	0.000	-5.891	0.000
Purchasing Intention								
1.very interested	-6.601	0.000	-6.651	0.000	-5.910	0.000	-6.371	0.000
2.very familiar	-6.047	0.000	-5.218	0.000	-4.859	0.000	-7.169	0.000
3.I will purchase if it is necessary.	-6.114	0.000	-7.266	0.000	-4.773	0.000	-8.256	0.000
4.I will visit the hotel what I want to buy.	-6.123	0.000	-8.900	0.000	-6.660	0.000	-7.253	0.000

Table 3. One-way ANOVA Analysis

	Squares	DF	MS	F-value	P-value	Scheffe post-hoc method
Purchasing Intention						
Between-subject	3163.970	3	1054.657	62.023	0.000	1. CG > E1
Within-subject	2788.690	16	17.004			2. CG > E2
		4				
Sum	5952.661	16				3. CG > E3
		7				4. E1 > E2
						5. E1 > E3
						6. E2 > E3

CONCLUSION

This research findings supported hypothesis1 and hypothesis 2. The results reveal that a highly physical attractiveness celebrity endorser stimulates a better response than a normally physical attractiveness celebrity endorser in international tourist hotels. In addition, a celebrity endorser with higher expertise is more effective than a celebrity endorser with normal expertise.

Past researches regarding endorsers emphasized tangible products. However, there was limited research about hotel industry as well as to service industry. This study could explain the effect of celebrity endorsers' physical attractiveness and expertise on the consumers' purchasing intention in international tourist hotels. Major constructs were seldom discussed in the domain of advertising industry and hotel industry. As a result, this research could contribute the knowledge of celebrity endorsers to systematic integration.

UNDERSTANDING CUSTOMER SATISFACTION WITH BUDGET HOTELS THROUGH ONLINE COMMENTS ON HOME INNS

Lianping REN

School of Hotel and Tourism Management
The Hong Kong Polytechnic University

Hanqin Qiu ZHANG

School of Hotel and Tourism Management
The Hong Kong Polytechnic University

Ben Haobin YE

School of Hotel and Tourism Management
The Hong Kong Polytechnic University

ABSTRACT

INTRODUCTION

Hotel online comments

The development of information technology has penetrated every corner of people's daily life. In hotel industry, it is a now common practice for people to read online comments before they choose a hotel. Several names have been attached to this phenomenon – electronic word-of-mouth (Lee and Hu, 2004) or e-word-of-mouth (Ye, *et al.*, 2011), e-comments, word-of-mouth (Stringam and Gerdes, 2010), e-complaints (Lee and Hu, 2004), and on-line reviews or comments, to name just a few. Compared with traditional word-of-mouth, the on-line word-of-mouth is much more powerful, in that it can reach thousands of people within a very short time period. What is more, this kind of comments is functioning in a dual manner. It is not only a comment or review in the traditional sense, but also an evaluation for the product, which future buyers can reference. Empirical researches have proved the powerfulness of online comments in many aspects, such as a significant impact on online sales, and strong relationship between online consumer reviews and business performance of hotels (Ye, *et al.*, 2011; Ye, *et al.*, 2009).

The powerful nature of on-line comments and reviews has drawn much attention from hotel managers. As a result, hotel managers are making full use of the platform to market themselves and to manage their service quality. In China, many hotel chains, tourism intermediaries, and tourism product distributors such as Ctrip and Elong, all provide online comment platforms for the customers to share their experience, to post comments or complaints, and sometimes simply to express a concern.

Budget hotel development in China

Budget hotel in China has a relatively short development history, less than 20 years. However, this sector has been developing at an unprecedented speed in recent years, from nothing 20 years ago to 6000 budget hotels, with about 1.4 million rooms around the country, in 2010, which take up 39% of total hotel rooms in China (China Tourism Academy, 2011). The following table shows the development of four major budget hotel chains in China, with a comparison between figures in 2008 and those in 2010.

Table 1. The development of four major budget hotel chains in China

Budget hotel chains	Number of hotels			Number of hotel rooms		
	2008	2010	Growth (%)	2008	2010	Growth (%)
Home Inn	471	818	73.67	56520	93898	66.1
Jinjiang Inn	249	596	139	34110	73350	125.3
7 Days Inn	195	568	191.2	27409	56821	107.3
Hanting Inns & Hotels	195	438	124.6	25350	50438	98.9

(China Tourism Academy, 2011)

Research objectives

Given the above background, it is important to look at how budget hotels in China are received by this mass market, evidenced by the comments posted online. However, while literature on online comments on hotels has paid due attention to the sector of full service hotels and luxury hotels, budget hotels seem to be neglected, and what people cares about budget hotels based on the comments people post on the websites remain unknown. What is more, as a newly emerged hotel sector in China, how budget hotels have been perceived is also untouched. Therefore the objectives of this study are:

- 1) To identify what items the Chinese customers comment most online about their experiences with budget hotels;
- 2) To examine what factors contribute to customer satisfaction and what factors lead to their dissatisfaction when they stay in budget hotels;
- 3) Implications on how to improve customer satisfaction management from both managers' and customers' points of views will be suggested.

The contribution of this paper is two-fold. Apart from verifying what composes the satisfying elements of budget hotels with literature, this study also taps into the mass market of China, where budget hotel as a sector is only established recently, but has been developing at a tremendous speed.

RESEARCH METHOD

Given the exploratory nature of the study, a grounded theory approach suits the objectives of this study. The social context of this study is limited only to online-comments, in China, where very few studies of this type can be found in English literature. Meanwhile, content analysis for this study allows the researchers to investigate the texts without any influence for direction from any 'a priori' theory or concepts, and is thus open to discuss what is revealed from this study (Jennings, 2001).

Data for the study

Data for this study is mostly textual data, extracted from the official website of Home Inns (<http://www.homeinns.com>), from the period of early March, 2011, until the end of 2011. Home Inns is now the largest budget hotel chain in China. Up till the end of March, 2012, there had been 1193 hotels in 208 cities, in China (Home Inn official website, 2012). Home Inns has its own distributing system, which allows customers with membership to post comments on the website after their accommodation in any of the Home Inns. Up till the end of 2011, there were more than 7 millions of active members of Home Inns (Home Inns official website, 2012). Choosing Home Inns to be the target of this study is also attributed to the following two reasons. Firstly, comments on Home Inns' website are found to be consistent and well organized, and are thus suitable for analysis. Secondly, the amount of comments is huge enough for study of this type. Altogether, 2936 comments were extracted, most of which were in Chinese, with only very few exceptions in English language, which were translated to Chinese language, for initial analysis. The 2936 comments were further broken into 4893 text units or comment units.

Data analysis

Nvivo 9, which, as Jennings recommended, is software with full ability to edit and code, and which is also capable of theory building and relationship building (2001), was utilized for data analysis of this study. A team of three researchers worked collaboratively. During the initial stage, the researchers worked on 200 randomly chosen comments separately and built up a framework of categorization. Discussions were held until a consensus was achieved. The researchers then proceed with the rest of the data, with proper note-taking when new items or confusing items came up. Due adjustment was made in the course of analysis.

RESEARCH FINDINGS

The 4873 text/comment units were categorized into eight broad categories according to the characteristics and focus of the comments (see Table 2 and Figure 1 below). The biggest category was on “guest rooms”, with 1640 comment units on different items in guest rooms, which takes up 33.7% of all the comment units. The second category was about the location of the hotels, which includes convenient transportation, surrounding environment and facility, quietness of the location, etc. There are 854 comment units on this category, 17.5 in percentage. Staff Service ranks the third, including comments on service skills and attitude of front office, housekeeping, reservation, and even the door men. The above three categories account for majority of comment units. The next four categories appear to be trivial compared with the previous four categories. These include price and customers’ perceived value for money, security, F & B service, and guest loyalty programs. However, the “others” category takes up over 20% of the total comments, which is going to be detailed later. Overall, there were more positive comments than negative ones, 2773 for positive comments, and 2045 for negative comments. Figure 2 shows the overall view of the customers’ satisfaction and dissatisfaction with Home Inns.

Table 2. Categories of online comments on Home Inns, and numbers

Categories	No. of comments	%	No. of POSITIVE comments	No. of NEGATIVE comments	Other s
Guest room	1640	33.7	590	1050	
Hotel location	854	17.5	588	266	
Staff service	742	15.2	498	244	
Price and value for money	202	4.1	155	47	
Security	189	3.9	16	173	
F & B service	187	3.8	40	147	
Guest loyalty programs	56	1.2	1	30	25
Others	1003	20.6	885	88	30
Total	4873	100	2773	2045	55

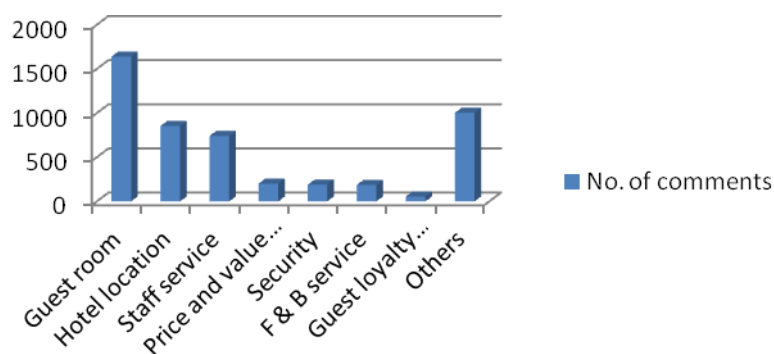


Figure 1. Frequencies of comment units on each category

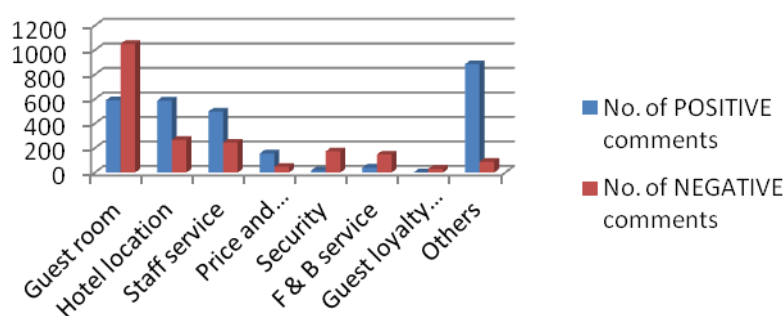


Figure 2. Positive and negative comments

CONCLUSTION AND IMPLICATIONS

To conclude, for Chinese consumers, the core product of budget hotels and the main features of budget hotels, including the facility of guest rooms, location, service, and price and value for money, are the top concerns. The basic elements contributing to a good night's sleep should be ensured, although the rest of the service is also discussed. Therefore, for the managers of Home Inns and other budget hotels, from home and abroad, keeping sufficient awareness of the features of the Chinese customers and what they care most about budget hotels will do them good in future management of customer satisfaction. Although, as Knutson *et al.* (1992) noted that customers who pay “no-frills” price expect “no-frills” hotel experience, the core product of the hotel rooms and service should not be compromised. What is more, the unique social context should be born in mind, so that the customers can be rest assured that their credit points will be added to their account, and that their accommodation in Home Inns will not be disturbed. The speed of network should be enhanced, as many Home Inn customers are business guests, and expect good internet access and speed. What is more, apart from addressing the issues raised on websites, management also need to be dedicated in responding to the comments, as a way to enhance their image upon positive comments, or to “rescue” their image upon negative ones.

DETERMINANTS OF INTER-ORGANIZATIONAL RELATIONSHIP MARKETING SUCCESS: A STUDY OF VIETNAMESE TRAVEL COMPANIES WITH THAI PARTNERS

Mai Ngoc Khuong

School of Business Administration,
Ho Chi Minh City International University

ABSTRACT

INTRODUCTION

This study is considered a further and more comprehensive examination of relationship marketing success with important dependent variable of relationship marketing success and independent variables derived from literature review in the field of relationship marketing and inter-organizational relationship success. This study is also considered the first to attempt to identify the key determinants of relationship marketing success in the field of travel and tourism management. In addition, the study should also make important contributions to both theoretical and practical research in the field of relationship marketing by 1) identifying the determinants of relationship marketing success at organizational level in the context of travel and tourism between Vietnam and Thailand and 2) to provide development suggestions based on the empirical research findings of the research for enhancing cooperation in the field of travel and tourism between Vietnam and Thailand.

LITERATURE REVIEW

Although a consensus on definition may not exist as yet there is an agreement that relationship marketing refers to collaborative and cooperative efforts among marketing actors (Sheth & Parvatiyar, 1995). Thus, from the mentioned above definitions, especially based on the definition of Morgan and Hunt (1994), this study considers relationship marketing success as the process of establishing, maintaining, and enhancing successful cooperative and collaborative relationships with customers, suppliers and other marketing partners to facilitate the delivery of superior customer value.

Bucklin and Sengupta (1993) conducted a research on successful co-marketing alliances. The model used in this research includes successful co-marketing alliances as dependent variable and independent variables are power balance, inter-organizational conflict in the relationship, benefits from the relationship, partner compatibility, prior history of business relations, age of the inter-organizational relationship, and turbulence in the environment.

Other researchers, Mohr and Spekman (1994) studied the characteristics of vertical partnership success between manufacturers and dealers. The results indicated that the primary characteristics of partnership success are: partnership attributes of commitment, coordination, trust, communication quality, participation, and conflict resolution techniques of joint problem solving.

Based on extensive empirical data, this study takes the following key variables into consideration (trust, commitment, interdependence, coordination, communication, participation, conflict resolution, formalization, flexibility, frequency of interaction, organizational compatibility, and age of the relationship) as they are important for understanding relationship marketing.

METHODOLOGY

This study mainly focused on relationship marketing success considering the relationships of factors affecting relationship marketing success. For this reason, the

quantitative approach was the major method applied to this study. The unit of analysis for this study was at the corporate level, with the target population of all international travel companies of Vietnam having relationships with Thai travel companies.

The primary data were collected through the survey questionnaires, which were sent to 220 Vietnamese international travel companies having relationships with Thai travel partners. The questionnaire, enclosed with a postage paid pre-addressed return envelope, was filled in by a representative of each travel company. The survey instrument had a cover page issued by the office of TAT in Ho Chi Minh City which introduced the project and asked for assistance and cooperation from travel companies in providing appropriate information for the research.

Regarding dependent variable of relationship marketing success of the relationship between Vietnamese and Thai travel companies, this measure consisted of six items, but in order to have Cronbach alpha value greater than .70, researcher excluded three items, the result then showed a higher Cronbach alpha value of .716 which is considered good internal consistency. For further analysis and testing hypotheses, the three items left were added up to make new variable with total scores.

The independent variables of this study included 11 variables as shown in table 01.

Table 01: Summary of Independent Variables with Reliability Coefficients

	Given Names	Number of Items	Alpha
Factor 1	Trust in the relationship (TRUSTIR)	23	.971
Factor 2	Participation in the relationship (PARTIR)	10	.887
Factor 3	Commitment to the relationship (COMITIR)	12	.887
Factor 4	Frequency of Interaction (FREINTER)	5	.729
Factor 5	Conflict Resolution in the relationship (CORESIR)	3	.824
Factor 6	Organizational Compatibility (ORCOMPAT)	3	.793
Factor 7	Formalization in the relationship (FORMIR)	7	.712
Factor 8	Interdependence of the relationship (INTERIR)	2	.844
Factor 9	Communication in the relationship (COMUNIR)	2	.715
Factor 10	Flexibility in the relationship (FLEXIR)	4	.639
Factor 11	Coordination of the relationship (COORDIR)	2	.708

RESULTS AND DISCUSSION

In order to find out which factors have relationship with the relationship marketing success, Pearson Product-moment Correlation Coefficients (r) were employed. The results showed that there were significant relationships between the dependent variable, REMASUC, and the independent variables: TRUSTIR, PARTIR, COMITIR, FREINTER, FORMIR, and FLEXIR.

In addition, this study also found that that 31.5 percent of the variance in the REMASUC could be explained by TRUSTIR, PARTIR, COMITIR, FREINTER, CORESIR, ORGCOMP, FORMIR, INTERIR, COMUNIR, FLEXIR, COORDIR, and AGER as independent variables of the model, and the REMASUC was mainly affected by 4 important predictors; TRUSTIR ($\beta = -.424$, $p < .005$), FREINTER ($\beta = .319$, $p < .005$), COMITIR ($\beta = .269$, $p < .05$), and FORMIR ($\beta = .210$, $p < .05$).

The result indicated that TRUSTIR was negative associated with the dependent variable of REMASUC and contributed the largest percentage (10.3 percent) of the total variances in the REMASUC. This finding was once again confirmed that trust in the relationship is one of the key components of relationship marketing. While previous

researches confirmed positive association, this negative association of this research finding objectively reflected the reality of the relationship between Vietnamese and Thai travel companies that newly formed and small travel companies in short-period relationships still did not highly trust each other enough yet, thus increasing the probability that participants in a relationship behave in an opportunistic way (Williamson, 1985). In the reality, small travel companies expected their partners to provide a higher level of marketing support. However, their partners did not because of one reason or another.

IMPLICATIONS

The practical implications to be drawn from this study have to do with the manner in which managers of both Vietnamese travel companies and Thai partners should face the future of their relationship. First, the findings of this study, based on the significant correlations between the independent and dependent variables, suggested that in order to have good cooperation in tourism marketing with the travel partner, the managers of the travel company should: a) look carefully at the trust they have placed in the relationship and the expectations regarding marketing success they wish to receive from the relationship with partner. This relationship is currently negative indicating that the higher level of trust a travel company had on the relationship, the lower level of success it got in term of marketing; b) participate in planning and goal setting in the relationship (e.g. together take part in decisions, goal formulation, and decision-making processes); c) show more commitment or dedication to working with the travel partner; d) often send/receive tourists to/from partners, meet or contact partners more often, and help each other with other services; e) formalize the relationship with the partner; and f) have a more flexible relationship with the travel partner.

This study also presented empirical evidence regarding the determinants of relationship marketing success such as trust in the relationship, frequency of interaction, commitment to the relationship, and formalization in the relationship.

Finally, this study was succeeded with a more comprehensive conceptual framework drawn from the literature of the relationship marketing and the inter-organizational relationship and provision of a better understanding of the relationship between two groups of organizations, Vietnamese travel companies and Thai partners, thereby contributing to the existing diversified literature in the field of relationship marketing, organization management as well as the field of tourism development.

CRUISER PERCEPTION ON THE PORT CITIES TOURISM IMAGE

Chiang-Chuan Lu

Department of Leisure Management,
National Pingtung Institute of Commerce

Ruey-Feng Chen

Department of Hospitality Management,
Taiwan Hospitality and Tourism College

Tien-Ming Cheng

Graduate Institute of Recreation, Tourism and Hospitality Management, National Chiayi
University

ABSTRACT

INTRODUCTION

Focus on the newly-entered cruise market in the Asia Pacific, this study attempts to exam the tourism images of the port cities across the Taiwan Straits - Shanghai, Hong Kong, and Taipei (Keelung), by conducting an investigation of cruisers in an attempt to compare destination features among the three major port cities. The UNWTO (United Nations World Tourism Organization) predict that the number of global tourist is expected to reach as high as 1.6 billion by the year of 2020. The Cruise Line International Association (CLIA, 2010) indicate that the cruise market will also be a substantial growth one, and expected there would be more than 15 million cruisers aboard the cruise ships in 2015. Asia-Pacific region has experienced strong growth in the cruise markets, mainly because of its investments in Malaysia's Star Cruises (Douglas and Douglas, 2004). In considering the development of cruise tourism in many countries, the British Ocean Shipping Consultants (OSC) forecasts that Taiwan will become one of the countries with most significant growth. Base on the literatures (Gallarza et al. 2002; Mccarthy, 2003; Ward, 2010), the success of cruise port operation is not only related to the seaport facilities and management, but also the destination impression and tourism images of the port cities. Several survey indicate that the criteria of a satisfactory "port of call" of a cruise should be accessible, interesting, culturally stimulating, safe and non-threatening, and user friendly (Gibson, 2008; Hritz and Cecil, 2008; Showker and Sehlinger, 2010). This study takes as a premise that Taiwan is promoting its cruise industry internationally, and the study focuses on the differences in tourism images among the three major port cities across the Taiwan straits. By analyzing these differences, this study hopes to provide future researchers with a reference for instituting cruise tours marketing and market positioning.

METHOD

A Delphi expert survey was conducted in 2009, and the panel members were four scholars that teach in marine leisure related departments in universities, and two industrial leaders in the cruise industry. Based on the results of multi-stage Delphi questionnaire, as well as expert opinion investigation and feedback, the indicators for cruiser perception on port cities tourism image were constructed. This study focused on the tourism image of the port cities across Taiwan straits, targeted on the cruisers who took the cruise to travel in the Royal Caribbean International Cruises, and data were collected during Feb. 15th to Feb. 20th in 2010. This study apply descriptive statistics, percentage, Chi-Square Test (homogenous test), one factor within-subject ANOVA and importance-performance analysis (IPA) to survey destination attributes' importance and priority in port cities competence.

FINDINGS

Destination image refers to the impression that a person has about a place in which they do not reside, and this is composed of the sum of related beliefs, ideas, and impressions (Hunt, 1975). It is an essential impression and decisive influence for a cruiser to select a cruise tour destination. As Table 1 shows, Hong Kong had better performances on average than either that of Taipei (Keelung) or Shanghai. Those indicators include “modern city landscapes,” “sufficient fundamental facilities,” “various tour selections,” and “reasonable expenses,” which accounted for 4.23, 3.97, 3.82, and 3.58. Taipei was in second place on three indicators, those were “diversified nature and ecology,” “original nature features” and “passionate and friendly residents,” which accounted for 3.43, 3.73, and 3.90. Shanghai had better performances on the “abundant cultural and historical landscapes” and “convenient transportation,” and those accounted for 3.46 and 3.72 respectively.

Table 1 Tourism Image of Port Cities

	Taipei (Keelung)		Shanghai		Hong Kong	
	N	Means	N	Means	N	Means
Natural & Ecological Landscapes	40	3.43	37	2.78	38	2.79
Cultural and historical landscapes	41	3.27	37	3.46	37	3.11
Modern City Landscapes	38	3.08	38	4.03	40	4.23
Original Natural Features	41	3.73	36	2.58	37	2.76
Sufficient Fundamental Facilities	39	3.05	37	3.59	38	3.97
Reasonable Consumption level	39	3.21	38	3.24	38	3.58
Convenient Transportation	39	3.44	39	3.72	39	4.10
Passionate & Friendly Residents	40	3.90	37	3.05	39	3.46
Various Tour Selections	39	3.62	37	3.41	38	3.82
Features different from cruiser's Home Town	39	3.72	36	3.06	38	3.82
Mean		3.44		3.29		3.56

IMPLICATIONS OR CONCLUSION

This paper examines the cruiser's experience of cruise tourism and investigates the causal relationships among the destination image of among the three major port cities across the Taiwan straits, including Taipei (Keelung), Hong Kong, and Shanghai. The results show that up to 66% of cruise passengers have distinct impressions of these three cities. In addition, the cross table of indicators in this study shows that the 10 indicators of destination attractions are evaluated positively. However, differences exist. Cruise passengers put more emphasis on ‘reasonable expenses’, ‘convenient transportation’, ‘sufficient fundamental facilities’, and ‘abundant cultural and historical landscapes’ than on other impression indicators. ‘Passionate and friendly residents’, for example, is evaluated as relatively less important. The findings suggest that the tourists from various countries do not have distinct impressions of the port cities. The results are valuable because of this study demonstrate that cruisers have sufficient cognitions on the port cities can be distinguished among these port cities tourism images. Finally, this study also hopes that some new indicators and directions be established for future studies of cruise passengers.

A COMPARATIVE STUDY BASED ON SLOW CITY PRINCIPLES AND DEFINING SLOW TOURISTS TYPES IN KOREA

Misoon Lee

Department of Hotel and Tourism Management
Kyungsung University,

ABSTRACT

This research examines the tourists' types of slow tourism focusing on slow cities of Hadong in Korea. First purpose of the study is to find of the importance of primary and secondary attractiveness elements for choosing Hadong as a slow tourism destination. Secondly, it is significant to analyze slow tourists' types based on slow city principles provided by Cittaslow Charter (1999) to classify Hadong visitors. Finally, this research is designed to examine tourists' satisfaction level after experiencing slow tourism in Hadong. The pilot study was conducted with 40 randomly selected visitors in April 2011. After the pilot study, some modifications were made on the questionnaire and main survey was conducted from 3rd to 8th May 2011. Total of 350 questionnaires were distributed and collected 318 valid responses. With regard to destination attractiveness, 12 out of 15 elements were found statistically significant and three elements of nightlife, variety of shopping facilities and variety of car rental services, were found not significant. It is because respondents know Hadong is located in rural area they did not expect facilities such as shopping places. More than 50% of respondents did not stay in Hadong until the night therefore nightlife element was not the reason to attract tourists to Hadong. The result shows that there are statistically significant differences between means of three visitor types. DST group is highly educated and have good knowledge about slow philosophy and movement. Moreover, this group is more likely independent travelers who are open to slow experiences and not afraid of discovering new and different cultures. However, AST group is more likely package travelers who have less knowledge about slowness and slow philosophy. This group is not willing to experience local culture and eco-gastronomy. They expected Hadong to have elements of mass tourism, which resulted low satisfaction level

MACANESE CUISINE IMAGES IN CHINESE VISITORS' BLOG: THEMATIC ANALYSIS

Mingjie Ji

Macao University of Science and Technology

Yang Zhang

Macao University of Science and Technology

ABSTRACT

INTRODUCTION

Macao, as one of the oldest colonial zones of contact in Asia, is an excellent example of cross-ethnic compromise and engenders specific cultural endeavors. It is a site of hybridity, of intersecting Sino-Portuguese influences, and is a highly bi-cultural location, expressed in the coexistence of various religious beliefs—Judeo-Christian and Buddhist-Daoist beliefs—world cultural heritage relics, and the invention of the distinctive Macanese cuisine. Macanese cuisine mainly contains the spices and flavors of Goan, Malay, African and Chinese, particularly Cantonese cuisine, as a result of centuries of Portuguese colonialism and modern adaption. Given the eclectic ingredients, the cuisine is associated with its diverse ethnic and geographical origins and represents a vibrant, indigenous culinary culture. Today Macanese cuisine is flourishing along the streets at tourist attraction sites and even in the restaurants and teahouses that claim to offer Cantonese cooking. The danger arises that the Macanese cuisine may lose its authenticity and the traditional image communicated to visitors today may have been impaired which ultimately threatens the image of a gourmet city.

Compared with the tourism information on the destination marketing organization, online travel trade and publications, travel blogs provide more authentic personal experienced based information (Sharda & Ponnada, 2006) and reveal dialectic views of both the trade and the general traveling public (S. Choi et al., 2007). The usefulness of tourist forums and online diaries is discussed by various studies in the field of destination marketing (Pan et al, 2007), tourists characteristics, motivations and preferences (Carson, 2008; Wenger, 2008), tourists' decision making (Mack et al, 2008), the ways in which destination images are framed (Pan & Ryan, 2007) and technologically mediated interactions (Thevenot, 2007). Lim's (2009) research shows that the Internet in China is able to provide opportunities to form cyber communities for these alternative tourists (Ong & Cros, 2011). In addition, various Macau image studies are only concerned with the image conveyed by the whole city (Choi et al, 2007) not as specific as to evaluate one cultural element, i.e. local cuisine, whose results are not customized to solve problems of one category. The research targets Mainland visitors as they are Macau's largest source market, accounting for 60% of all visitors (Jahns, 2005). Their responses about the cuisine are representative and can provide a platform which is critical to position the local food icon and helps to promote the distinctiveness of cultural tourism in Macao.

METHODOLOGY

The data will be collected qualitatively from online diaries and tourist posts on tourism blogs. Website of Sina Travel is chosen as the research field because the forum is active, popular and reputable travel forum in mainland China at the time of the research. It also has an active Macau section where a group of regular participants discuss, initiate contact and share stories of their travels. This study will adopt distanced virtual ethnographic approach which can ensure that the participants' responses are less intrusive and unbiased.

The author observes the diaries and online posts made during the period from 31 March

2011 to 31 March 2012. Thematic analysis framework by Ryan and Bernard (2003) will be applied to trace and understand the meanings social actors inscribe to objects, ideas, events, encounters and interactions. The model is based on the epistemological foundations of social construction (Ryan & Hall, 2001) and symbolic interactionism (Ryan & Collins, 2008). The framework is, however, modified to suit the specific research context. To start, the authors search on the local cuisine section on the Sina Travel blog/posts for discovering, filtering, cutting and keeping the themes related to Macanese food which are then copy/cut and paste into the Word document. The first step can generate about 700-800 text items. Then, the texts are refined and condensed to less than five key words. Next, the resulted keywords are analyzed using Minitab to process the frequencies. Lastly, based on the hierarchy of frequencies, the authors choose the top ten most frequently used keywords to refer back to the original texts to construct concepts that denote the Macanese cuisine image communicated to visitors.

CONCLUSION

Macao is seldom related to a gourmet city to the Mainland visitors even though the local Macanese cuisine has distinctive characteristics across Asia Pacific which concentratively reflects the past hundreds' years' of colonial paths and the revolution of the people's wisdom. The purpose of this research is to contribute to Macao tourism literature by systematically examining Macanese cuisine image communicated to her major source market through an active and popular travel blog. Travel blogs provide more authentic personal experienced based information than those provided on the destination marketing organization and publications and reveal dialectic views of both the trade and the general traveling public (Choi et al., 2007; Sharda & Ponnada, 2006). However, the findings are exposed to the following limitations. Firstly, thematic analysis is exploratory in nature and relies on subjective judgments to some extent. Secondly, it is assumed that bloggers' viewpoints are authentically conveyed about the intended message. Thirdly, the research only studies the textual information while the role of visual information on the projection of the Macanese cuisine is ignored. Lastly, the research gives an insight about the viewpoints of the visitors from the Mainland China but other major source markets, such as Hong Kong and Taiwan, are neglected. Future research can take account of the visual information into Macanese cuisine image analysis and compare the viewpoints from different source markets.

AN ANALYSIS OF EXPERIENTIAL BENEFITS OF ADVENTURE SPORT TOURISM PARTICIPANTS IN HUALIEN

Wei-Ju Lin

Taiwan Hospitality & Tourism College

Hsiu-Yin Huang

Taiwan Hospitality & Tourism College,

Chung-Hsin Su

Taiwan Hospitality & Tourism College

ABSTRACT

INTRODUCTION

Hualien County, located in the east of Taiwan, is rich in unique landscapes. Due to the convenient transportation and the two-day-off per week policy, recreation experiences in Hualien tend to include activities that are novel, with varieties, personalized and challenging, such as high-line rappelling, rafting, diving and hiking. This research aims to investigate the difference of adventure sport tourists' expectations and their real experiences. By analyzing participants' demographic information, trip experiences, over-all satisfaction and intention to revisit, the results will be valuable references to future plan and research in the field.

METHOD

In-depth interviews were conducted with adventure sport tourism operators to understand the current situation of the business. A self-developed questionnaire was used as the instrument to collect data. The sample was adventure sport tourism participants in Hualien. The convenience sampling was adopted. 50 effective questionnaires were received with the response rate of 81%. Descriptive statistics, factor analysis and paired t-test were used for data analysis.

FINDINGS

Four benefits of adventure sport tourists were resulted from factor analysis: pressure relieving, social interaction, educational benefits and psychological benefits. Participants revealed the highest expectation and satisfaction in pressure relieving benefits. Long distance was the reason for low intention to revisit. According to the results of paired t-test, perceived satisfaction of participants was significantly increased after high-line rappelling.

CONCLUSION

Participants attained satisfied adventure sport tourism experiences under the guidance from professional instructors despite gender difference. It is suggested that adventure sport tourism operators may build up their positive image through media. They can also improve the ecological interpretation techniques of adventure sport tourism instructors. As a result, participants can not only experience an enjoyable trip but also learn about sustainable tourism to protect the stream ecology.

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A STUDY OF EXPERIENCE QUALITY IN THE CULTURAL HERITAGE TOURISM INDUSTRY

Hung-Che Wu

Faculty of Hospitality and Tourism Management
Macau University of Science and Technology

ABSTRACT

The purpose of this study is to examine the visitor's perception of experience quality in the cultural heritage tourism industry by developing a conceptual framework and measurement scale. Through using a multi-dimensional and hierarchical model as a framework, experience quality in the cultural heritage tourism industry is indicated by four primary dimensions each of which is defined by two sub-dimensions. The primary dimensions are (a) interaction quality (composed of personal service and interpretation service), (b) physical environment quality (consisted of physical facility and environment quality), (c) outcome quality (comprised of valence and venue quality), and (d) access quality (made up of convenience quality and information quality). The proposed multi-dimensional and hierarchical model of experience quality would facilitate research into the dynamics of cultural heritage tourism industry and offer guidelines for practitioners as they constantly strive to provide the very best experience for their visitors.

EXPLORING STEPWISE INNOVATION TOWARD VIABLE EDUCATIONAL TOURISM IN AGRICULTURE: EVIDENCE FROM JAPAN

Yasuo Ohe

Department of Food and Resource Economics
Chiba University

ABSTRACT

Although the educational function in agriculture is attracting growing attention as a kind of multifunctionality in agriculture, these services are not yet provided as a viable farm product. With regard to establishing a viable market for this service, this paper explores how the educational externality could be internalized by focusing on educational dairy farms in Japan and quantitatively evaluated the attitudes of operators toward establishing a viable service as revealed by a questionnaire survey. First, a conceptual framework was presented to express operators' orientation toward an economically viable service by incorporating a stepwise internalization process of positive externalities with the help of a social learning network. Then, empirically, factors that determined this orientation, a viable service determinant function, were explored by the ordered logit model. The result showed that, first, the higher the number of visitors to the farm, the more operators were oriented toward a viable service while no connection with ordinary dairy production was shown. Second, social learning was effective for initiating the internalization process. Third, marketing skills became more important for upgrading the internalization level. Consequently, it is important to create opportunities for those farmers who want to provide consumers with educational services to learn a new role for agriculture and to stepwisely establish a new income source.

BUILDING A SUSTAINABLE BUSINESS MODEL: THE STRATEGIC APPROACHES FOR SMALL-AND MEDIUM-RETAIL TRAVEL AGENTS IN HONG KONG

Edic Sun

School of Hotel and Tourism Management
The Hong Kong Polytechnic University

Barry Mak

School of Hotel and Tourism Management
The Hong Kong Polytechnic University

Benny Chan

Hong Kong Community College
The Hong Kong Polytechnic University

ABSTRACT

INTRODUCTION

Distribution, transaction and communication are the three fundamental functions of a travel agent (Peterson, 1997). The ever changing economic, technical, and social environment creates huge impacts to travel business, especially for those small-and medium-retail travel agents due to their limited resources to respond in a timely and flexible manner. At the heart of those changes are the economic forces attributed to the 1978 aviation deregulation and the role of information technology. Travel agents were once the official channels for airlines as their overseas representative offices before the deregulation took place. Their core functions include sorting, inventory holding, and building up assortments that facilitate physical exchanges. The effectiveness and efficiency in facilitating transactions between sellers and buyers became their core competency. With the emerging of online systems and the e-distribution networks, they complicated the relationships among stakeholders in the travel business. Customers, however, may not benefit from the “convenience” of the travel information free-flow and user-friendly online systems, therefore, how to enhance the communication function in an effective manner became the “shifted” core competency for a travel agent. The higher in professional level of services provided by travel agents, the higher in satisfaction level perceived by travellers, their success in responding the changes will enhance their new role by acting as “consultants” instead of “middlemen”.

Buhalis (1998) suggested two strategic directions for travel agents to follow. One is to offer differentiation by designing high-quality personalized travel arrangements that consumers are willing to pay a premium for. The other is to offer less expensive products through standardization, high volume and consolidation. Tse (2003) offered a similar strategic approach. His research findings revealed that travel agents are left with two alternatives. They can either focus on developing their strength by improving efficiency as a low cost agent implementing the online model and work like other offline agents pushing hotel and airline bookings with online platforms to minimize cost. Another alternative is to develop a different business model and professionalize the organization. They should add value to the customer traveling experience by providing travel advice and enhancing loyalty to achieve high customer satisfaction. With the suggested directions, how can travel agents modify their business model and find new revenue sources and secure profitability? How can they organize their business to work more effectively across the value chain and meet the needs of travelers to sustain long-term development?

The fundamental role or core value of a travel agent is to add value and provide services to suppliers and customers. Travelers can purchase a all-inclusive tour or any individual tourism service component from a retail travel agent. Transactions between the travel agent and customer are purely based on the service in arranging the required components, but the travel agent is not involved in the operations of the physical product, such as airlines, hotels, or theme parks. Porter's (1985) value chain framework provides a good analysis tool to look at how travel agents add value to the market and consequently obtain profit. On the other hand, Porter's generic business-level strategies are a dominant paradigm in business policy literature. According to Porter (1985), each strategy represents a fundamentally different approach to creating and sustaining competitive advantage. A firm should focus its business direction by selecting the best option, thus avoiding stagnation. Travel agents may either strive for an overall cost/price leadership by minimizing their operation cost or differentiating themselves by providing professional service to gain product quality leadership. Furthermore, a concentration on market niches may yield a successful strategic position (Toyne & Walters, 1993). A good business model, with several settings or formulas to generate business, will certainly allow travel agents to sustain their business for long-term development. Upgrading and retaining competitive strength in the marketplace can be achieved by deploying and building a mechanism to protect advantages, thus enhancing the level of sustainability. Within the entire value system, travel agents focus on the operating cost and the final price of products or services because a certain value is available within the value chain. To obtain a more desirable profit margin, travel agents need to determine how they can effectively and efficiently spread the cost and profit across the suppliers, producers, distributors, customers, and other elements of the value system. The capability & commodity framework of Johnston & Clerk (2005) provided suggestion for the current development of travel agent business (Figure 1). With reference to strategic positioning from Johnston & Clerk (2005), Figure 2 suggested the relationship development and strategic positioning for retail travel agents in a long-term development.

Figure 1: Capability & Commodity Framework in Travel Agent Business

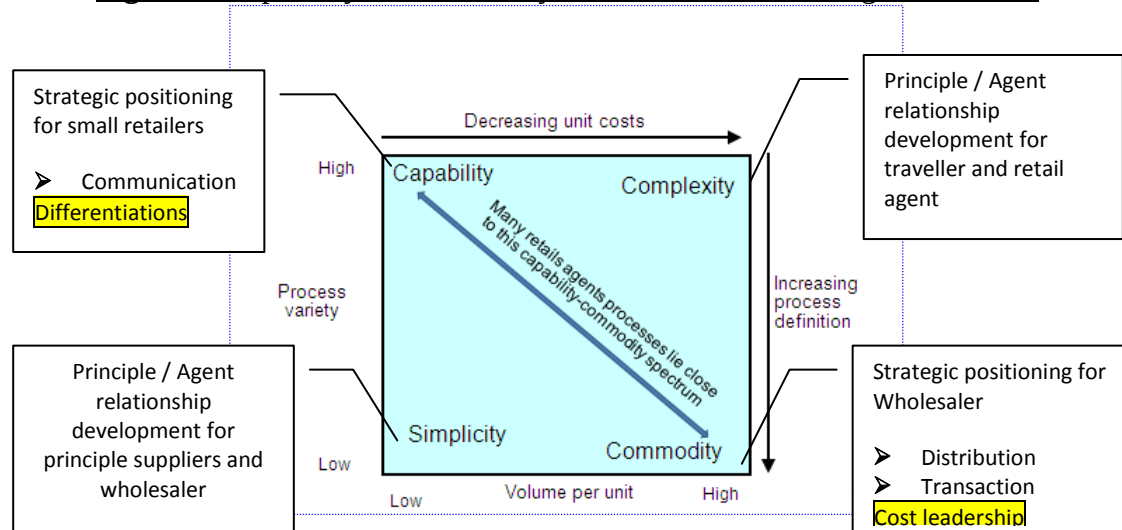
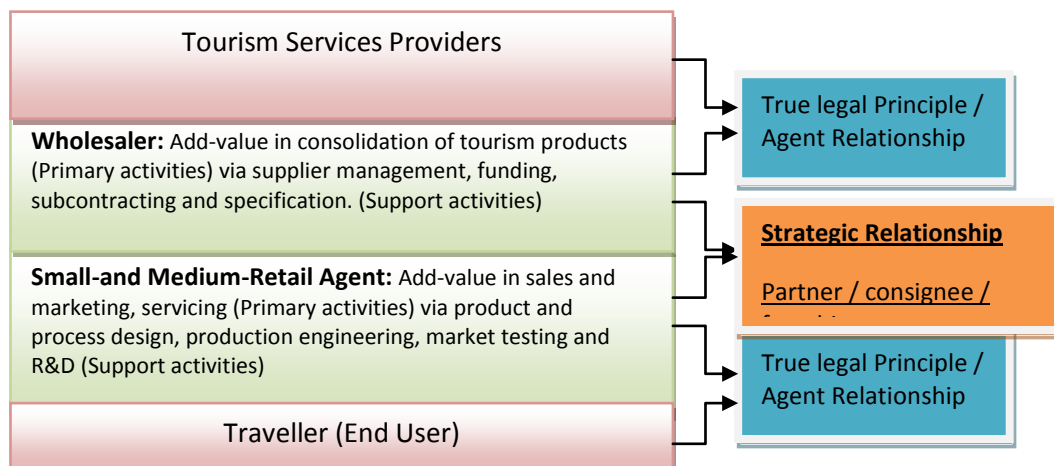


Figure 2: Strategic Positioning and Relationship between small-and medium Retail Agent and Tourism Services Providers



METHOD

A two-stage data collection design will be employed. The first stage of the study will include pilot interviews and observations. The second stage of the study will collect relevant data or information by conducting in-depth interviews with industrial employees with over five years' experience in management positions of small-and medium-retail operations. Data will be content analyzed.

FINDINGS

Finding of the study will be presented in the full paper submission.

EXPLORING THE MEANING OF TRAVEL AMONG IMMIGRANTS: SOCIAL CAPITAL AND ACCULTURATION PERSPECTIVES

Kam Hung

School of Hotel and Tourism Management
Hong Kong Polytechnic University

Honggen Xiao

School of Hotel and Tourism Management
Hong Kong Polytechnic University

Xiaotao Yang

School of Hotel and Tourism Management
Hong Kong Polytechnic University

ABSTRACT

INTRODUCTION

Hong Kong is a society comprised of immigrants with 33.5% of the population is originally from mainland China (Census and Statistics Department, 2007). Adapting to a new place can be a stressful process influenced by a variety of factors. Understanding the life experience of immigrants in the new society, their connections to their hometowns via travel, as well as the influencing factors on these aspects, may help policy makers formulate relevant strategies to facilitate their adaptation. The majority of previous studies on immigration focused on movement from one country to another country rather than immigration to a region within the same country. Hong Kong, which is a Special Administrative Region of China, is distinct from other cities in China due to its independent constitution and political system. Due to such differences, relocation from mainland China to Hong Kong is commonly interpreted as immigration by the public presented as such in the literature. Thus, Hong Kong provides an interesting context for understanding immigrants' life experience in connection with travel in a distinct society within the same country. Such an understanding is likely to shed some light on Chinese immigrants' life experience in Hong Kong, which is essential for formulating corresponding strategies to help them adapt to the new society. This study aims to examine the issues from the perspectives of social capital and acculturation with the aim to understand the affecting factors of mainland Chinese immigrants' life experiences in Hong Kong and their travel decisions to their hometowns.

The study of social capital is multidisciplinary in its nature with a large number of literature found in various disciplines including politics (Ihlen, 2005), economics (Paldam & Svendsen, 2000; Annen, 2003), health (Sirven, 2006; Atschuler, Somkin & Adler, 2004; Poortinga, 2006), youth studies (Almgren, Magarati & Mogford, 2009), and gerontology (Heenan, 2010). As the applications of social capital research expand, scholars start to rethink the fundamental constructs of the concept with an aim to converge and further develop the knowledge. Criticisms have arisen on various aspects of the concept especially in its conceptualization and measurement (O'Brien, Burdsal & Molgaard, 2004; Atschuler, Somkin & Adler, 2004; Sabatini, 2009). While the proliferated social capital studies enrich our understanding of the concept, the diverse definitions also contribute to inconsistent interpretation of social capital (Paldam, 2000; Sirven, 2006). The problem of measurement is manifested by the diverse conceptualization of social capital. The various definitions have led to different measures across different studies. Some scholars measure social capital with the density of voluntary organizations (Putnam, Leonardi, & Nanetti, 1993); Some (e.g., Inglehart et al, 1998) identified social trust as a proxy for social capital in which the measure

of social trust is controversial in itself without a commonly agreed measure among scholars (National Statistics, 2001; Paldam, 2000); Some scholars used a combined measure including trust, reciprocity, and co-operation (Heenan, 2010). It seems that scholars have not yet reached an agreement on the standard measure of social capital.

The scholarly discussions of acculturation in literature can be categorized into three categories: 1) acculturation of tourists; 2) acculturation of immigrants in tourism studies; and 3) acculturation of immigrants. The first category concerns the acculturation experiences of tourists in their travel destinations. An example of this is Oigenblick and Kirschenbaum's (2002) study in which they surveyed ex-Soviet Union tourists visiting Israel in order to identify the factors influencing tourists' immigration decisions. The second category within acculturation literature in tourism mainly concerns immigrant workers. For instances, Janta et al. (2011) examined the role of employment in migrant workers' acculturation to the host society. The third stream of acculturation studies embeds in general disciplinary research. These studies suggest that different factors have been identified which influence immigrants' acculturation; discrimination has been among the most frequently mentioned of these factors.

In summary, the discussion of social capital in immigration studies has been minimal, particularly in the context of acculturation. Has the nature of social capital changed after immigrants move to Hong Kong? What influence their development of social capital and acculturation? How do these factors individually or collectively contribute to their travel decisions to their hometowns? This study explores the meanings of their travel from the perspectives of acculturation and social capital.

METHOD

Based on the study objectives, an interview guide with open-ended questions was developed, bearing on 1) ice-breaking questions to capture immigrants' backgrounds (e.g., age, education, job status, and length of residence in Hong Kong; 2) trip characteristics (e.g. patterns of traveling, reasons for visiting their hometowns, travel behaviors, and feelings toward their hometown); 3) social capital (e.g. contacts in hometown, contacts in Hong Kong, and the change of social capital); and 4) acculturation (e.g. cultural difference between hometown and Hong Kong, life experiences in Hong Kong, and feelings toward Hong Kong). Participants were probed with follow-up questions to induce more relevant information during the interviews.

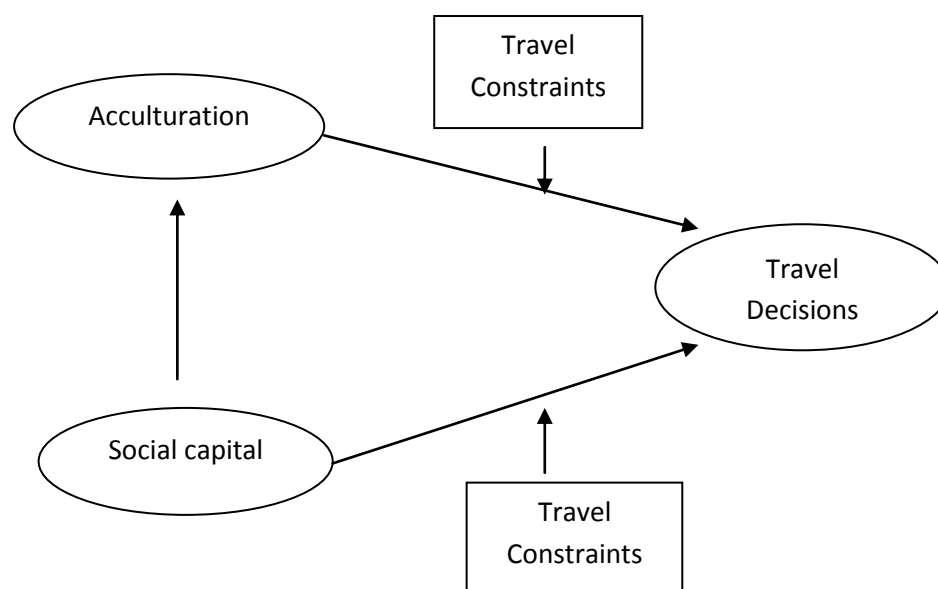
Data analyses were conducted after transcribing all interview recordings. The researchers were familiar with the transcripts by reading through them several times. Systematic procedure of open, axial, and selective coding was undertaken to listen "voice" from the informants (Strauss, 1987). In-vivo codes are code quotes from transcript directly (Strauss, 1987) which makes the analysis flesh and grounded in the data. Based on familiarity with past literature, constructive labels, such as social tie, kinship relationships, and self-concepts were assigned appropriately. And then moving on to the axial coding stage, in which categories were emerging via "intense" in the sorting of open codes, such as three acculturation categories. Besides, satellite codes such as "travel constrains" were leave aside at this stage. At the final selective coding stage, "social capital", "acculturation", and "travel decision", were identified as core categories. The satellite code, "travel constrains", do not fall into any of those three categories and identified as a core category. Notably, the model of immigrants' travel decisions was finally emerged from the data. interpretation.

FINDINGS

Based on the data analysis, a conceptual model is proposed to depict the relationships among social capital, acculturation, travel constraints, and travel decisions (Figure 1). First, social capital is hypothesized to influence immigrants' travel to their hometowns. Second, a

positive relationship between acculturation and travel decisions is postulated. Third, social capital is hypothesized to influence acculturation of immigrants.

FIGURE 1
MODELING IMMIGRANTS' TRAVEL DECISIONS TO THEIR PLACE OF ORIGIN



IMPLICATIONS OR CONCLUSION

The study contributes to the literature in two ways. From theoretical perspective, a conceptual model has been proposed based on the results of current study to outline the interrelationships among social capital, acculturation, and travel. It is suggested that such a model provides a more holistic picture and can potentially enhance our understanding of immigrants' social capital, acculturation to a new place, and the meanings of their travel to their hometowns. Although such relationships could not be empirically tested in the current study, the study laid a foundation for further investigations on such a model. Moreover, the study reified the existence of an acculturation continuum and supports the theory that assimilation and acculturation are two different concepts with assimilation being only one of the four outcomes of acculturation. Therefore, these two terms should not be used interchangeably in future studies.

In the practical sense, this study reported the barriers to immigrants' adaption to their new culture. While some barriers, such as limited housing space, are similar to those encountered by the larger native population, others can be reduced with proper practices. For instance, discrimination by locals is often encountered by new immigrants, which adversely affect immigrants' accumulation of social capital and acculturation to the new place. Such discrimination can be reduced with proper public education. Various means, including public education such as advertisements on television or in train stations, can be used to promote a harmonious community in Hong Kong. With the influx of many new immigrants to Hong Kong every year, such education is necessary in order to reduce conflicts among different ethnic groups. Orientations and/or classes may also be provided to new immigrants to help them adapt to Hong Kong. In these sessions, immigrants may be introduced to the language, culture, and geography of Hong Kong. Various job opportunities and/or trainings may also be provided to alleviate financial instability.

PERCEIVED VALUE OF A GPT AND ITS OUTCOMES

Ying Jen Pan

School of Marketing
University of Western Sydney

Felicitas Evangelista

School of Marketing
University of Western Sydney

ABSTRACT

The objective of this paper is to identify the value dimensions of a GPT and to empirically test their relationships with satisfaction and behavioral intentions. The conceptual framework was developed based on the idea that a GPT is a bundle that includes tangible products and intangible services in one package. Through a literature review, a multidimensional approach was adopted and a first-order model was established. Five GPT value dimensions were identified; namely, Functional Value, Functional Product Quality, Emotional Value, Social Value and Functional Service. The results show that only Emotional Value and Functional Service have significant and positive effects on Satisfaction, and Satisfaction leads to four Behavioral Intentions. Conclusion and implications are given through the discussion.

THE RELATIONSHIP BETWEEN PROFESSIONAL SOCIALIZATION AND JOB INVOLVEMENT FOR THE TOUR LEADERS

Ya-Li Chang

Department & Graduate School of Tourism Industry, Chinese Culture University

Chih-Wei Wan

Department & Graduate School of Tourism Industry, Chinese Culture University

Chun-Yao Yang

Department & Graduate School of Tourism Industry, Chinese Culture University

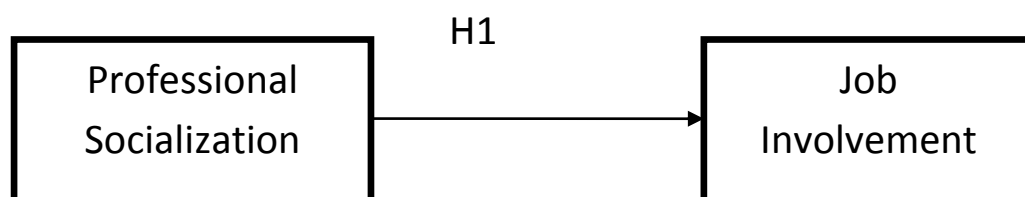
ABSTRACT

INTRODUCTION

In recent years, Taiwan's outbound travelers have increased steadily. According to the survey of 2010 people travel conditions of Tourism Bureau, the purpose of travel abroad for tourism is 61.1%. In Asia, group package tour is a major form of overseas travel. (Nozawa, 1992; Prideaux, 1998; Wang, Hsieh and Huang, 2000; Wang and Sheldon, 1995; Yamamoto and Gill, 1999). In Taiwan, people travel abroad, most of them choose group package tour. Therefore, making the tour leaders a corresponding growth in demand in recent years, there are more and more people into this industry. According to the Tourism Bureau (2011) definition of the tourism Ordinance in article 12, 13, tour leader refers to the implementation of the guide to travel overseas travelers group travel business to receive the reward of service personnel. New investment often through the process of professional socialization to learn vocational skills, to quickly adapt to the professional environment in this industry. In this process, the novice to learn the occupation or profession, and by professional education and training opportunities to convey the value, standards of behavior and attitudes of the professional, thereby creating the concept of the role of professional (Howkins and Ewens, 1999). But whether this career and long-term development when the life-long career, not work short of resigning, job involvement is an important indicator. Kahn (1990) definition of job involvement as members control the self so that the combination of self and job role. Therefore, whether the professional socialization lead to the tour leader on the job involvement increase or not is the study focus.

TABLES AND FIGURES

Heck (1995) Study conducted by the school administrators, the results demonstrate that the professional socialization and organizational socialization are highly positively correlated. Lee (2010) Research indicates that, Organizational socialization have a significant effect of job involvement. Based on the above literature, this study would like to discuss the relationship between professional socialization and job involvement for the tour leaders. Above discussion, the proposed research framework is as follows:



This study used questionnaires to collect information, the questionnaire is divided into three parts, the first part is that Dutoit (1995) integrated the construct of the professional

socialization scale, but because this scale focuses on measuring professional socialization values and personality traits, this study consider the professional knowledge of the tour leaders professional socialization important part, so the reference to the professional socialization scale Morzinski (2005) the Construction, integration into the measure of their professional knowledge. After the translation and revision, a total of 32 questions.

The second part, using Kanungo (1982) job involvement scale to measuring the job involvement of the tour leader. After the translation and revision, a total of 10 questions.

Basic information on the three part contains the basic information of the respondents sex, age, education level, marital status, years of income. In addition to Part three of its duties, the rest part are Likert seven-scale assessment, using the check the way, from "strongly disagree" to "strongly agree" and seven other options, a strongly disagree to give 1 points, a strongly agree to give 7 point. Reverse question answer a strongly disagree to give 7 points, a strongly agree.

In this study, the SPSS statistical analysis software to do statistical analysis to quantify the tour leaders a total payment of 100 questionnaires, 78 valid questionnaires, and the effective recovery rate of 78%. The statistical method in this study include: descriptive statistics, reliability analysis, correlation analysis, regression analysis.

Through descriptive statistical analysis of the basic information of the 78 respondents, the gender is mostly women, accounting for 61.5%. The main age group is concentrated in the 21-30 years of age, accounting for 59%. The level of education is more concentrated in the college, accounting for 83.3%. Marital status to unmarried persons, mostly accounted for 66.7%. The majority tour leader work less than two years, accounting for 43.6%. The monthly salary of U.S. dollar 650~1300 is the majority, accounting for 83.3%.

In this study, the Cronbach's α coefficient to determine the total scale internal consistency, Cronbach's α for the 0.968 (Professional Socialization), and 0.883 (Job Involvement). Overall, the reliability of the scale used in this study were higher than recommended by Nunnally (1967), an acceptable standard of more than 0.6..

Regression analysis verify hypotheses relationship, discuss whether there is established. Hypothesis 1: Professional socialization has significant effect on job involvement (R-squared value of 0.317 , $p < 0.000$). Hypothesis is valid.

Use correlation analysis to detect the relevance of the professional socialization and the job involvement. The size of the Pearson correlation coefficient, said the close relationship between two variables; correlation coefficient R values below 0.4 is low, more than 0.4 to 0.8 following a moderate correlation above , 0.8 is a highly. (Wu and Tu ,2006). All correlation coefficients, all variables and up to the level of significance (see Table 1).

Table 1. . Correlation analysis

		Professional socialization	Job involvement
Professional socialization	Pearson correlation	1	.563**
	Significant(two-tailed)		.000
	Number of samples	78	78
Job involvement	Pearson correlation	.563**	1
	Significant(two-tailed)	.000	
	Number of samples	78	78

** . Significance level of 0.01 (two-tailed), related to significant

Statistical analysis results showed that: Professional socialization has significant positive effect on job involvement for tour leaders.

IMPLICATIONS OR CONCLUSION

Past literature, most of them concern the relationship between organizational socialization and job involvement, and less focus on the aspects of professional socialization, this study is expected to differ from previous studies and provide a new perspective. And the industry in the training of new staff, more emphasis in the professional socialization process and thus enhance job involvement.

EMOTIONAL LABOR OF TOUR GUIDE: DOES IT MATTER TO TOURISTS?

Lee Shin Yiing

Graduate School of Management
University Putra Malaysia,

Yuhanis Abdul Aziz

Faculty of Economics and Management
University Putra Malaysia,

ABSTRACT

INTRODUCTION

Service employees' emotion management in organizations has received increasing attention in services marketing literature. Tour guide is the service employee who represents the travel agency in delivering and maintaining the quality of service to tourists in group package tour. Tour guide embodies the service being sold and is linked inextricably with the quality of group package tour (Sharpe, 2005). Furthermore, they are the employees who significantly influence customer's overall impression and satisfaction with the tour services. Their performance can make or break a tour (Quiroga, 1990). Therefore, they are required to manage their emotions as a part of their job as well as express appropriate emotions during service interactions. However, tour guides are human who have true feelings and emotions which would be affected by different happenings in real-time situations. So, it is impossible to expect them to always feel the same emotions in line with the required emotions. Emotional labor is coined by Hochschild (1983) to describe the emotional effort of service employees in managing their feeling to create a publicly observable facial and bodily display. Given that travel and tourism is a high contact service in which tour guide has intensive interactions with tourists, and is required to display various emotions and roles, tour guide of group package tour is a typical occupation which demands emotional labor. Tour guide's acting skills can influence tourist perceptions of overall service and satisfaction towards the tour services. When emotional leakage occurs, service employee is seen as insincere, inauthentic and unprofessional. Hence, it is important for service employee to engage in appropriate strategies to portray a sincere, friendly and warmth image during the service interactions. Tour guides are frequently required to coordinate and interact with other frontline employees as well as between tourists. Hence, managing their emotions and displaying a set of right emotions when serving the customers become important. Several studies had identified that tour guide's performance is the key factor resulting in customers' complaint or contributing to customers' satisfaction on group package tour (Mossberg, 1995; Ap and Wong, 2001).

Originally, there are two dimensions or strategies used in emotional labor, which included surface acting and deep acting (Hochschild, 1983; Grandey, 2000). On top of these dimensions, there is an additional strategy suggested as expressions of naturally felt emotions (Diefendorff *et al.*, 2005), which is under-research. The purpose of this study is to investigate the associations of emotional labor with customer satisfaction from customer's perspective. Service employees who engage in surface acting or deep acting actively modify their emotional displays in order to be in line with organizations and customer expectations whereas naturally felt emotions involved service employees experience similar emotion that is required and display it during service interactions. There is limited empirical evidence about the relationship between naturally felt emotions with customer satisfaction.

Previous empirical study on emotional labor strategies in tourism industry suggested

that when tourists perceive tour guide engage in surface acting which seemed to be feign, the perception is detrimental to customer related outcomes (Van Dijk *et al.*, 2011). In turn, when tour guide is perceived to be engage in deep acting or express their naturally felt emotions, customers tend to see these as authentic displays, thus more satisfied with the service experience (Grandey *et al.*, 2005; Van Dijk and Kirk-Brown, 2007). Positive displays that are inauthentic may be sensed by customers and generate less favorable customer responses (Grandey *et al.*, 2005; Van Dijk *et al.*, 2011). Similarly, Groth *et al.* (2009) found a negative relationship between surface acting and customer satisfaction with the service. Based on these discussions, the following hypothesis is proposed:

H1 Tourist perceived tour guide surface acting is negatively related to customer satisfaction.

Customers reported higher satisfaction scores for employees who portrayed authentic positive displays, which known as deep acting or naturally felt emotions (Grandey, 2003). Besides, Groth *et al.* (2009) suggested that customer who perceived employees to be engage in deep acting are more satisfied. Aligned with these findings, this study develops the following hypothesis to be tested:

H2 Tourist perceived tour guide deep acting is positively related to customer satisfaction.

There is relatively less studies on the association of expression of naturally felt emotions with customer related consequences. This is due to naturally felt emotion is a relatively new identified strategy compared to the other two strategies. Yuhanis and Zaiton (2010) proposed that naturally felt emotion has a positive relationship with customer satisfaction. However, the relationship is not significant in their study. Following the proposed relationship, this study formulated the following hypothesis:

H3 Tourist perceived tour guide expression of naturally felt emotion is positively related to customer satisfaction.

METHOD

Empirical research using survey was carried out to examine the proposed hypotheses. The constructs used were measured by using established close-ended questions. Questionnaires were distributed to tour guides in travel agencies, then these tour guides conveniently distributed to tourists who were in their group travel package. In total, 398 tourists had participated in this study. Descriptive statistics, reliabilities and correlations were conducted in order to obtain the results and to identify the relationships. Reliability test was conducted to examine the internal dependability of the constructs. The Cronbach's alpha of the constructs varies from .935 (naturally felt emotions) to .976 (deep acting, customer satisfaction) which suggest the reliability of the constructs used in this study.

FINDINGS

From a total of 398 respondents, 46.7% of the sample was represented by male tourists while 53.3% were female. Besides, 57.8% of the respondents were from Asia region, followed by 13.6% were from Australasia whereas 9.3% were from Europe, 6% were from North America as well as 5.5% were from Middle East. Majority (58.8%) of the tourists will stay in Malaysia for 4 to 5 days, 36.7% reported that they will stay for 6 to 7 days and 4.5% will stay for more than 7 days.

As depicted in Table 1, it was found that all hypotheses are supported providing evidence on the impact of emotional labor on customer satisfaction. Surface acting was found to be negatively related to customer satisfaction (-.321). On the other hand, deep acting was found to be positively related to customer satisfaction (.64). The correlation coefficient indicates a strong and positive relationship. Unlike deep acting, naturally felt emotions has

relatively weak but positive relationship with customer satisfaction (.215).

Table 1. Summary of correlations among the constructs

N= 398	Surface acting	Deep acting	Naturally felt emotions	Customer satisfaction
Surface acting	1			
Deep acting	-.424**	1		
Naturally felt emotions	-.666**	.089	1	
Customer satisfaction	-.321**	.640**	.215**	1

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

IMPLICATIONS or CONCLUSION

The overall purpose of this study was to establish the impact of three emotional labor strategies on customer satisfaction. All hypothesized relationships were supported. The results suggested that when tourists perceived tour guides are trying to experience the emotions that needed to be displayed (deep acting) or displaying sincerely felt emotions (naturally felt emotions), they are more satisfy. Conversely, when they perceived or able to detect tour guides fake their emotions or display insincere image (surface acting) just for the purpose of fulfilling organizations' requirement, their satisfaction level with tour guides' services decreased. Based on the findings, it was concluded that emotional labor acts as an important strategy in contributing to customer satisfaction in services.

This study has highlighted the significance of emotional displays during service interactions to tour guides and managers. It appears that tourists are more satisfied when they perceived tour guide make an effort in modifying or experiencing the required emotional displays. It is seen to be professional and sincerely serving the customers. Therefore, there is a need for tour guides and managers to monitor their performance during services. Instead of merely display required emotions, training of deep acting skills or ways to engage effectively in deep acting or portraying appropriate naturally felt emotions to customers should be provided to tour guides.

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A SCALE TO MEASURE THE SENSORY EXPERIENCES OF OPEN KITCHEN DESIGN IN RESTAURANTS

Hsiang-Fei Luoh

Fu Jen Catholic University, New Taipei, Taiwan.

Yiu-Wen Shih

Fu Jen Catholic University, New Taipei City, Taiwan.

ABSTRACT

Open kitchen design has become a trend in the hospitality market. This study aims to explore what kinds of sensory experiences (sight, smell, taste, touch and hearing) open kitchen design restaurants can bring to customers, and then develop a scale to measure the sensory experiences of open kitchen design in restaurants. Both qualitative and quantitative research methods were used in this study. First, this study used a qualitative literature review, open-end questionnaire survey, and focus groups to develop the scale items, and 71 items were created in the original questionnaire. Then, five experts were invited to assess the items, and the items were developed for this scale. Secondly, a quantitative study was used to ensure the validity and reliability of this scale. After the exploratory factor analysis, a 38-item scale was developed. It consists of the following five sense dimensions: sight, smell, taste, touch and hearing. All of the Cronbach's α of the dimensions were above 0.66. Finally, this research returned 418 valid questionnaires. The confirmatory factor analysis method was utilized for constructing and establishing the reliability and validity of the scale. The results showed that open kitchen design restaurants can stimulate consumers' sensory experiences. Five factors and 35 items were identified between sight (14 items), smell (3 items), taste (5 items), touch (10 items) and hearing (3 items). The internal consistency coefficients from the study, shown above, evidence the reliability of the scale: all are above 0.6. It also has an appropriate convergent validity and discriminate validities. Therefore, this developed scale can be used as an effective selection tool to measure the sensory experiences of open kitchen design in restaurants

A STUDY OF RECREATIONAL ACTIVITIES AND SPORT MANAGEMENT IN SPORT AND FITNESS CLUB IN TAIWAN

Pei ting Chang

Department of Leisure Business Management
De Lin Institute of Technology

Ying cheng Sung

Center for General Education
Taiwan Hospital and Tourism College

Maw Cherng Lin

Department of Tourism and Hospitality
Taiwan Hospital and Tourism College

ABSTRACT

Recreational activities are important for people, and Xie (1994) indicated that recreational activities are the best way of combining recreational, education, and daily life. Sociologists (Beard & Ragheb, 1983; Xie, 1994) found that recreational activities could improve interpersonal relationships and relaxation from the pressures of modern life. Recently, people in Taiwan started participating in recreational exercise as a result of personal income increasing and having more leisure time (Xie, 1994). Participating in recreational activities could improve the quality of life and maintain the balance of living. It is also shown to improve the productivity of work (Koeneman, 1994). In order to improve the productivity of work and to make life more interesting, recreation should become an important role in life (Lei, 2000). Researchers studied possible factors affecting teenagers' recreational activities and found that teenagers participated mostly in outdoor activities (Xu and et al., 1992; Gao, 1999).

Recreational activities help decrease stress and relax the mind and body (Hsiao, 2005; Chen 2004; Heaner, 2001; Chen, 2002; McGarvey, 2003; McGinnis, 2006; Sharma, Sargent, & Stacy, 2005). Proper sport activity is beneficial of improving health conditions, premenopausal disturbance, body immune system, digestive system, and muscle relaxation (Sung, 2006; Hsiao, 2005; Chen 2004; McGinnis, 2006; Sharma, Sargent, & Stacy, 2005). It is good to encourage people to participate in sport activities. However, the rate and satisfaction of people's participation is affected by many factors, such as gender, income, or educational level. The general purpose was to investigate the recreational activities and sport management in sport and fitness club in Taiwan. This study utilized the SWOT analysis and pros and cons of sport management in sport and fitness club. Conclusion: Taiwan sport and fitness club faced the difficult depression, so business was influenced. But sport and fitness club managers could examine their competition strategies and advantages to decide new managing plan. Sport managers will need to consider new marketing plan to attract and to retain customers at the moment.

A STUDY OF WORKING COMFORTABLENESS, AIR BACTERIA AND FUNGI FALLEN IN CHINESE COOKING LABORATORY

Chen, Gan-Hong

Assistant Professor, Department of Culinary Art Management,
Taiwan Hospitality & Tourism College, Hualien, Taiwan

Hsieh, How-Son

Assistant Professor, Department of Resort and Leisure Management,
Taiwan Hospitality and Tourism College, Hualien, Taiwan

Liu, Keng-An

Assistant Professor, Department of Hospitality Management,
Taiwan Hospitality and Tourism College, Hualien, Taiwan

ABSTRACT

This research focuses on “influences on food taste and working comfortableness as working place’s temperature and humidity factor varies”. We choose students of a professional college’s Chinese culinary art department as research target and set campus professional Chinese culinary laboratory as the environment, researcher sets indoor temperature-humidity environmental change as the stimulate factor to test and analyzes its influences on student’s operation efficiency and quantity of food’s bacteria and fungus fallen in 10 pre-set scenario of indoor environment models.

Research finds that the highest numbers of bacteria fallen are found at the personnel frequent traffic area and the water tank near exit. Also notes that higher numbers of bacteria fallen appears at post-operation food supply area, as on the observation result of fungus’ fallen quantity, we found that, it is a negative correlation between distance to exit and numbers of fungus fallen.

This research finds that the best environment module of experiment is as at 22.0°C of indoor temperature and at 60% of humidity. Through analysis of data, we also realize that when indoor temperature comes between 22.0°C ~ 26.0°C and humidity controlled at range of 40%~60%, students perform a better efficiency of operation.

AN EXPLORATORY STUDY ON THE RELATIONSHIP BETWEEN CULTURAL INTELLIGENCE AND PROFESSIONAL COMMITMENT OF HOSPITALITY STUDENTS IN TAIWAN

Yen-Yu Lin

Department of Hospitality Management
MingDao University

Shu-Ying Lin

Department of Culinary Arts
National Kaohsiung University of Hospitality and Tourism

Roger Chyuan Sha

Department of Hospitality Management
MingDao University

ABSTRACT

The development of hospitality and tourism industry increases the growth of the country's economy. As the Taiwan's hospitality and tourism industry turns internationally, the quality of service is also be emphasized. However, the high turnover rate of employment has caused many difficulties in managing human resource; at same time, it makes the challenges in maintaining the profession of the service. One of the uniqueness of the hospitality and tourism industry is that employees have to meet customers and colleagues from the places around the world. As a result, if employees do not have the ability to adapt and adjust to uncertain situations when meeting people with different backgrounds or culture, they would be difficult to have commitment of their work, of which many ends up with resigning. This study proposed that the ability to adapt and adjust to uncertain situations or different culture would affect hospitality employees' commitment of working in the industry. Therefore, a study to exam the relationship between cultural intelligence and professional commitment of hospitality students who had working experience in hospitality industry was conducted. A quantitative research method was employed. The results of this study proved the relationship between cultural intelligence and professional commitment.

COMBINATION OF CREATIVE CUISINE AND LOCAL SPECIALTY INDUSTRIES – USING WUGU GREEN BAMBOO SHOOTS AS AN EXAMPLE

Guan-Yuang Yang

Department of Hospitality Management
Hsing Wu Institute of Technology

Yan-Bin Xu

Department of Hospitality Management
Hsing Wu Institute of Technology

Shu-Hua Chiang

Department of Food and Beverage Management
Taiwan Hospitality & Tourism College

ABSTRACT

Wugu area in Taiwan is suitable for the cultivation of green bamboo shoots, and in this area “Guanyin Mountain green bamboo shoots” are a famous green bamboo shoot brand. With the recommendation of Japanese Michelin three-star chefs, Wugu green bamboo shoots have attracted wide attention from the media and consumers. The bamboo shoot farmers process the green bamboo shoots they harvest, and then sell them outside of the farmer’s association between 5 a.m. and 7 a.m. However, since the geographic location is remote, fewer people come here to buy them, so the overall sales are not as good as in regular market sales. The hard work of bamboo shoot farmers only resulted in unsold bamboo shoots, low prices, and insufficient income for the farmers. Thus, this study conducted in-depth interviews to provide a few solutions: 1) during the growing season, increase media reports in different aspects to remind consumers that the season for green bamboo shoots has arrived; 2) let bamboo shoot farmers participate in local or farmers’ association green bamboo shoot evaluation competitions, as well as in industrial courses held by the production and marketing team, in order to facilitate exchanges among bamboo shoot farmers, encourage them to step out of their own farms, share experiences with other farmers, and maintain consistent quality of green bamboo shoots; 3) improve green bamboo shoot processing, such as vacuum packaging or dried bamboo shoots, so that consumers can enjoy green bamboo shoot throughout the year, thus preventing the lowering of market prices of green bamboo shoot due to overproduction; 4) exclusive image marks and certification of growing and sales histories, so the local people can identify with them and the consumers can trust the product reputation; 5) combine fresh ingredients with recipes developed by gourmet experts, so that consumers can enjoy delicious cuisine at home; the endorsement by the gourmet experts or cooking experts could enhance the value of the food and increase the income for bamboo shoot farmers.

CONNECTING THE CLASSROOM WITH THE REAL WORLD: A CASE STUDY OF HOSPITALITY EDUCATION

Li-Chun Lin

Hospitality Management Program
School of Business
Montclair State University

Yu-Hua Christine Sun

Graduate Institute of Hospitality Management
National Taiwan Normal University

ABSTRACT

INTRODUCTION

The mismatch between the educational experience delivered to hospitality students and the “real world” practice they experience has been noted and investigated (Zopiatis and Constanti, 2007). It has been long recognized in the field of education that there is no better teaching method than student participation (Moscardo and Norris, 2004). In order to achieve this, nearly all hospitality management programs within colleges and universities incorporate experiential learning into the curriculum. The experiential approaches might have different names, definitions, emphases, formats, and requirements but all have a common objective: to prepare students for industry success (Dickerson and Kline, 2008). A practical teaching method with hand-on approach, as a part of experiential learning aims to enhance students’ interest, motivation, participation, knowledge and skill development. This paper reports on the implementation of a practical teaching model designed to encourage and facilitate deeper learning approaches, with the contributing aims of providing students with a more interesting learning experience and a broader set of skills for future employment (Ruhanen, 2005). This paper will firstly describe the course design and setup. Secondly, a preliminary data analysis of student perspectives toward this teaching model will be discussed. Lastly, the paper will provide suggestions for future implementation.

METHOD

The practical teaching model was designed and implemented in a Lodging Operations course of a four-year hospitality management program, with a partnership of a four-star business hotel. This teaching model has been implemented twice a year for the last three years. A half of the class was scheduled on campus to cover the theoretical aspect of lodging operations and taught by the university professor. Another half of the class was conducted at the hotel facility and taught by the General Manager and the executive manager team to cover a full-service hotel’s various functions, such as Room Division, Food & Beverage, Culinary, Marketing & Sales, Catering & Convention, Revenue Management, Accounting and Purchasing, Engineering, and Human Resources. Each session was taught with hand-on activities by utilizing the hotel facility as the learning laboratory. Students can learn directly from the industry professionals regarding their daily operations and up-to-date knowledge. Students can enhance their learning experience from a real-world setting with hand-on experiences and managerial approaches. This theory and practice combination works very well with the hospitality students. Students often comment that this class really helps them truly understand the scope of depth of the lodging industry and furthermore prepares them for their career opportunities.

In addition, students were required to conduct projects that promoted critical thinking and problem solving skills. Students selected their project topics and presented their projects in front of all managers at the hotel at the end of semester. For example, a group of three students worked on a feasibility study of food waste recycling program by studying food waste impacts on environment,

conducting personal interviews and site visits at facilities with food waste recycling programs, soliciting quotes from food waste management companies, analyzing cost and implementing strategies, and surveying employee training needs and feedbacks. The hotel managers were impressed by the project and had decided to implement the food waste recycling program on site based on the recommendation of this project. The hotel not only saves money on garbage collection cost but more importantly becomes more environmental friendly in our society. Throughout the project assignment, students have the chance to improve their communication skills and provide a set of fresh eyes to help improve the hotel's operations. The General Manager commented that the reason why they co-teach this course for free is because that they can recruit the best students as their future employees as well as listen to students' great ideas generated from their projects.

FINDINGS

In order to gain students' perspectives regarding this teaching model, a self-administered survey was distributed at the end of semester. There were total 65 students taking this class between Fall 2010 to Fall 2011 to participate this study. The preliminary data analysis showed that the average of the participants' working experience was 2.9 years and the average of their G.P.As. was 3.29. In addition, the majority of the students were female (65%) and in their senior year (62%). The following questions were asked regarding their learning experience at the hotel by using 5-point Likert scale with 1 = strongly disagree and 5 = strongly agree. Table 1 shows that students liked the co-teaching format (M=4.75), and hand-on activities (M=4.77). They felt that the information provided by the manager was helpful (M=4.55) and each topic is properly arranged and addressed (M=4.40). They also felt that the time scheduled at the hotel seems appropriate (M=3.75). Students were asked to provide written comments regarding how to improve future classes. At the end of each semester, a meeting was conducted with the hotel managers to gain their feedbacks to re-fine the class design.

Table 1: Students' Learning Experience at the Hotel

Questions	Mean
1. I like the co-teaching format with industry managers	4.75
2. I like having more hand-on learning experience	4.77
3. The information provided by the managers is helpful	4.55
4. Each topic is properly arranged and addressed	4.40
5. More sessions should be scheduled at the hotel	3.75

CONCLUSION

The results of this case study indicate that a practical teaching approach provides a valuable method that might bridge the divide between academic knowledge and practical skills, a problem often cited in tourism and hospitality management education. In addition, the industry partner has the up-close opportunity to recruit their future employees and students have the advantage to be hired with the practical knowledge and first-hand experience. As a result of this teaching model, more than 15 students have been hired by the hotel as part-time or fulltime positions. Some of them have been promoted and moved up their career ladder as the front office manager and banquet manager, after two year of employment there. This is indeed a win-win situation for the student and the company. It also adds tremendous values to the program and curriculum. This teaching model has been proven effective and may be duplicated in other hospitality programs and courses. The authors will present more detailed information of how to implement this teaching model at the APTA conference.

CREATING MEANINGFUL THEMES FOR HERITAGE INTERPRETATION

Sompong Amnuay-ngerntra

Tourism and Hospitality Management Division
Mahidol University International College

ABSTRACT

INTRODUCTION

For heritage sites, the practice of thematic interpretation is considered as one of the most crucial elements for success in interpretive programs (Ham, 1992; Ham, 2003; Larsen 2003). A theme is described by Ham (2003) as the central message of a presentation and the most important idea an interpreter seeks to convey and provoke visitors to think about. In other words, an interpretive theme is a single sentence that expresses meaning; whereas, an interpretive theme statement is the tool that cohesively summarises and articulates the central theme (Larsen, 2003). Generally speaking, people tend to forget almost all of isolated and small facts while visiting heritage sites. However, they remember overriding conclusions, the moral of the story, and the big picture especially if it is strongly relevant to them. Hence, having a meaningful theme almost guarantees an interesting and successful heritage interpretation.

A powerful theme is likely to help the visitors to focus, consider resource meanings, and better understand the values of heritage sites. Importantly, the most powerful theme possibly sticks in visitors' mind forever. Furthermore, the meaningful interpretive theme significantly influences how visitors think, feel, and behave with respect to theme-related issues (Ham 2012). However, creating a meaningful interpretative theme statement may be one of the challenges of developing effective heritage interpretation (Larsen 2003). This is true especially when applying to heritage sites which have relatively complicated messages (contents) in terms of socio-political change, culture and religion, and economic conditions including globalization, to deliver to modern visitors.

One of Freeman Tilden's principles (1957) holds that interpretation of heritage values should be personally relevant to the audiences' experiences. Interpretive themes that are broadly relevant and powerful should link heritage sites to a '*universal*' concept such as ideas, values, challenges, relationships, needs, processes, systems, and emotion (Larsen 2003). However, Fudge (2003, p. 2) suggests that the universal concepts which all have human appeal include "struggle, family, survival, friendship and discovery". When one or more concepts are blended into the central message, interpretive themes can become more compelling and meaningful to the visitors' travel experiences.

The main objective of this paper is to provide visitors with a new, provocative, and powerful theme by connecting heritage sites to the universal meaning with specific attention to "relationship and friendship". To illustrate, Phra Ram Ratchanivej, one of King Chulalongkorn's countryside palaces in Petchaburi, Thailand, is selected to create a provocative theme statement accordingly.

METHOD

This article is a descriptive study which is mainly based on documentary research. Data were drawn from scholarly journals, academic and research papers, books, reports, and historical accounts.

FINDINGS

To support Tilden Freeman's principles (1957) that interpretation should aim to present a whole rather than a part. Heritage sites may have values related to a wide range of disciplines and interest such as science, philosophy, history, religion, and art. Instead of focusing on exclusively on any one of

these areas, an interpreter may find the most meaningful story with a universal concept which contributes to connecting audiences to the heritage values. This requires considerable research and collaboration from several discipline experts who share constructive comments on the values of selected heritage site.

Making comparisons, analogies, metaphors, and stories with universal meaning also provides a high degree of relevance to a great number of people. To appeal visitors' interests and intellects, a theme can involve and connect to what audiences have never before considered but they already care most about. This requires considerable research, collecting data, and refining related information to be its most compelling. Therefore, one of the critical questions an interpreter should bear in mind is what and how to convey something unexpected, consequential, and worth consideration. However, before doing any interpretive programs, the interpreter should ask: What is so special about this heritage site?; What is the big idea?; Will the selected theme be related to the heritage site and the interests of most people?; What would most audiences find interesting and worth remembering?

The interpretive theme statement of Phra Ram Ratchanivej can be created as "*Phra Ram Ratchanivej symbolises the cordial Siamese (King Chulalongkorn) and German (Kaiser Wilhelm II) relationship while countering the power of France and Britain in 1910*".

The following sub-topics can be displayed below.

1. Biographical background of King Chulalongkorn
2. King Chulalongkorn's quest for civilisation
 - The concept of civilization
 - The Bowring Treaty
 - Constructing a civilised pedigree
 - World's fairs
 - Museums and exhibitions
3. Civilisation through art and architectural discourse
 - Civilisation through residential structures
 - Civilisation through religious structures
4. Phra Ram Ratchanivej and the Jugendstil architecture
5. King Chulalongkorn's diplomatic policy on balancing colonial powers
6. The Siamese – German relationship

CONCLUSION

An interpretive theme has played a significant role in heritage interpretation. Without a meaningful theme, heritage interpretation tends to be just another unorganised, uninteresting, and unmemorable speech. Integrating a universal concept can quickly provoke thought and curiosity of the audiences to think, feel, and behave in relation to theme-related issues.

Recent research suggests that the proposed interpretive theme statement be applied to develop interpretive programs and encourage visitors to feel, think, understand, and appreciate the values of heritage sites. To appeal visitors' interests and intellects, creative learning activities related with an interpretive theme are recommended to apply to the site management and development, especially with respect to the interpretive plan so that the visitors can engage in interpretive programs and enrich their travel experiences.

CULTURAL LANDSCAPE AND LIMIT OF ACCEPTABLE CHANGE IN TOURISM; BUNGKAN PROVINCE, THAILAND

Prempreeda Tongla

Master of Business Administration in Tourism Management
Faculty of Management Science, Khon Kaen University

Donruetai Kovathanakul

Faculty of Management Sciences, Khon Kaen University

ABSTRACT

INTRODUCTION

The research “cultural landscape and limit of acceptable change in tourism; Bungkan province, Thailand” aims to 1) survey cultural landscape of tourism resources in Bungkan province. 2) Analyze the cultural limit of acceptable change in tourism; Bungkan province. 3) Propose the management guideline for the cultural landscape and limit of acceptable change in tourism; Bungkan province.

METHOD

The research methodology applies the qualitative research, by adaptive field research. The research tool is the structured interview from, in-depth interview and area frame survey, and conducting the facts. Analyzing the data by content and discourse analysis. Finally, the researcher proposed the management guideline for the cultural landscape and limit of acceptable change in tourism; Bungkan province, Thailand.

FINDINGS

This study found that five cultural landscape attractions in Bungkan province consist of sawang arom temple, ahong silawas temple, nong gud thing, phutok (jeti ya kiree vihar temple), and bungkhonglong. All destinations have the combination associated with the communities' way of life community. The villagers exploit the cultural landscape for fishing, plant variety of vernacular herbs, and agriculture that generate additional income thus, the conservation cultural landscape tourism in bungkan province is necessary. Regarding these reasons, the management guidelines for “the cultural landscape and limit of acceptable change in tourism; Bungkan province, Thailand” is shown six significant as follows; 1) maintenance, 2) preservation, 3) restoration, 4) reconstruction, 5) adaptation, 6) development and creation.

IMPLICATIONS or CONCLUSION

Recent research suggests that five cultural landscape attractions in Bungkan province have the combination associated with the communities' way of life community. Thus, the conservation cultural landscape tourism in Bungkan province is necessary. Regarding these reasons, the management guidelines for “the cultural landscape and limit of acceptable change in tourism; Bungkan province, Thailand” is shown six significant as follows; 1) maintenance, 2) preservation, 3) restoration, 4) reconstruction, 5) adaptation, 6) development and creation. Suggestion from this study is sustainable tourism

management. Because attraction in Bungan province is cultural tourism and nature tourism and the most important community likes to welcome tourists. The recommendations for further research is shown three significant as follows; 1) the tourism policy in Bungkan province. 2) community base tourism management in Bungkan province. 3) conservation, development and restoration of natural attractions in Bungkan province.

Cultural tourism of YuLi Yōkan

Zi-Yu Fang

Assistant Professor, Department of Tourism and Travel Management,
Taiwan Hospitality & Tourism College

Gan-Hong Chen

Assistant Professor, Department of Culinary Art Management,
Section Lead of International Cooperation,
Taiwan Hospitality & Tourism College

ABSTRACT

INTRODUCTION

In this study, we focus on a Taiwan confection, Yōkan from YuLi Town, which is top quality of famous products in Taiwan. Yōkan was originally a Chinese confection or snack made from gelatin from boiled sheep; the term is literally “sheep geng” (羊 sheep + 羹 thick soup). It was introduced to Japan by Zen Buddhists in the Kamakura and Muromachi periods, around 1191A.D. As Buddhism forbids killing, they substituted the animal gelatin with wheat flour and azuki beans. Agar came into use after it was discovered during the Edo period in around 1800A.D. This variation became the basis of modern Yōkan. One of the most popular Japanese sweets, it evolved further during the Edo period as sugar became more available. It can be stored for long periods of time without refrigeration unless opened, and is a staple gift item.

METHOD

We referred the traditional procedure of Yōkan preparation and set up a SOP (Standard Operation Procedure) for Yōkan. The steps of Yōkan preparation is shown as below. Soak kanten stick in water for one hour or until softened. Squeeze the softened kanten and tear it into small pieces. Add the kanten pieces or kanten powder in 1 and 1/4 cup of water in a medium pan and bring to a boil, stirring. Turn down the heat to low. Simmer until the kanten dissolves well, stirring. Add sugar and stir well. Add anko. Stir constantly and simmer until thickened. Stop the heat. Pour the mixture in a flat container. Cool it until firm. Cut the Yōkan into small blocks to serve.

FINDINGS

After standard operation for Yōkan preparation, the recipe of Yōkan preparation was going to fine tune with different ingredients as Table 1.

Table 1. Different fine tune of the recipe of traditional Yōkan preparation

	A	B	C	D
Kanten powder	2 tsp	1 and 1/4 tsp	1 and 1/2 tsp	1 tsp
Water	1 and 1/4 cup	3 cup	1 cup	2 cup
Sweetener	brown sugar	honey	molasses	
Material	azuki bean	white kidney bean	chopped chestnuts	persimmons
Green tea powder	none	1 tsp	2 tsp	1 and 1/2 tsp

CONCLUSION

Yōkan is a thick jellied dessert made of azuki bean paste, agar, and sugar. It is usually sold in a block form, and eaten in slices. Although most Yōkan found in Japan and abroad are typically made with azuki bean paste, Yōkan could also be made or mixed of white kidney bean paste, chopped chestnuts, persimmons, figs, and sweet potato, among other additions. Sugar can also be substituted with honey, dark brown sugar, or molasses to alter the taste of the Yōkan produced. There is also shio Yōkan, which uses small amounts of salt as a sweetener. This type of Yōkan is milky and translucent with a much milder flavour than that made of azuki bean paste. As such, they can be effectively flavoured and coloured by using green tea powder. The typical Ingredients of Yōkan are 1 stick kanten (agar agar) or 2 tsp kanten powder, 1 1/4 cup water, 1 cup brown sugar and 3/4 lb (1 1/2 cup) anko sweet azuki bean paste. Obversely, water displays the most important role in the Ingredients of Yōkan.

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DESTINATION IMAGE REPRESENTATION ON YOUTUBE VIDEOS: CONTENT ANALYSIS OF VIETNAM TRAVEL RELATED VIDEOS

Trang T.H Vuong

Chinese Culture University, Taiwan

Tzeng-Hua Yang

Chinese Culture University, Taiwan

ABSTRACT

This study attempted to identify the image representations of Vietnam by analyzing the contents of variety of videos on the YouTube.com – a website which provides many videos online – of different authors Vietnamese Government, Vietnamese Tourists, Western Tourists, Eastern Tourists and Publication Companies. The purpose of this study is to identify the holistic images, attribute images as well as unique images of Vietnam. The images of Vietnam as a travel destination in views of 5 research groups are examined by ANOVA. In this study, 135 videos were content analyzed in order to find out the similarities and differences in the content of those videos to reveal the different destination images of 5 groups mentioned above. The research finds that 5 groups show different view of destination images of Vietnam in their videos.

DOES TOURISM REALLY HELP TO PROMOTE PEACE? A CASE OF TAIWAN

Yu, Ren-shou

Department of Hotel & Restaurant Management
Aletheia University

ABSTRACT

INTRODUCTION

In discussing cross-strait tourism exchange issue, it is easy to think of how the great influence on mainland tourists to experience democracy and freedom during their trips in Taiwan. If China rush to take non-peaceful means, those people who have been to Taiwan will not be easily misled by the state-owned media. Maybe they will be more rational and independent thinking. It's not only helps building peace and stability in cross-strait relations, but also can be avoiding mutual misunderstanding. Therefore, tourism seems to have the meaning of passed democratic values and the promotion of peace. However, is tourism really playing the role of promoting peace?

Since the 1980s, many tourism scholars in Europe and the United States contends "peace through tourism" hypothesis. Much academic literature touts the virtues of the tourism as an integral component in the world's quest for peace. These scholars have made efforts to maximize the role of tourism in world peace (D'Amore, 1988), and a numbers of them have argued for a role for tourism in the promotion of peace for specific countries. For examples, Butler and Mao (1996) outlined the evolutionary processes of travel patterns, and travel increases between two Koreas prove their model is plausible. Some other scholars have echoed their arguments (Kim & Crompton, 1990). The others case studies on China and Taiwan (Yu, 1997), North Ireland and United Kingdom (Anson, 1999) are support this hypothesis: tourism exchange can reduce the hostility of both sides, and promote peace. However, there are also many studies against this hypothesis in the case of the USA and Soviet Union, Greece and Turkey (Anastasopoulous, 1992). So the debate between positive and negative perspectives continued.

METHOD

In this article, I use some theories of international relations and sociology. In international relations, neo-functionalism argues that integration is related to the process of bargaining and mutual compromise. From low politics, mutual cooperation between countries in some specific functional areas, then to "spill-over" to some high politics areas- military, territory issues. As Ernst Hass (1961: 372) ever said: "Earlier decisions, including the ones constituting the Communities, spill over into new functional contexts, involve more and more people, call for more and more bureaucratic contact and consultation, thereby creating their own logic in favor of later decisions, meeting, in a pro-community direction the new problems which grow out of the earlier compromises." But Philippe Schmitter (1970) reminds us that spill-over process is not single direction, there is possibly to have spill-back. As long as dispute over sovereignty, the spill-over effect would be stop, even to spill-back.

Dean MacCannell (1999) pointed out, almost every tourist activities are under designed, visitors just see some pseudo-event, and he calls it as stage effect. From this point of view, mainland tourists may not contact the true Taiwan society. According to examine the integration and stage effect theory, this study suggests that a peaceful environment provides an opportunity for tourism development, but not vice versa.

FINDINGS

This article contends that the relationship between tourism and peace are not causal, mutually beneficial are more possible, but it can not rule out the possibility of tourism cause disputes. "Peace through tourism" contends international traveling promotes understanding and trust among people from different backgrounds, but there is no inevitable logical relationship between mutual understandings and reduce the hostility.

First, history has proved that the reconciliation of bi-costal political relations entails cross-strait tourism exchange. Whether it is allow Taiwanese people to mainland visit relatives or the open policy for mainland tourists to Taiwan for sightseeing, it can be said that are the benefits of stabilization in cross-strait relations. Second, traveling to the politically hostile regional tends to be higher risk, tourists will naturally stay out of trouble, choose low-risk destination (Sonmez, Apostolopoulos, & Tarlow, 1999). For example, Northern Ireland, after the cease-fire agreement has been completed, the number of visitors jumped, however, once the cease-fire agreement collapsed, the number fell rapidly. Where there is to have peace, there are tourist exchanges, rather than tourist exchanges to promote peace.

Third, Samuel Huntington (2011) argues that the challenge of the future world order is clash of civilizations. Why conflicts arise and wars break out? The war history told us cultural conflict is not the complete answer, in fact, World War I and World War II all broke out in Huntington's "Western Christian civilization circle". Therefore, mutual understanding can not eliminate conflict and war. Finally, mutual understanding among people may not the critical factor of decision-making. The mutual understanding is just one of the considerations for the decision-makers. So we can only say that tourism and peace related, not to have casual relationship.

CONCLUSION

Mainland tourists have two main types: backpack and group travel. Generally speaking, because backpackers have more time to contact with Taiwan's society, they have more opportunity to experience freedom and democracy in Taiwan. But compared to group traveler, backpacker is pretty rare. Therefore, at present, most mainland tourists to Taiwan belong to group travel.

Although the public opinion believes that Taiwan society can take the opportunity to publicize Taiwan's democracy. But the time arrangements of mainland tourists' travel are very busy, mostly tours have to visit around the island within 7-10 days, almost all the time used in the transportation, dining, and shopping. Is not no doubt that mainland tourist having so much time to experience Taiwan's democracy. If the relationship of tourism and peace is explained as reciprocal and not only as causal, tourism is not strictly a contributor of peace, there is a symbiotic relationship in which both benefit each other.

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EXAMINING GASTRONOMIC IDENTITY AND GASTRONOMIC IMAGE

Richard C.Y. CHANG

Providence University

Athena H.N. MAK

National Dong Hwa University

ABSTRACT

INTRODUCTION

Gastronomy is widely recognized as an “attraction” in tourism (Richards, 2002) and has increasingly been utilized by destination marketers as a source to differentiate and promote a destination from its competition (Chang, et al., 2010, 2011; Kivela & Crotts, 2006). Hence, a unique and memorable gastronomic identity and image are valuable assets as they enhance the distinctiveness and competitiveness of a destination (Fox, 2007; Harrington, 2007; Morgan, et al., 2002). Whilst destination image has been widely studied for its significant influence on tourists’ perceptions, behaviors, and destination choices (Chon, 1990; Echtner & Ritchie, 1991, 2003; Gallarza, et al., 2002), relatively few studies pertain to gastronomic identity and image are relatively scarce. There is a dearth of studies that specifically address gastronomic identity and image both from the destination’s and tourists’ perspectives, revealing a gap in understanding these important constituents of destination image.

From the destination’s perspective, increased emphasis has been placed on creating and managing a distinct gastronomic identity that emanates the unique “flavor” of the destination. This has increasingly been carried out through government tourism websites (Lepp, et al., 2010; Okumus, et al., 2007). A government tourism website is recognized as one of the most important channels for promoting the gastronomic offerings available at a destination (Lepp, et al., 2010) because it creates a virtual experience for tourists by providing information along with graphics and photos, and thus can directly influence the gastronomic identity of the destination (Horng & Tsai, 2010). The Taiwan Tourism Bureau (TTB) has similarly utilized its website to promote the gastronomic products available in Taiwan. However, TTB may not have fully capitalized on the important dimensions of Taiwan’s gastronomic products nor adopted an effective approach in constructing a unique gastronomic identity for Taiwan (Horng, et al., 2010).

LITERATURE REVIEW

The presentation of gastronomic identity can be manifested in multiple dimensions, such as the ingredients, cooking methods, recipes, and culinary etiquette of a destination (Harrington, 2007). Fox (2007) explicates five approaches in presenting the gastronomic identity of a destination: differentiation, aestheticization, authentication, symbolization, and rejuvenation. Nevertheless, the propositions of both Harrington (2007) and Fox (2007) are conceptual in nature; thus, empirical research should be undertaken to determine their validity and applicability.

Chang et al. (2010) elucidate how dining out and gastronomic activities provide a valuable chance for tourists to experience and learn more about the host culture. In this respect, gastronomic identity can be utilized to “induce” an overall favorable and attractive “gastronomic image,” thereby turning into a “pull” factor to attract tourists and make them appreciate the unique food culture and foodways of a destination. Gastronomic identity can be distinguished from gastronomic image in that the former refers to the projected attributes, whereas gastronomic image denotes tourists’ holistic

impressions of the gastronomic landscape of a destination; thus, in gastronomic image, the predominant focus is on tourists' perspectives.

Chang et al. (2011) have found that gastronomic image can be one of the crucial attributes affecting tourists' evaluation of their travel dining experience, and thus, gastronomic image can potentially influence the overall destination image, tourists' choices of destination, and their subsequent travel dining behaviors in the destination. However, the lack of studies in examining how gastronomic image is perceived by tourists, and in particular the gastronomic image of Taiwan, is clearly a shortcoming that has restricted the understanding of gastronomic image.

While many destinations promote travel dining experience and local gastronomy together as a combined "attraction" (Kivela, et al., 2006; Stewart, et al., 2008), concerns about one of its other facets—as an "impediment" that can deter some tourists from visiting a destination—have been raised (Cohen & Avieli, 2004). Thus, knowledge of tourists' evaluations of their gastronomic experiences in Taiwan is also essential to ensure a satisfied travel dining experience. However, the recent growing literature concerning the utilization of government tourism websites has largely been focused on the "supply" side (Lepp, et al., 2010; Okumus, et al., 2007). This phenomenon reveals an insufficient understanding of the problem from the "demand" side. Accordingly, the present study attempts to (1) identify the attributes of the gastronomic identity of Taiwan projected through government official marketing communication channels, (2) assess the effectiveness of TTB in presenting the gastronomic identity of Taiwan, (3) explore the gastronomic image of Taiwan as perceived by international tourists, and (4) investigate how international tourists evaluate their gastronomic experiences in Taiwan.

METHODOLOGY

Adopting a qualitative approach, this study will utilize a series of repertory grid interviews (RGIs) and semi-structured interviews (SSIs) to explore the perceived gastronomic image from international tourists' perspectives and their evaluation of their gastronomic experiences of Taiwan. The main advantage of the combined RGI and SSI approach is that it facilitates within-method triangulation to increase internal consistency or reliability. The target sample of the second phase will be international tourists visiting Taiwan, including tourists from mainland China, Hong Kong and Macau, and Western countries (the United States and Europe). A purposive sampling technique will be employed, and the target sample size is set to be around 30 participants or until data saturation is reached.

Content analysis will be employed to investigate the gastronomic products as well as the key gastronomic identity dimensions promoted by TTB in its official tourism website (<http://eng.taiwan.net.tw/>). For the RGI data, content analysis will first be used to examine the constructs (gastronomic image attributes) elicited by the participants. Subsequently, generalized Procrustes analysis (GPA) will be used to analyze participants' ratings of the elements based on the constructs elicited. For the SSI data, thematic analysis will be used to examine the qualitative data obtained from the interview transcripts. NVivo 8 (QSR QSR International, 2008) will be utilized in content analysis of the SSI data. GPA will be carried out on the grid data by using the statistical software Idiogrid, version 2.4 (Grice, 2002).

CONCLUSION

The findings of this study are expected to contribute to a better understanding of the dimensions of gastronomic identity. Such knowledge will provide important theoretical underpinnings for further research on gastronomic image and tourists' food consumption behaviors at the destination. Furthermore, the research outcomes will offer destination marketers and tourism and hospitality businesses practical insights into tourists' perceptions and evaluations of the destination's gastronomic offerings. Such insights will be essential for the development and promotion of gastronomic products as well as in building a strong and distinctive gastronomic identity that contributes toward the competitiveness and sustainability of the tourism industry. Finally, from a methodological perspective,

this study will utilize innovative methods - the repertory grid interview and generalized Procrustes analysis - that are relatively underutilized in research in the tourism context (Pike, 2002), to elicit the perceived gastronomic image based on tourists' own "vocabularies" (Jankowicz, 2004; Kelly, 1955).

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Exploring Personal Traits between Planned and Unplanned Purchase Behavior at Trade Show

Chin-Tsai Lin

School of Management Department of Business Administration
Ming Chuan University

Chiu-Wen Lin

School of Management Department of Business Administration
Ming Chuan University

ABSTRACT

INTRODUCTION

Planned buying behavior will compare product price, quality, and discount. Cobb & Hoyer (1986) indicated that consumer would consider both the product category and the specific brand. Consumers often spend a lot of time and effort in information search. In product categories also separately are tangible and intangible products. Intangible product is difficult to drive unplanned purchase behavior. Due to product are more complex, intangibility, and inseparability. Consumers need to have highly involvement in travel schedule arrangement, afford travel cost, and local tourism conditions. Cobb & Hoyer (1986) indicated that a planned purchase before, consumers minimize anticipated post purchase regret and avoid the risk associated with an inferior choice by acting on a master plan characterized by planning, searching, and carefully deliberating.

Unplanned buying behavior, product has specific character. Stern (1962) has identified nine product-related factors which may influence on unplanned buying : low price, marginal need for item, mass distribution, self-service, mass advertising, prominent store display, short product life, small size, and easy of storage.

Prior research focused on demographic how to affect to impulse buying behavior. Prasad (1975) research finding family income and age significantly influence on impulse buying in department store. Wood (1998) stated that education and age were significantly related to impulse buying, and age to impulse buying is inverses. Adolescent females indicated more impulsive buying than did males, and gradually increase with age (Lin and Lin, 2005). In addition, consumer psychology character is also investigated. Impulse buying is often associated with joy, and pleasure emotion (Rajagopal, 2008) but has also been found related to negative emotions and low self-esteem (Verplanken and Sato, 2011). Consumer characteristic are excitement significantly influence on impulsive purchase (Harmancioglu, Finney and Joseph, 2009). Verhagen and Dolen (2011) tested the negative emotion and positive emotion driving consumer urgent to buy fashion items (clothing, accessories, jewellery) at online store. The results showed that the urge to buy had a significance and strong influence on impulse buying.

Overall, the model explained 46% of the positive affect variance, 14% of the negative affect variance, 11% of the browsing variance, and 18% of the urge to buy variance. Verplanken et al. (2005) model is that impulse buying functions as a mean of reducing consumer negative feelings. It means the impulse buying improves personal moods, and it has indeed been shown to elevate mood. Impulse buying as an escape from negative psychological states is such as low self-esteem (Silvera, Lavack and Kropp, 2008). O' Guinn and Feber (1989) indicated that self-esteem is negatively related to compulsive buying behavior.

The other research studied big five personality traits which influenced on impulse buying behavior. The result showed that impulse buying tendency correlated positively with extravertedness and negatively with conscientiousness and autonomy. These results suggested that impulsive buying has a chronic component which is rooted in personality (Verplanken and Sato, 2011).

However, prior studies focus on the definition of impulse buying behavior and individual traits which only choose one part to measure consumer impulse buying behavior. Few study combined both perspectives to explore consumer trait and psychology discussed. Therefore, this study explores (1) the planned and unplanned buying behavior on consumer trait and psychology deviation; (2) Consumer deviation of demographic in both perspectives.

METHOD

Hypotheses proposed in the study are tested using related analyses. The questionnaires were investigated from 2011, July 28 to August 01. One hundred and twenty three questionnaires were collected, and eight samples removed from the samples because of incomplete the answers. In total, 115 questionnaires were usable. A respectable 93.49 percent response rate non-response bias would have minimal effect on interpretation. In this study, the hypotheses were tested by t-test, regression analysis, the appropriate procedure for assessing consumer planned and unplanned buying behavior, every independent variable to dependent variable effects. The questionnaire separately three parts, firstly, it is self-evaluation unplanned purchase tendency, secondly, answered about personal trait and psychology items, finally, filled in demographics information.

FINDINGS

The results of this study provide a reference for organizer and exhibitors of trade show that customers purchased behavior and applied sufficient and effective information. It is also believed that the practical information gathered during the data collection should be of value to exhibitors and related marketing management and tourism sectors.

CONCLUSION

We expect that the results have significant difference at personality and demographics. It will shows on sex, education, company partner, and age. Furthermore, the results would express that the participants join the purpose at trade show.

EXPLORING OF THE PARTICIPATION OF AROMATHERAPY WITH THE CHARACTERISTICS OF SERIOUS LEISURE

Hui-Min Huang

Department of Leisure & Recreation Studies
University of Aletheia, Taiwan

Yu-Yun Chen

Department of Leisure & Recreation Studies
University of Aletheia, Taiwan

ABSTRACT

INTRODUCTION

The participation of SPA and aromatherapy are popular in the world, there are more and more people exploring into aromatherapy world for the fulfillment of their experience in the muscle relaxation. As the participation of aromatherapy become interested, constraints came along with, people do not have enough knowledge regarding aromatherapy and the quality of the products on the market varies with positive and negative ideas, which leads feedback for the people who want to experience the recreational activity and relaxing effect from the aromatherapy. Aromatherapy participants start from pursuing for leisure and then come being into interested and sees it as a goal as one's life experience. These characteristics seem to correspond to the serious leisure research of Stebbins (1982). Stebbins (1997, 2007) claim that well-being has many social dimensions, and serious leisure may be a vehicle for facilitating subjective benefits. Serious leisure indicated that the benefits gained through their activities included not only a sense of accomplishment and increased health and fitness, but also an enhanced social life. Through the meaning of the aromatherapy activity participations experience, a model is presented based upon these behaviors.

METHOD

This study is conducted by depth interviews with semi-structural interview research to discuss whether aromatherapy experiencing or involvement has been a serious leisure activity. The data examines the meaning of the serious leisure experience for aromatherapy activity participants. Particular attention is given to the issues of personal identification with the aromatherapy pursuit and adopting lifestyle. Four interviews had over 6 years of aromatherapy experiences; the interview was done by the semi-structural method as planned, and then the data collected was conducted with narrative analysis.

FINDINGS

There are two reasons for involvement in the world of aromatherapy, one is to experience and add opportunity to engage in the beauty industry with the aromatherapy, the other is to improve the health of themselves or their families with leisure. Although they are different ways (beauty industry and leisure) to continuously involve in the world of aromatherapy, but their motives are the same in the pursuit of muscle relaxation, stress reducing from work, moving of the physical discomfort, and then ongoing improvement of physical symptoms and soul. Aromatherapy participations were participants in the process spending a lot of time and money to learn the knowledge of aromatherapy, essential oil application and massage skills, continuous learning and to pursue further studies in aromatherapy. When faced with a variety of physical and mental symptoms, keep trying to use essential to improve the symptoms, and help self, family and friends to get healthy. Through each stage in the process of

aromatherapy, they are development of aromatherapy career. Participants through ongoing involvement in the process to narrow the distance with family and friends, get more friends and family a sense of trust, enhance personal image, self-expression, social interaction and a sense of belonging to the recreational benefits, but also the participants a sense of accomplishment can be found in aromatherapy source of self-satisfaction, the greatest benefit is obtained from the healthy. Aromatherapy enthusiasts there is a considerable degree of tacit unanimously believe that aromatherapy has a body and soul healing qualities involved in the process of gradually formed the identity of aromatherapy, aromatherapy as a part of life. These features correspond to the six characteristics of Stebbins' serious leisure (1982, 1992, 2001, 2007).

CONCLUSION

The result showed that the motivation of aromatherapy essentially started from the acquirements of physical relaxation or health, the course begins with mental relaxing needs. Elementary experience of aromatherapy is from knowing essence oil and basic massage techniques. Advanced class will proceed to the using of essence oil, mixing which corresponds to the improvement of symptoms, and then progress to obtaining certifications. The state of involvement from a general user (public, casual leisure) to a pro (amateur or professional, serious leisure) may go through the three phases of Professional - Amateur - Public, and this is reflected on their process of aromatherapy career. And this result demonstrates that aromatherapy participations will acquire a number of benefits in the serious leisure.

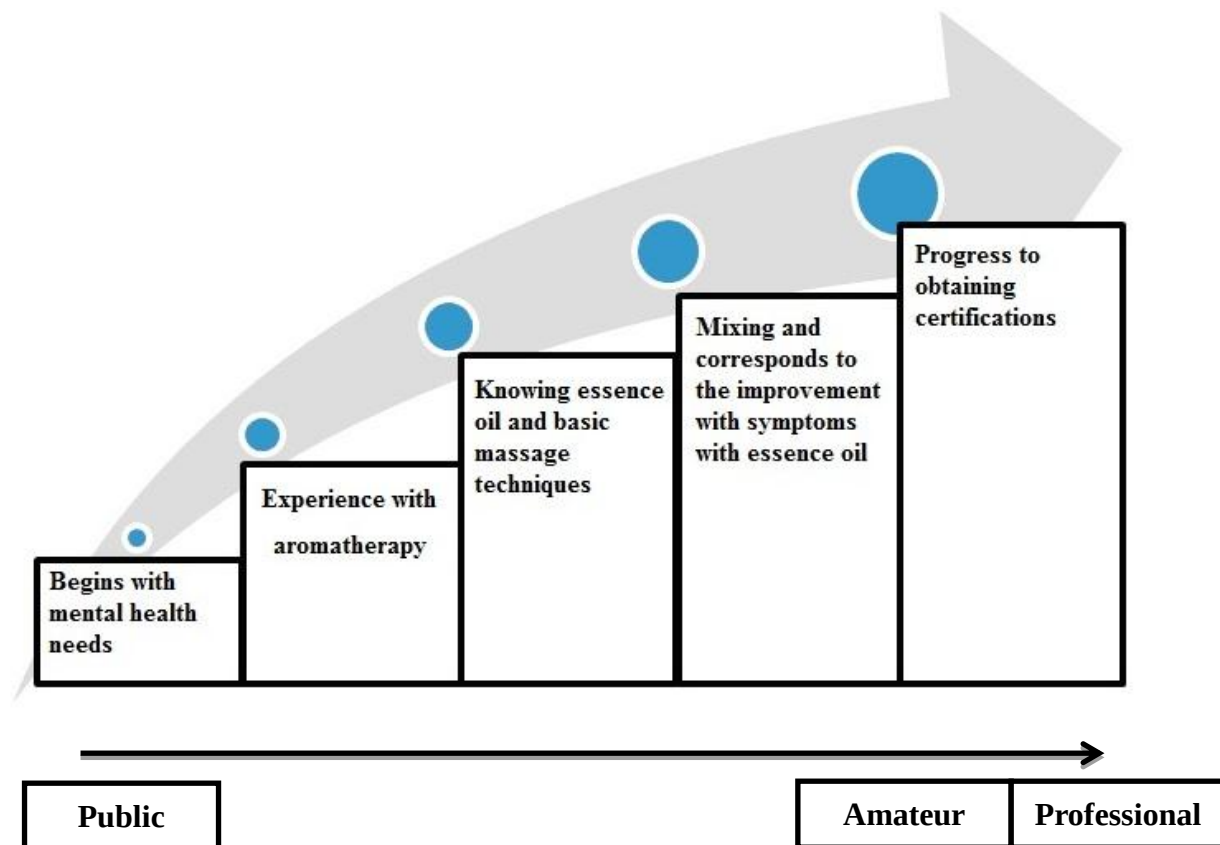


Figure 1. Aromatherapy Career Process

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FOOD SATISFACTION IN INTERNATIONAL CONFERENCE

Yu-Ping Wei

Graduate Institute of Tourism Management
Chinese Culture University

Yu-Chun Huang

Graduate Institute of Tourism Management
Chinese Culture University

ABSTRACT

INTRODUCTION

The development of international conference and exhibition industry are generally considered as an important indicator to assess the prosperity and internationalization of a region, and which emerged as a new and potential services industry during the globalization. There are as many as 256 countries vying for a share of this lucrative market in 2010 (Union of International Association, 2011). During the last ten years, the total number of international meeting (including convention and exhibition) held worldwide grew from 5262 in 2000 to 9120 in 2010, representing a growth rate of 73%. Asia was the continent ranked as the third in number of conventions held there in 2010, just after Europe and North America (ICCA, 2011). Therefore, all of the countries are developing convention industry actively in order to activate the vulnerable economic again after the impact of the financial crisis and to accelerate economic recovery. It is necessary to gain an understanding of attendees' evaluation of conventions.

Several related studies have attempted to define the possible criteria by which facilities and services may be evaluated. Most of the studies were to assess the site selection (Renaghan and Kay, 1987), meeting decision-making (Yoo and Chon, 2008; Lee and Back, 2008) and customer satisfaction (Oberoi and Hales, 1990; Hinkin and Tracey, 2003; Lee and Park, 2002). Lee and Park (2002) classified convention service into three factors which were system service, facility staff service and hotel service. Quality of food and beverage were just parts of hotel service. Hinkin and Tracey (2003) pointed out the quality of food and beverage was at top ten important ranking in both meeting planner and participants. The participants rated food and beverage more important than meeting planner.

Kim, Lee and Love (2009) examined the influence of conference food function on attendees' satisfaction and return intention at a corporate conference. The food function attributes were divided into four factors which were service delivery, food content quality, recognition of personal preference and menu selection. However, in an international conference, attendees come from many countries so they have different food habits. The food demand is high in a short break time and it is also a good chance to introduce local culture. Thus, international conference attendees should pay attention on some more food quality items such as local food experience, availability of quick snack and comfort food menu. Therefore, this study focused on perceived performance of food quality in an international conference determining the level of satisfaction at the view of participants.

RESEARCH METHOD

A thorough review of literature revealed four broad categories of the food quality factors to affect the food satisfaction, included food content quality, recognition of personal preference, menu selection and local food experience. (Back, 2011; Ha and Jang, 2010; Hyun, 2010; Jeong and Jang, 2011; Kim et al., 2009; Liu and Jang, 2009; MacLaurin and MacLaurin, 2000; Namkung and Jang, 2008; Soriano, 2002). The items were based on a combination of the review of literature, exploratory qualitative in-depth interviews with meeting planners and faculties in hospitality. Content validity of those preliminary items was the examined by a panel of 9 expert judges. 5 academic faculty members and 4 meeting planners were interviewed to check the measurement items.

Data were collected via a web survey using e-mail as a communication medium. First, using HTML forms, the research instrument was constructed on a designated web site. Then the people who have ever participated one international within one year were invited via e-mail to participate to the web survey where the questionnaire was loaded. In total, 153 valid questionnaires were obtained.

The steps of the data analysis included describing the characteristics of the test samples by using descriptive statistics (frequencies, mean, standard deviation, etc.). In measuring food satisfaction of international conference, factor analysis and regression analysis were undertaken by employing SPSS software; and the reliability of each factor was assessed with Cornbach's α coefficient.

FINDINGS

The data collecting is still in working. The exploratory factor analysis yielded a four-factor measurement scale with acceptable levels of reliability and validity. Four underlying dimensions of food quality are labeled. (a) Local food experiment (factor 1) are included ingredient produced locally, local seasonal ingredients, food combined with local culture and local festival cuisine et al. (b) Sensory feeling (factor 2) consistent of freshness of food, portion size of the food, appearance, proper food temperature and food item to keep me awake. (c) Menu item (factor 3) are included variety of menu, variety of food, taste of food and availability of special dietary menu. (d) Convenience (factor 4) are included food was easy to eat, availability of quick snack and consistency of quality.

The regressions analysis of the overall food satisfaction found that the adjusted R^2 was 0.528, which showed 52.8% of the variance of food service attributes. The results showed that coefficients carried positive signs, which indicated that there was positive relationship between independent variables and the dependent variable of overall satisfaction. And the determinant factors to explain international attendee's food satisfaction are local food experience, sensory feeling and convenience. The results of this research will enhance an understanding of the factors used by customers to evaluate the food quality of international conference and help planners improve their performance in the planning of conference.

Forecasting the Growth of Hualien B&B Industry in Taiwan

Zong-Huei Lin

Center for General Education
Taiwan Hospitality & Tourism College

ABSTRACT

INTRODUCTION

Tourism is very important for many countries, due to the income generated by the consumption of goods and services by tourists, the taxes levied on businesses in the tourism industry, and the opportunity for employment in the service industries associated with tourism. These service industries include transportation services such as cruise ships and taxis, accommodation such as hotels, restaurants, bars, and entertainment venues, and other hospitality industry services such as spas and resorts. As a result, tourism directly and indirectly contributes a certain percentages of nation's GDP.

The year 2010 was a record-breaking year for Taiwan tourism with inbound travelers clocking up more than 5 million visits, a 60-year high! With government agencies working together to connect Taiwan to the world and providing visitors with more varied products, the Tourism Bureau's overall international marketing expansion campaign and efforts on creating a friendly environment in Taiwan saw the total number of arrivals reach 5,567,277, an increase of 26.67% from 2009. This number included 3,246,005 visits for the purpose of "tourism", increase of 41.23% and accounted for 58% of all visitors. This was the highest proportion of tourists achieved in recent years, a strong indication that the Tourism Bureau's creative marketing of Taiwan has been effective. Total foreign receipts from tourism have been estimated at approximately NT\$275.9 billion for the year. Domestic tourism was meanwhile estimated at 120 million trips. This was estimated to have generated NT\$238.1 billion in tourism expenditures during the year, bringing the total tourism receipt for the year to NT\$514 billion (ANNUAL REPORT ON TOURISM 2010, 2011).

A hotel is an establishment that provides paid lodging on a short-term basis. The World Tourism Organization defines tourists as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes" (World Tourism Organization. 1995). Tourists on their trip need the provision of basic accommodation, a room with modern facilities, including a bed, en-suite bathrooms and air conditioning or climate control. Larger hotels may provide additional guest facilities such as a swimming pool, fitness center, business center, childcare, conference facilities and social function services. It's obviously that the tourist hotels usually play an important role in the tourism industry.

A bed and breakfast (B&B) is a small lodging establishment that offers overnight accommodation and breakfast, but usually does not offer other meals. Since the 1980s, the meaning of the term has also extended to include accommodations that are also known as "self-catering" establishments. Typically, bed and breakfasts are private homes with fewer than 10 bedrooms available for commercial use.

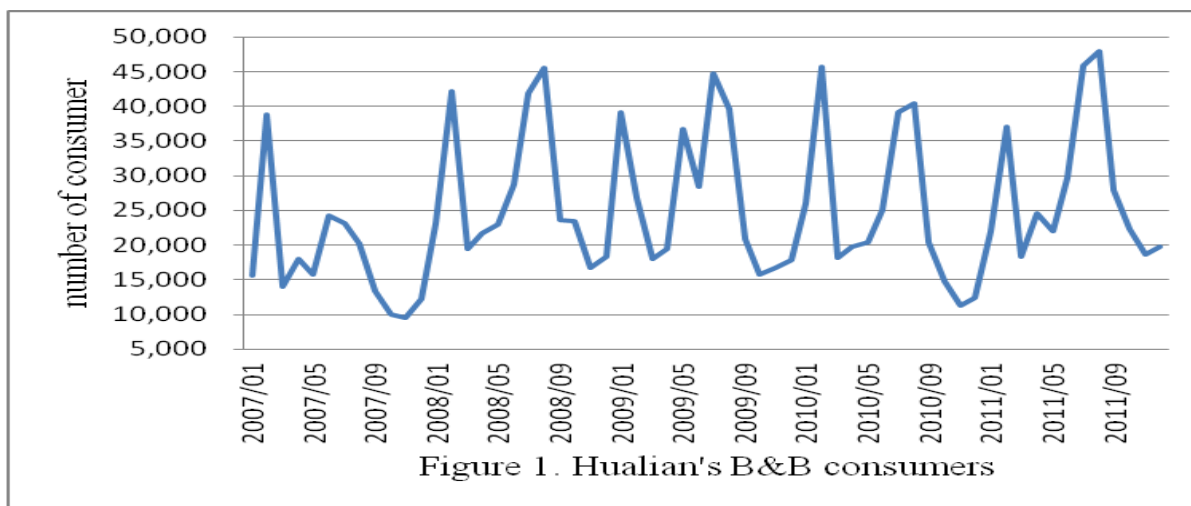
In Taiwan, there are many tourist spots to present local and foreign tourists with the most inspiring services and activities, for example the travel itineraries of folk religion, local culture, contemporary culture, innovation, celebrities, ecology, hot springs, hiking, cycling and indigenous peoples. Hualien on the east Coast of Taiwan has the best scenic wonders of the marble and well worth visiting. Due to the development of tourism, many researches studying the forecasting tourism demand (Chu, 2004; Chu, 2009; Jiang, 2007) and the market about international tourism hotel (Chen and Shih, 2001). But the policy of two-day weekends makes Taiwanese people pay much attention to their leisure time now. The yearly increasing occupancy rate of domestic tourists points an important

trend in Taiwan's B&B market. The forecast of Hualien B&B tourism volume in the form of arrivals is of special importance for Hualien B&B tourism and other hospitality industries because it is an indicator of future demand, thereby providing basic information for subsequent planning and policy making. In this study, we identify new research direction to forecast the B&B market in Hualien.

METHOD

In the tourism industry the need to forecast accurately is especially acute because of the perishable nature of the product. Tourism demand modeling and forecasting methods can be broadly divided into two categories: quantitative and qualitative methods. In their study, Song and Turner (2006) concluded that the majority of the published studies used quantitative methods to forecast tourism demand. The quantitative forecasting literature is dominated by two subcategories of methods: non-causal time series models and the causal econometric approaches. The difference between them is whether the forecasting model identifies any causal relationship between the tourism demand variable and its influencing factors. Time series techniques to model the demand for tourism is much more popular in the literature.

A time series model explains a variable with regard to its own past and a random disturbance term. Particular attention is paid to exploring the historic trends and patterns of the time series involved, and to predict the future of this series based on the trends and patterns identified in the model. Since time series models only require historical observations of a variable, it is less costly in data collection and model estimation. In this paper, we use Naïve model, constant-growth-rate model, exponential smoothing model and the integrated autoregressive moving-average model to forecast the B&B tourists in Hualien. The monthly data (from 2007/01 to 2011/12) of B&B tourist arrivals are plotted below to examine the pattern and forecast in Hualien (Figure 1).



The sample 2007/01-2010/12 is used for in-sample estimation (training data set) with the remainder of the sample reserved for out-of-sample forecasting purposes (validation data set). All of the data are obtained from the Tourism Bureau, MOTC, Taiwan, R.O.C.

Accurate forecasts are very important for business planning. We compare the sample forecasts with the actual values and measure the accuracy with the mean absolute percentage error (MAPE). The MAPE is widely used and is the basic measure reported in the literature.

FINDINGS

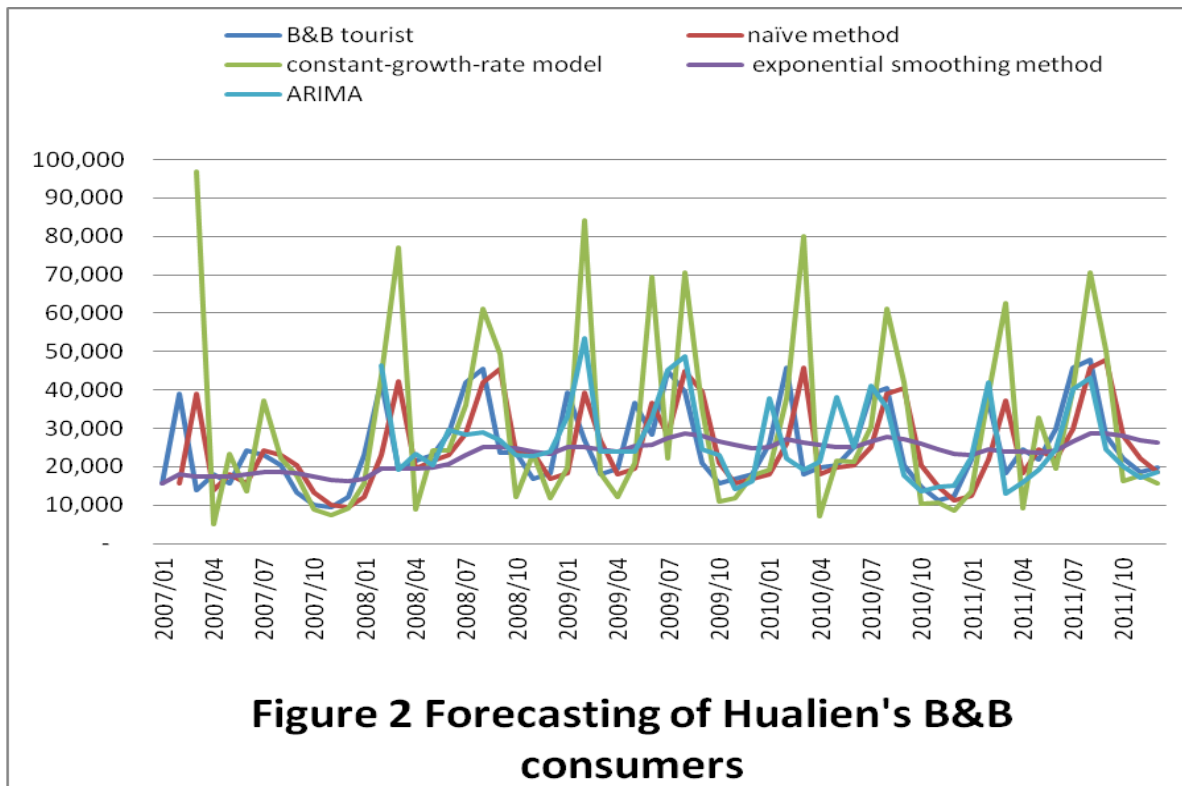
Table 1 summarizes the MAPE results of the forecasting models we used in this study and the time period from January 2011 to December 2011 in Hualien. The lower the value of MAPE, the better the forecasts. It's obviously that ARIMA model is the best one than others and the constant-growth-rate

model is the worst. The ARIMA model here is the seasonal autoregressive integrated moving average, $ARIMA(1,1,1)(0,1,0)_{12}$.

Table 1 MAPE of Forecasting Models

	naïve method	constant-growth-rate model	exponential smoothing method	ARIMA
MAPE	34.41%	52.03%	26.48%	14.02%

Figure 2 shows their forecasting values of the used models. Obviously, The ARIMA model in right side is more close to out-of-sample. The (simple) exponential smoothing method keep its steady wave shape and the constant-growth-rate model still has the sharp points.



CONCLUSION

One main interest in this study has been the modeling and forecasting of B&B arrivals to Taiwan Hualien. Table 1 indicates that the forecasting performance in terms of forecast accuracy MAPE of monthly data set from these four models. In this result, ARIMA is the most accurate, followed by the exponential smoothing method, with naïve method some distance behind. Even ARIMA is superior to other models, the MAPE of ARIMA is still bigger than 10 percent of degree. Such a model is expected to be more accurate than alternative approaches. A substantive research effort may still be required to ensure that the forecast is adequate. The application of these models is to test the modeling and forecasting capability by using data of whole Taiwan's B&B industry. The results obtained would help strengthen the quality and reliability of these approaches.

From Tourist Gaze to Tourism Reflexivity: The Context of Knowledge and Experience in Tourism Theory

Yu-Chuan Chang

Department of Tourism and Hospitality
Taiwan Hospitality and Tourism College

ABSTRACT

INTRODUCTION

John Urry (1990) asserted that tourism information presented in forms of media such as television, books, and the Internet induced the desire for tourism through the use of aesthetic design in conjunction with significant visual imagery and by displaying the subject of gaze. Furthermore, it exerted a disciplinary effect and guided individual gaze. Thus, the stimulation of tourist motivation lies not in the beauty of scenery, but in the semiotic significance controlled and created by human beings. Because the construction of tourism experiences originates from the consumption and collection of symbols, all tourists become semioticians.

However, tourist gaze lacks dynamic and objective explanatory power and is limited by ambience and atmospheric attributes (Chaney 2002). Furthermore, questions regarding the integration of other perceptions in tourism remain. Although Bruner attempted to strengthen tourist skepticism toward authenticity using the concept of questioning gaze, tourists often provide little more than passing glances at sights, objects, and ceremonial performances that possess specific cultural implications (Coleman and Crang 2002:11) or greedily consume numerous cultural symbols in a short amount of time. In some circumstances, tourists even leave before gaze is formed, thus challenging the theory of gaze formation. Darya Maoz (2005) proposed the concepts of local gaze and mutual gaze, which expand the subjectivity and unidirectionality of gaze to include the mutual influence of intersubjectivity between local people and tourists, thus further approaching the actual context of tourism. However, although the two forms of gaze proposed by Maoz enrich the multidirectional characteristics of gaze in the context of tourism, they are inadequate in explaining the a priori definitions of tourist gaze regarding certain objects as tourist symbols and the authority of certain experts in determining tourist symbols. Thus, the multidirectional characteristics of gaze can be considered to explain the phenomenon of tourism but cannot address the specific social and cultural conditions Urry (1990:138-140) hoped to discuss.

Further explanations by Urry on tourist gaze and supplementary studies by numerous scholars on tourist gaze have been unable to address many of the problems associated with tourist gaze. Thus, after several years of formulation, Urry introduced the concept of tourism reflexivity to provide a deeper understanding of the tourism phenomenon and its social and cultural foundations.

METHOD

Discourse for the study were drawn from Literature Reviews.

FINDINGS

Urry (2002) mentioned tourism reflexivity in three contexts. First, Urry discussed tourism reflexivity in the context of the relationship between local conservation organizations and governments in preserving and reusing local heritage sites. He also examined the formulation of tourism reflexivity-based tourism strategies in certain areas, which targeted specific segments of the consumer market using marketing strategies to achieve differentiation in the competitive tourism industry. Second, Urry discussed that during the gradual emergence of numerous locations caused by globalization and tourism, regions throughout the world strengthened their own tourism reflexivity.

This allowed each region to obtain a set of guidelines, procedures, and review standards for tracking, evaluating, and developing tourism potential in the emerging global tourism model. Finally, in discussing the rapid increases in the number of global tourism locations and standardized replication, tourism reflexivity allows almost all locations, even those that are trivial and pedestrian, to find opportunities for development in global tourism.

Urry (2002) affirmed the display of local dynamism in developing tourism through the reuse of local symbolic resources and the eschewing of passive structural positions and roles by local areas under the framework of global tourism, as well as the possibility for greater cultural variation and development caused by cross-border interactions and mobility. Nevertheless, Urry expressed concerns that the current model of tourism development commercializing culture might transform culture into ostentatious tourist attractions. The authors of this paper believe that this is a correction submitted by Urry to respond to concerns that the concept of the tourist gaze is overly passive and cannot sufficiently explain the subject of gaze.

Although Urry asserted that local areas can position themselves in the context of tourism and the fluid world order through tourism reflexivity, he did not explain how and by what means tourism reflexivity can be achieved. From the perspective of Urry's (2002) concept of tourism reflexivity, tourism has already become the practical strategy and subject of daily observation for modern reflexivity. Many scholars indicate that tourism as a lifestyle not only impacts leisure, but also influences human perspectives regarding work, the pace of life, each other, and the world (Hepburn 2002; Notzke 1999; Teo and Li 2003).

Urry neglected a line of discourse in his discussion of tourism reflexivity through the positioning of the subject of tourism reflexivity as self-reflection. From the perspective of an academic researcher, Urry (2002:142) considered another dimension of tourism reflexivity to be the institutionalization of tourism research, including new monographs, textbooks, international research symposia, related university departments, and academic periodicals, as well as the stable connection of local areas, countries, international relations, businesses, volunteer organizations, and non-governmental organizations through numerous companies. In other words, Urry considered the significant implications of himself and his work in academia and local areas but, unfortunately, did not further develop tourism reflexivity in the direction of practical application and researcher responsibility.

CONCLUSION

The anthropology of sightseeing tourism and travel has already become a vital discipline in the study of tourism, which involves in-depth theoretical and reflexive characteristics. Numerous research orientations and topics have become indicators for tourism research. In particular, the concepts of tourist gaze and tourism reflexivity developed between 1990 and 2010 exhibit the process of natural evolution and development for theory and reflexivity, reflecting tourism anthropology's attempts to promote and explore fairness and justice through tourism while also implementing theoretical research. Thus, tourism anthropology not only emphasizes research but is also a model for learning, instruction, research, action, and application in the domain of anthropology. Continuing on from tourist gaze and tourism reflexivity, tourism anthropology should develop in a new direction, adopting simultaneous theoretical and practical attributes, as well as academic reflexivity.

ORGANIZATIONAL POLITICS PERCEPTION AND JOB ATTITUDE IN HOTEL INDUSTRY: A PERSPECTIVE OF INTERNS

Li-Chan Chen*

Department of Hotel Management
Minghsin University of Science and Technology

Shang-Ping Lin

Department of Business Administration
National Yunlin University of Science and Technology

Chun-Min Kuo

Department of Leisure Industry Management
National Chin-Yi University of Technology

Ren-Hway Wan

Department of Hotel Management
Minghsin University of Science and Technology

ABSTRACT

Introduction

Organizational politics are ubiquitous and have widespread effects on many vital processes such as promotion, resource allocation as well as managerial decision making (Chang, Rosen, & Levy, 2009). Employees may involve in legitimate, organizationally sanctioned political activities that are beneficial to work groups. For example, supervisors who are good at political skills may create social capital and network to increase their resources for subordinates (Fedor, Maslyn, Farmer, & Bettenhausen, 2008). On the contrary, employees may engage in some illegitimate political activities such as favoritism-based promotion decision, black mail, blaming, or backstabbing. Those behaviors are strategically designed to maximize or protect self-interests, often at the expense of organization or other's welfare (Ferris, Russ, & Fandt, 1989). Therefore, organizational politics are often viewed as a dysfunctional, divisive aspect of work environments (Mintzberg, 1985).

Empirical studies have provided considerable evidence for linking between organizational politics and a variety of employee's attitudinal outcomes including job satisfaction, commitment, turnover intention (Bozeman, Hochwarier, Perrewew, & Brymer, 2001; Chang et al., 2009; Harris, Andrews, & Kacmar, 2007; Randall, Cropanzano, Bormann, & Birjulin, 1999; Vigoda, 2000). For instance, organizational members who perceive to be working in a political environment may develop low level of organizational commitment toward the organization (Cropanzano, Howes, Grandey, & Toth, 1997). Since politics is detected in a subjective way mostly, individual-level conditions are worth investigation. The study focused on tenure due to its solid argument. Tenure is an indicator of understanding political environment. The more understanding of politics, the less negative effect on attitude is (Ferris, Frink, Gilmore, & Kacmar, 1994; Gilmore, Ferris, Dulebohn, & Harrell-Cook, 1996).

Previous research illustrates that tenure decides the magnitude of relationship between organizational politics and attitude (Valle, Harris, & Andrews, 2004). Thus, we argue newcomers like interns have stronger reactions toward politics than other members. Some researchers believe that newcomers do not have enough chance to exposure or observe a political environment (Ferris et al., 1994). However, politics are so prevail that newcomers might be a scapegoat for colleague's failures. Due to a high turnover rate in hospitality industries, interns become an important and stable source of new coming manpower. The study attempted to locate a relationship between organizational politics

and interns' commitment attitude in hotel industry.

Methodology

2.1 Procedure and participants

Participants were students of advanced hospitality programs who have their internships more than two months in hotels. For data collecting, the authors contacted faculty members to distribute questionnaires in an intern homecoming seminar at 7 universities and colleges. Finally, a total of 216 valid questionnaires were returned.

With respect to profile of the sample group, 81.2 percent were female, 66.4 percent were seniors, six-month to one-year internship experience occupied 53.8 percent. There were 59.9 percent working at Front Office and Housekeeping department, and 31.5 percent were from Food & Beverage department.

2.2 Measures

The survey instrument, including scale of organizational politics perception and organizational commitment, control variable and demographic data, was translated into Chinese by a blind translation-back-translation method, because participants of the study are mandarin speakers. Besides, to assess scale reliability, a pilot test was conducted by 32 interns of hospitality management major. Coefficient α of pilot test ranged from .82 to .88.

Organizational politics perception. Organizational politics perception internship was assessed with Kacmar & Calson's (1997) 15-item scale. A sample is, 'People in this organization attempt to build them up by tearing others down.' Responses were indicated on a 5-point Likert-type scale, with a higher average score indicating a higher agreement of the construct. Coefficient α was 0.84.

Organizational commitment. Organizational commitment was measured with Allen and Meyer's (1990) scale. Especially, we adopted a sub-dimension scale named affective commitment merely. Responses were indicated on a 5-point Likert-type scale, ranging from (1) strongly disagree to (5) strongly agree. Higher scores indicated a greater degree of organizational cynicism. In the current study, coefficient α was 0.90.

Findings

Based on the two-tailed significance testing at the .05 level, it was found that organizational politics perception related significantly to organizational commitment ($r = -0.467, p < 0.001$).

In light of relationship magnitude between organizational politics perception and organizational commitment, regression analysis was applied. To clarify effect size, the study took a control variable into account with two steps. First, entered control variable only, then followed organizational politics perception into the regression equation. The result reported in table 3 showing that was organizational politics perception a negative and significant explanatory indicator toward organizational commitment ($\beta = 0.413, p < 0.001$), with 16.1% of additional variance.

Conclusion and Discussion

The study identified that organizational politics is negatively significant to commitment attitude among interns in the hotel industry. Our findings extend that understanding is a mechanism to react political environment. Interns are with less understanding of politics may well perceive politics as more of a threat or something to fear, thus experience more negative outcomes than other members (Ferris et al., 1994). Since interns in hotels play an important role to refill man powers, managers should pay more attention on their commitment which may affect their productivity and intentions to leave

(Kalagan & Aksu, 2010; Witt et al., 2002).

Job attitude is a state variable, which may change over times since employees face new experience (Davis & Gardner, 2004). Thus, some implications might increase intern's commitment attitude.

First, as the most direct agent of organization, supervisors are likely to have an important role in facilitating or impeding employees' attitude. On the other hand, political skills of supervisors might alter interns' attributions to political events. Politically skilled individuals not only know precisely what to do in different social situations at work, but also how to do it in a manner that disguises any self-serving motives, and is interpreted as genuine and sincere (Ferris et al., 2005). Thus political skills of supervisors will demonstrate support instead of manipulation and favoritism in order to reduce employees' distrust toward the organization (Treadway et al., 2004).

Second, socialization is a critical mechanism to form newcomers' attitude (Mitus, 2006). Since politics activities are prevail and inevitable across organizational functions, sanctioned-politic tactics are encouraged to socialize newcomers for understanding how politics work in an organizational life. According to Zanzi and O'Neill's work (2001), sanctioned-politics include use of expertise, image building, super-ordinate goals, networking, persuasion, coalition building. By demonstrating those sanctioned tactics, politics are perceived socially desirable. Therefore, organizational politics might be interpreted as a neutral instead of an evil phenomenon for interns.

Participatory Action Research in Development of the Community Cultural Calendar for Tourism (Huaysatyai District, Prachaubkirikun Province, Thailand)

Thitima Vechpong

Faculty of Management Science
Silpakorn University Phetchaburi IT campus, Thailand

Tipsuda Putjorn

Faculty of Management Science
Silpakorn University Phetchaburi IT campus, Thailand

ABSTRACT

INTRODUCTION

According to the society attempt to support community development, the numerous projects were arranged; such as policy advise patterns, community development projects, and, community self-determination projects. Those were subjected to operational budgeting as it is the rights of Constitution of the Kingdom of Thailand, B.E. 2550, which included several Chapters about roles and standing of society organizations, both government and local administrative organizations, to serve the public and people. As a result, the community development changed from top – down, government to community, to be working together.

The above mentioned might be the lesson conclusions of self – development changing; because community potentials have to be pulled out by a process creation of revising, analyzing for the self – development, as well as, planning to control direction of community targets. Although some communities succeeded by passing these processes, then, move forward to outside policy and government projects; nevertheless, lack of knowledge might affect them about developmental keeping in the future.

Huaysatyai Community, Hua-Hin, Prachaubkirikun Province is the one of community in which members and district administrative organization have been working together for community tourism, more than 5 years. However, because of the enormous area of Huaysatyai district, so, sometimes, the problems occurred; for instance take care, convenience, tourists' amount control and lack of information about attraction places and activities, consequently, only natural places are visited and affected to natural ecosystem.

Accordingly, the team researchers appreciated the important of the Participatory Action Research to develop the community cultural calendar for Huaysatyai Community tourism, Prachaubkirikun Province. By participated with community members, the team researchers had created initial process, for community self – understanding, then, analyzed community potential, and indicated the pathway for future development. After that, the team researcher provided the Huaysatyai Community Cultural Calendar, which is the database for community development assessment, for the tourism calendar from the actual community cultural. As a result, tourists can travel along with the genuine community living; last but not least, the Huaysatyai Community Cultural Calendar will be the tool for strength community and community sustainable development soon.

METHOD

This research's purposes are, originally, to collect and analyze Community Cultural in the context of Agricultural, Natural resources, Society and Traditional, Tourism, lastly, Community Working Group, then and there, to indicate a whole year calendar of the Community Cultural by using Participatory Action Research, according to the real Community Cultural. Team researchers included

15 people from Community leaders, Community members and District Administrative Organization's officers, finally, in cooperation with 2 researchers. The following are 4 steps of research method;

1. Research Planning: To start the connection by invited people who live in Huaysatyai area; including the leader of Huaysatyai district administrative organization, community leaders, and, community members to be the one of the team researchers. At that time, appointed the conference date for Huaysatyai district basis studying such as the village cultural and traditional, tourist attraction places, plus, agricultural activities.

2. Research Doing comprised with the following steps, first of all, brainstorm conference for data gathering, at that point, SWOT Analysis the community potentials. After that, analyzed the total ways of improvement; in the context of society and tradition, education, economic and policy (TOWS Matrix); in conjunction with the cultural calendar providing by analyzing all information.

3. Research result accuracy checking by community leaders and members for the correction of standard database.

4. Result reflection and life circle calendar improvement for community tourism development.

FINDINGS

The conclusion of the Participatory Action Research in Development of the Community Cultural Calendar for Tourism are defined into research planning, research action, observation and research reflection as follows:

Research planning

1. Invited all team researchers to plan the village cultural calendar in May, 19th, 2011. After the conference, each village representative summarized the conference agenda to their village members, whether the whole year activities are correct or not, then, revised information for the next conference.

2. Created the village data collection and the conference date, for cultural calendar arrangement and data correction.

Research action

comprised with the following activities

1. Team researchers conducted Brain Storming Conference in June, 13rd, 2011 by presenting village lifestyle information, then collected data for community SWOT Analysis; consist of Strength, Weakness, Opportunity and Threat. At that juncture, analyzed the development pathway in the context of society and tradition, education, economic and policy (TOWS Matrix); the results shown that

Community potentials consist of 1) Strengths are the powerful natural resources, the balance ecosystem of natural tourist attraction places, and also, various types of agriculture such as cattle farm, fruits farm, Karian tribe's rice fields. As said by the uniqueness of community and the identical traditional connection 2) Weaknesses are the community members unconcerned about tourist behaviors, lack of the systematic cultural data collection, and, lack of some tourism standard 3) Opportunity is the new movement of tourist attraction places by the whole-hearted activation of government and district administrative organization, to response for tourists from Hua-Hin 4) Threats are discontinuous government supports, and, some communities are not participated or concerned.

With the result analysis, several of community potentials are utilized for community tourism management, along with, the two strength points including community tradition and alternative tourism, are deployed. To specify the important of social, and, traditional development, for cultural retaining and endlessly tradition from generation to generation, the decision of making the community cultural calendar need to be done.

2. Team researchers made the community cultural calendar in June, 26th – 27th, 2011. In progress, 4 villages were divided according to the area context; group discussion for the activities selection by identify and detail the dominant activity, under the questions about what was the community doing in that day, month, year, and over, what to do, where, when, how, by the following activities: determination on tradition and cultural about community living and working, advised the

decision of making the community cultural calendar, conducted the community cultural calendar and detailed conclusion, brain storming for adapted the community cultural calendar to be the tourism calendar, various topic discussion and directed each department work plan.

Assessment and research reflection

Every researcher separated the conference information into 2 parts, first, the community cultural calendar, second, the community cultural calendar were utilized for community tourism application. All data were sent for the data correction in each topic, and, finally, amended the community cultural calendar for Huaysatyai Community tourism. For example a whole year of the community cultural calendar;

1. Sufficient Economy Village Tourism, soil house, organic vegetable farming, poultry and hole pig farming with no budget, smoke vinegar and long gong disease, Krit-sa-na Tree, herbal Planting, agricultural sustainability.
2. Ka-rian Tribe Village Visiting, "Pa-la-U" Ka-rian Tribe History, "Pa-la-U" Ka-rian Tribe behavior and cultural, Camp 712, where Ka-rian Tribe were settled down.
3. Cattle Activities, The Management of Huaysatyai Dairy Cooperative; including raw milk collecting, milk capsule production, etc.
4. "Pa-la-U" waterfall sightseeing, The "Pa-la-U" waterfall is 273,125 Rai in area, containing with black forest, various types of wild animal. The "Pa-la-U" waterfall belong to the Kang-Kra-Jan National Park Department, "Pa-la-U" waterfall park conservative center, which is at 2 km before the waterfall. The "Pa-la-U" waterfall including the Big "Pa-la-U" waterfall and the small "Pa-la-U" waterfall, together for 11 levels. The appropriate time for travelling is in November till April.

CONCLUSION

1. The community cultural calendar for tourism is the village lifestyles along with the old tradition, which were spread out from generation to generation. So, the visited tourists could feel and learn the real natural activity as required, correspond with Fennell David's tourism project management (Fennell, 2002: 82), which determined the eco-tourism project planning into 5 procedures as follows: first, scrutiny the tourist requirement for the appropriate tourism activities; second, design the various activity structure both out-door and in-door. Third, design the suitable details for each activity including food, transportation, and, tourist places; forth, control the practical activities to match with the determined plan; the endmost, the activities succession need to be assessed from the satisfaction of tourist and project manager, as well as, the evaluation of the project management.

2. This participatory action research had created the community knowledge about learning process, and, information analysis; to determine the development path, leaning, and the realization of brainstorm power from local administrative organization and community members. The community tourism interested, which was unaffected to their lifestyles, had created opportunity to the sustainable cultural and community traditional; fit to Nishet Suntornpitak's opinion (2007: 4). The tradition, art and cultural are continuously changing from time to time; the changing speed depend on the sustainable base and the community immune from outside impact. The stronger base is the longer originally tradition, for that reason, the successful operation need to be supported by the merit and responsible from each unit in the community. This community cultural calendar for tourism, which was constructed by community members, is the agreement of people awareness to protect and prolong their hometown society.

PERSONALITY, ORGANIZATIONAL CULTURE, AND HOTEL EMPLOYEE PERFORMANCE IN TAIWAN

Shu-Chuan Liu

Department of Leisure Management
National Pingtung Institute of Commerce, Taiwan

Chung-Hao Chen

Department of Leisure and Recreation
Asia University, Taiwan

ABSTRACT

This exploratory research examines the impacts of organizational culture and personalities on employee performance in a survey of hotel industry in Taiwan. Difference in organizational culture, personalities, and employee performance were utilized as the conceptual framework for analysis. A convenience sample (n=500) from five tourist hotels located in five cities in Taiwan was used for data collection, yielding 162 valid questionnaires from hotel employees and a 32.40 percent response rate. The results of study showed that (a) Organizational culture and personality had the significant differences on performance. (b) There were the relationships between organizational culture and performance and between personality and performance. Furthermore, cultivated organizational culture ($\beta=0.302$, $p<0.01$), control organizational culture ($\beta=0.208$, $p<0.01$) and task-oriented personality ($\beta=0.181$, $p<0.05$) predicted the performance of hotel employees.

REVIEW ON LEISURE EXERCISE PRESCRIPTION EFFECT TO SENIOR CITIZENS

Wen-Hui Yang

Taiwan Hospitality & Tourism College
Department of Tourism and Travel Management

Hsiu-Yin Huang

Taiwan Hospitality & Tourism College
Center for General Education

Yu-Ling Su

Taiwan Hospitality & Tourism College
Department of Food and Beverage Management

ABSTRACT

INTRODUCTION

Base on the report of Ministry of the Interior Statistics Department (2005), only 30 percent of the elderly people think their physical and psychological condition is not good. That means 70 percent of elderly people believe they are fairly healthy. However, as the age increase, the elderly people of baby boomer, they may know exercise can bring some benefit, such as increasing immunity, increasing life span, and prevent a chronic illness. But they are not taught the information of exercise safely which leads to the damage, such as exercise injury and increase the joint damage. What exercise is exactly suitable for the elderly people and what exercise prescription is good for different circumstances? To let the Taiwan society to take care of the elderly people becomes to provide services to the healthy elderly people, slow down the speed of becoming old, and emphasize health increasing and disease preventing.

This study reviews the assay of the exercise prescription involvement and the elderly people. Temporarily not discuss about ill elderly people because different disease still depend on the health condition of the elderly people with different exercise prescription and there are too little empirical analysis.

METHOD

Search the data base of Airiti Library, key in the keywords of elderly persons, senior citizen, exercise, excise prescription, etc. The research objects set up to the assay of year 1997 to 2010.

RESULTS

3.1 METHOD

There are 24 reliable assays about “elderly persons” and exercise prescription and most of them are descriptive assay. There are 6 empirical researches; 5 assays are research about joint, cardiovascular, chronic illness, osteoporosis, and high blood pressure; 1 assay about policy suggestion. The practical researches include Taichi practice, walking, snorkeling, aerobic activity and work-out facility as excise prescription.

3.2 OBJECTS

This study is about elderly persons. The elderly persons’ average age for Taichi gymnastic is 69; Taichi is 66.1; walking is 64.5; snorkeling is 65.2; and aerobic activity is 70.7.

3.3 EXERCISE CONTENT

About the frequency, intensity, and time, Taichi gymnastic is 3 times a week, 50 minutes per time, and 12 weeks in total. Taichi is 5 times a week, 60 minutes pre time, and 8 weeks in total.

Walking is 3 times a week, 30 minutes pre time, and 20 weeks in total. Snorkeling is 3 times a week, 55 to 60 minutes pre time, and 10 weeks in total. Aerobic activity is 2 times a week, 40 to 60 minutes pre time, and 12 weeks in total. Lower limbs muscle power and equipments for exercise is 3 times a week, obstacle strength is 6 times a week, 15 to 20 times each time and 8 weeks in total.

3.4 EFFECT

The effects of Taichi gymnastic are increasing in cardiorespiratory endurance, muscular endurance and flexibility, and promotion of physical balance. Taichi practice obviously reinforces people's muscular endurance about legs. The senior citizens have reductions in the waist circumference, weight, BMI, and low density lipoprotein-Cholesterol by doing exercise walking. Snorkeling evidently improves people's physical fitness including muscular endurance, flexibility, and physical balance and so on. The effects of aerobic activity are not only a little improvement in physical index such as blood pressure, pulse, waist, and hip and so on, but also some improvement in single foot standing and flexibility. The training for muscular endurance of legs can advance the performance of legs exercises including sitting and reaching, single foot standing, lifting legs for 2 minutes.

CONSLUSION

4.1 METHOD AND EXERCISE CONTENT

Previous studies almost were descriptive articles which presented the benefits of doing exercises, and encouraged people to involve in exercise activities and to develop the habit of doing exercises. The literatures about leisure exercise prescription for senior citizens just were found to be 6 articles. The exercise items discussed in these literatures were Taichi practice, exercise walking, snorkeling, aerobic activity and using the fitness equipment. However, the empirical study was short of exploring the appropriate exercises for senior citizens in hundreds of exercise items. The senior citizens made Taichi practice 5 times a week, other exercise all were 3 times a week. The survey periods were 8 to 20 weeks, it is necessary to research for a longer periods in order to analyze the long time effect.

4.2 THE EXERCISE EFFECT AND THE OTHERS

The advantages of doing exercise are physical activities, healthy situation, interpersonal interaction and self-esteem reinforcing for the senior citizens. The training of aerobic activity, muscular endurance of legs, bending and stretching exercises, the sense of equilibrium, etc. can increase muscle quality and quantity and physical balance. Some literatures only explored male or female senior citizens doing exercise, but that couldn't realize the difference between male and female senior citizens. It is necessary to study that non-medical therapy, besides exercise prescription, such as music therapy, aromatherapy and participation in the associations and so on may have the contrast effect for senior citizens' physical and mental health.

To the senior citizens who don't have enough exercise level, it is important to induce their motive to exercise, increase regular exercise and reinforce exercise level and exercise desires in the initial stage. On the basis of safety reason, it is acquired to ask for doctor's agreement before the senior citizens doing exercise, if they have uncomfortable symptoms.

SEISMIC RISK ASSESSMENT AND MANAGEMENT FOR HOTELS: USING PROBABILITY ANALYSIS

Chung-Hung Tsai

Taiwan Hospitality & Tourism College,

ABSTRACT

The number of hotels in Taiwan has increased significantly, due to the rapid development of tourism brought about by the large number of visitors from China in recent years. However, earthquakes occur frequently in Taiwan as it is situated on the Pacific seismic belt; therefore, determining how to achieve a balance between tourism development and the safety of the industry has become an important and pressing issue. In recent years, seismic risk analysis research institutions have come up with considerable achievements in this field; these researches have also become necessary for the hospitality industry, which develops both asset and investment portfolios. In the past, the insurance industry used to adopt the traditional empirical rule to estimate losses, but because earthquakes are rare events, there are very little reference data. In particular, the average recurring cycle of major earthquakes is about a century or so. Consequently, the existing data is insufficient for accurate estimations of average losses. Therefore, the main objective of this research is to study the disaster-prone characteristics of hotels, use modern concepts of risk management and then combine the relevant basic researches at home and abroad, i.e. loss exceedance probability analysis, seismic hazard analysis, and so on, in the hope of coming up with a seismic risk assessment and management system suitable for the hospitality industry. The seismic risk management and risk valuation system proposed in this study will also provide governments, hotel asset owners, insurance companies and banks in Taiwan that have similar regional characteristics, with necessary seismic risk information to help them to effectively manage natural disaster risk management for the tourism industry.

SOCO'S IMPACT ON CUSTOMER OUTCOMES FOR TOUR LEADER

Sheng-Hsiung Tsaor

National Chiayi University, Taiwan

Chih-An Chen

Chinese Culture University, Taiwan

ABSTRACT

The purpose of this study is to investigate the causal relationships among selling orientation, customer orientation, customer outcome for group package tour. Moreover a thorough exploration of customer outcome as regards service quality, customer satisfaction, and customer loyalty. The data collection was conducted locally using sample survey methodology and compiled results were statistically analyzed based on structural equation modeling by software Lisrel 8.8 version. A total of 520 surveys were received and 389 valid samples were used for this study. The results show that customer orientation is significantly and positively related to service quality, customer satisfaction, and customer loyalty intention, while selling orientation is negatively related to service quality, customer satisfaction, and customer loyalty intention. Conclusions obtained from this study can be used in establishing research models for future study.

STUDENT EVALUATION OF TEACHING: A CASE IN HOSPITALITY AND TOURISM HIGHER VOCATIONAL EDUCATION

I-Cheng Hsu

Department of Travel Management
Taiwan Hospitality and Tourism College

Tao-Sheng Chiue

Department of Food and Beverage Management
Taiwan Hospitality and Tourism College

Chung-Hsin Su

Center for General Education
Taiwan Hospitality and Tourism College

ABSTRACT

INTRODUCTION

Student evaluation of teaching has become an institutionalized part in higher education (McPherson, 2006; Stack, 2000). According to Wolfer and Johnson (2003), evaluations of teaching have two major purposes: administrative decision making and teaching improvement. Researchers argue that the results of evaluation have been used to make judgments about teaching quality, salary, career promotion, tenure and the funding of teaching (McPherson, 2006; Neumann, 2000; Stack, 2000). In spite of numerous literature on student evaluation of teaching, the limited research on the topic is found in the context of Taiwanese higher vocational education, especially in the field of hospitality and tourism education. Therefore, this study aims to analyze the results of student evaluation of teaching in Taiwan hospitality and tourism higher education. The findings will provide crucial information to maintain and improve the quality of instruction in the field.

METHOD

Data for this study were obtained from student online evaluation of teaching in a vocational college specialized in hospitality and tourism during the fall semester of 2012. Full-time students of six tourism related departments were invited to complete the online survey regarding the teaching quality of their selected courses. The evaluation questionnaire included one open-ended question and 13 closed-ended questions. 14,962 questionnaires were received. The data were analyzed by descriptive statistics, T-test, and one-way ANOVA, which is followed by Scheffé or Tamhane's T2 post hoc tests based on the results of the Levene test of homogeneity of variances.

FINDINGS

The results were listed as follows:

1. the mean of total teaching evaluation questions is 4.19. It indicated that students felt satisfied and very satisfied with the overall instruction they received.
2. Among the 13 close-ended questions, students agreed the most with the item of “teacher’s expertise corresponds to the course contents,” and followed by “teacher makes efforts in teaching,” “teacher’s preparation for course contents,” “instruction is followed by the syllabus,” and “teacher explains the course objectives and contents.”
3. Male students had significantly higher level of agreement in all 13 questions than female students.
4. There were significant differences among 5-year junior college students, 2-year junior college students, 2-year technical college students, and 4-year technical college students in all 13 questions.
5. There were significant differences among students in different majors. They included culinary art management students, food and beverage management students, hospitality management students, travel management students, leisure management students and tourism and hospitality students in all 13 questions.
6. There were significant differences among in freshman, sophomore, junior, and senior students in all 13 questions.

CONCLUSION

The results showed that the teaching evaluation in the culinary art management, food and beverage management and hospitality management department was relatively lower than the departments of travel management, leisure management and tourism and hospitality. Hence, teachers delivered the courses in these low-rated departments need to form a discussion group and adjust their teaching methods to improve the teaching quality in the college.

A Study on Taiwan's destination images among eastern and western tourists

Yun-Hsuan Chi

Department of Tourism Industry
Chinese Culture University, Taiwan

Yong-Bao Yuan

Graduate Institute of Tourism Industry, Tourism and Leisure Management
Chinese Culture University, Taiwan

Tzeng-Hua Yang

Department of Tourism Industry
Chinese Culture University, Taiwan

ABSTRACT

This study aimed to identify eastern and western tourists' images of Taiwan. Four hundreds and five questionnaires, 205 eastern tourists and 200 western tourists, were obtained from Taiwan Tao-Yuan International Airport, Taiwan. It was found that eastern and western tourists had somewhat different destination images of Taiwan. The tourism authorities of Taiwan had better has different marketing strategies on both eastern and western tourists in order to effectively manage good destination images on both potential markets.

THE BLACK NAZARENE IN THE PHILIPPINES: Art, Ritual and Belief in Quiapo Church

Mawi P. Talaboc
University of the Philippines

Rosela M. Ramos
Reservation Specialist

ABSTRACT

The life-size image of the kneeling Black Nazarene is imposing, focusing the observer's eyes and then linger on it. It is clad in a maroon colored robe. On its head is a crown of thorns and a diadem in the form of a three silver rays. The image of Christ has had long and colorful history. In the early part of the 17th century, before the Augustinian Recollect Friars took over administration of the Quiapo Parish from the seculars, they requested their fellow Recollect in Mexico to provide them with an image of Christ depicting his passion and suffering. Responding, the Mexican Recollects ordered Aztec Indians newly converted to Christianity to carve the image from hardwood (Focus Philippines, 1982).

This study documents the ritual of the Black Nazarene as performer, and the underlying factors that inspires countless numbers of people to develop their devotion to Him. The growth and spread of the Filipinos devotion to the Black Nazarene reflects their faith and belief in Christ and the spiritual and socio-economic benefits they would eventually obtain in their devotion.

SIGNIFICANCE

This study will give us insights into the character of ritual and belief and how these are reflected in behavior. This will also shed light on people's expectations and need and how they negotiate with what they perceived as powerwelders in the world they live in.

SCOPE AND LIMITATIONS

This study is limited only to the Black Nazarene ritual in Quiapo church. In other words it shall not include similar rituals in any part of Metro Manila and other parts of the country.

METHODOLOGY

The methodology includes participant-observation: Watching people as they act during the major festival of the Black Nazarene the patron of the parish church of Quiapo. Interviews on the devotees during regular and feast day of the Black Nazarene. Selected photo-documents are also included.

THE DECISION-MAKING OF REAL AND VIRTUAL GOLFERS: THE IMPACT OF ECOLOGICAL CONSCIOUSNESS

Myoungsun Suh

Dept. of International Tourism
Dong-A University

David Paul Woods

Dept. of International Tourism
Dong-A University

Heesup Han

Dept. of International Tourism
Dong-A University

Kisang Ryu

Dept. of Food Service Management
Sejong University

ABSTRACT

INTRODUCTION

Consumers are becoming more and more sensitive to environmental problems and issues (Hofmeister-Toth et al., 2011). Realizing that their purchasing/consumption habits in everyday life can potentially damage the environment, increasing numbers of individuals are developing favorable attitudes about ecological protection and paying close attention to their roles as well (Han et al., 2010; Hofmeister-Toth et al., 2011). Such terms as sustainability, green consumption, environmental sensitivity, and social responsibility are particularly critical to the golf industry in that golf's tremendously deleterious impact on the environment appears to be the greatest weakness of a sport that is, in most other respects, succeeding at an all-time high. As numerous investigators have shown (e.g., Fishman, 2011; Glasson et al., 1994; Solomon, 2010), public and activist-group opposition to golf course construction is already often the chief objection delaying or preventing new resort development. The traditional course-based golf industry faces the threat of increasingly environmentally sensitive leisure consumers turning away from the game and seeking a less impactful alternative. Screen golf, which occurs almost entirely within a virtual space, consumes very few natural resources, and produces almost no externalities, hence may fulfill the public's evolving sustainable-consumption needs. Increasing numbers of customers, particularly those with high levels of environmental consciousness/awareness, may achieve their goals of environmentally friendly consumption by choosing screen golf as their leisure activity.

The criticality of environmental consciousness in understanding eco-friendly consumers' purchasing behavior has been emphasized repeatedly in the previous literature. However, the role of ecological consciousness in the decision-making process has not been investigated for the golf industry. In addition, according to recent socio-psychological theories, overall image, behavioral frequency, and desires are of the essence in explaining the decision-making process (Bagozzi & Dholakia, 2006; Han & Kim, 2010; Taylor et al., 2009). Yet to best of our knowledge, the relationships among ecological consciousness, overall image, behavioral frequency, and desires have not been tested. Furthermore, while screen

golf is becoming a major part of the golf industry with ever-increasing numbers of screen golf cafés and players, only a marginal effort has been made to examine screen-golf players' decisions and behaviors, while no attempt has been made to incorporate screen and real golf together in a single theoretical framework that explains golfers' decision formation.

Given this state of affairs, the present study was designed to examine and unearth structural relationships among ecological consciousness and, for both real and screen golf, overall image, behavioral frequency of play, desire to play, intention to play, and word-of-mouth intention by proposing a new theoretical model. This study also attempted to explore the imperative impact of ecological consciousness (the initiative construct in the model) in golfers' decision formation for screen golf and to verify the inconsequential role of this variable in their decision-making process for real golf. Lastly, the present research sought to investigate the mediating impact of its study variables in generating golfers' behavioral intentions. Figure 1 shows the proposed model.

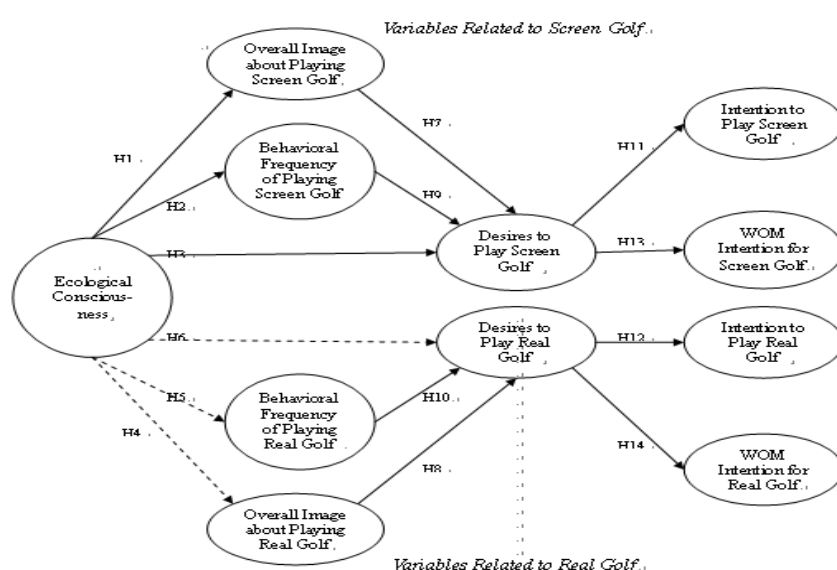


Figure 1. Proposed Model

METHODS

A questionnaire was developed based on a thorough review of the literature. Multi-item scales that were validated in previous studies were identified and modified for the study at hand (Baloglu & McCleary, 1999; Cheng et al., 2006; Dunlap & Van Liere, 1978; Han et al., 2009; Kim & Han, 2010; Lam & Hsu, 2004; Lee & Back, 2007; Mathieson, 1991; Maxham & Netemeyer, 2002; Perugini & Bagozzi, 2001; Roberts, 1996; Ryu & Jang, 2006). All exogenous and endogenous variables were measured on seven-point Likert-type scales. The initial questionnaire included a total of 34 items for the eleven study variables.

The dataset was developed by distributing surveys both in person and over the Internet. The authors collaborated with the proprietors of a highly successful leisure-and-golf club in the Republic of Korea to connect with golf enthusiasts who were willing to give their time and consideration to an extended survey document. After eliminating unusable or incomplete questionnaires, 258 subjects remained for statistical analysis. While 67.5% were males among the 258 survey participants, 32.5% were females. Participants' mean age was 40.72 years old. Among the respondents, about 34.9% and 55.4% reported having participated in screen golf at a café within, respectively, one week and one month of taking the survey. By

contrast, about 26.0% and 43.5% of the participants indicated that had played at a traditional golf course within the previous week and previous month, respectively.

RESULTS

The collected data were analyzed using SPSS and AMOS 5. A measurement quality assessment was conducted using the Confirmatory Factor Analysis (CFA). The results demonstrated acceptable overall fit ($\chi^2=960.00$, $df=470$, $p<.001$, RMSEA = 0.064, CFI = 0.96, NFI = 0.92, TLI = .95, IFI = .96). Composite reliability was evaluated. Values ranged from .92 to .98, which is acceptable given the minimum criterion found in the previous literature (Bagozzi & Yi, 1988). Next, the construct validity of the measures was evaluated. The present study's factor loadings within constructs, Average Variances Extracted (AVE), and correlations between constructs displayed clear convergent validity in their AVE values as all were well above the .50 cutoff. In addition, discriminant validity was established in that the AVE values were all greater than the square of correlation between related constructs.

Structural Equation Modeling (SEM) was conducted with the maximum likelihood estimation method. The results verified a theoretically and statistically acceptable model fit ($\chi^2=1341.18$, $df=510$, $p<.001$, RMSEA = 0.080, CFI = 0.93, NFI = 0.89, TLI = .92, IFI = .93). The proposed model successfully explained golfers' intentions to play both screen (73%) and real golf (80%) and golfers' word-of-mouth intention for screen (84%) and real golf (84%). Findings of the SEM indicated that the overall image about screen golf and behavioral frequency of playing screen golf were positive functions of ecological consciousness; ecological consciousness was not a significant predictor of either overall image about real golf, behavioral frequency of playing real golf, or desires to play real golf; the overall images about playing screen/real golf and behavioral frequency of playing screen/real golf are positive and act as significant antecedents of desires to play screen golf and real golf, respectively; desires to play screen golf positively and significantly affect the intention to play screen golf and to engage in word-of-mouth behavior; and desires to play real golf have a significant impact on intention to play real golf and word-of-mouth intention for real golf. Our findings also showed that ecological consciousness has a significant indirect impact on the desires to play screen golf, intention to play screen golf, and word-of-mouth intention for screen golf; and desires to play screen golf and real golf were significant mediators in the relationships between its direct antecedents and behavioral intentions.

CONCLUSION

Overall, our results from the SEM demonstrated the sufficiency of the proposed model in predicting golfers' intentions for screen and real golf, and provided good support for the proposed theoretical framework. Particularly, an essential role for ecological consciousness in golfers' decision formation for screen golf, and a contrastingly inconsequential impact of it on their intentions for real golf, was verified. The present study extends the existing knowledge about golfers' complicated psychological decision-making processes by combining key variables associated with screen and real golf in a single theoretical framework. The emergence of screen golf has become a rapidly changing leisure trend throughout Asia and particularly in Korea, and it has made the golf industry on all levels extremely competitive. The findings of this study provide operators of screen golf cafés and traditional golf courses useful information and valuable insights that can be utilized in their marketing and retention strategies.

THE DEVELOPMENT OF CLOUD COMPUTING TECHNOLOGY IN LEISURE SPORTS

Tu-Kuang Ho

Taiwan Hospitality and Tourism College

Yu-Tzen, Lin

Taiwan Hospitality and Tourism College

Hsin-I, Lo

Taiwan Hospitality and Tourism College

ABSTRACT

Cloud computing is a technology that uses the internet and central remote servers to maintain data and applications. Cloud computing allows users to use applications without installation and access their personal files at any computer with internet access. While, this technology also provides useful access for leisure sports participants to share their personal information on internet (such as health data or sport experience). Therefore, the technology of Cloud computing will become a popular IT (Information Technology) for people, who has a great habit in leisure sports. In order to better understanding the development of Cloud computing technology in leisure sports, this article illustrates a possible idea by a relative case studying. Hopefully, it will provide a direction for deliberation on the age of Cloud leisure sports development.

THE DEVELOPMENT OF HIP-HOP DANCE AND SPATIAL DIFFUSION IN TAIPEI

Yi-Ju Lee

Graduate School of Earth Science
Chinese Culture University

Chen-Tsang (Simon) Tsai

Department of Food and Beverage Services
Tainan University of Technology

ABSTRACT

INTRODUCTION

In the Bronx district of New York City, it was not difficult to notice the widespread poverty and gangs, as well as an upsurge of crime rate during the 1970s. Young people were searching for a means of self-expression, and a way to experiment with music, dance, art, and speech. Out of this experimentation, out of the Bronx, grew hip-hop. Out of the unrest in the United States, and the self-expression and experimentation of the young, came the four elements of hip-hop: b-boying (break dancing), DJ-ing, MC-ing (rapping), and graffiti. These four elements paved the way for a wave of amazing new artists who catapulted hip-hop culture across the globe. The artists turned b-boying into what we know today as one of the main urban dance styles (Fitzgerald, 2009; Huntington, 2007; Walker, 2008).

Hip-Hop culture has owing much to the development in media and mass communication. Hip-Hop dance, demonstrating body cultures and leisure activities, spread fast all over the world and had an impact on contemporary dance style. Almost every school, from elementary schools to colleges, have hip-hop dance club in Taiwan. The first objective of this study is to explore the development of hip-hop dance from the theory of body culture in Taipei.

In the early 1990s, many students have been attracted to dance in front of National Theater Concert Hall. There have smooth ground, shelters, and large glass doors as mirror; it gathered hip-hop dance teachers and students to practice outside the Concert Hall. At that time, young people danced in streets, parks, schools and other public open spaces, it shaped special landscapes during this period of time. Since hip-hop culture is one of the important leisure activities for young people, appropriate spaces for students are needed. How does public sector plan and provide public space for young people to practice and performances?

Young people were usually urged to leave while dance outside the Concert Hall in 1990s. Those body cultures through hip-hop music had not been recognized in traditional culture. The right to dance in public space rendered second-rate of using right. The public

sector has planned several places for hip-hop dance. Since hip-hop in the global leisure industry, including costumes, music, film and dance teaching, has a widespread opportunity of business (Fitzgerald, 2009; Stanley, 2004, as cited in Motley and Henderson, 2008; Walker, 2008). Therefore, what kind of topic map does hip-hop dance developed in Taipei? This study is to explore through case analyses the development of Taipei's hip-hop dance, its location distribution of learning and performance, as well as spatial diffusion in the City.

METHOD

This study is based on the theoretical in accordance with tourism and leisure geography, spatial analysis and body culture (Gregory, 2009; Hall & Page, 2006; Williams, 2009). The history of Hip-Hop dance in Taipei was also reviewed. The objectives of hip-hop dance studies before were including inferior culture and the public spaces (Pardue, 2010), the hip-hop dance of body culture (Eichberg, 2001), the created systems and spaces of dance (Lian, 2008), education issues and mental perceptions (Banks, 2010), and the contains of culture and society (Codrington, 2003). Those studies were under the body culture system and theory. It provides valuable materials in this study.

Eichberg (2011) indicated that body culture under the body practice; it helps to understand the inherent tensions and pattern of contradictions in a specific social. Under this construction, how do people move in time, space, energy and interpersonal relations? Besides, how do people objective their movements, what do they produce by moving? This concept is helpful to theoretical basis of this study; it helps to understand the interpretation of history and cultural transmission of hip-hop dance in Taipei.

Besides, observation method was used to understand the location of dance studios (Veal, 2006). Furthermore, in-depth interviews with teachers and dancers were adapted. The main survey was conducted from early January 2010 to late February 2011. A total of 2 teachers and 162 students were interviewed. This study was attempted to understand the hip-hop dance activity space, and to inquiry the teaching space in the past and present. In addition, the locations of students' living place were also analyzed in understanding the spatial diffusion of Hip-Hop dance in Taipei.

FINDINGS

The development of hip-hop dance in Taipei can be traced back to the 1980s, and 1990s has reached to a growing and boom stage since 2000s up to the present.

1980s. Taiwan's hip-hop dance was beginning in the 1980s; it was spread by the media. The hip-hop culture and dance forms were disseminated by mass media. The information of hip-hop dance history in Taipei was interviewed by dance teachers and the materials from Lian (2008). The day time activities of hip-hop dance were gathered in National Theater Concert Hall, Sun Yat-Sen Memorial Hall and Ximen. Ballrooms and pubs

were places for dance battle at night. In the late of 1980s to 1990s, the previous influence by media, hip-hop dancer, more and more competitions of hip-hop dance, those places become important birthplace of hip-hop and it is also become one of the important leisure activities in Taipei.

1990s. The 1990s was the growth period of hip-hop dance, the lifting of media martial law, several hip-hop music videos around the world play in Taiwan's television programs. Hip-hop began to appear in variety shows, some hip-hop artists made their records and music videos, and hip-hop dance competitions became a strategy for promoting products in private business. In 1997, professional hip-hop dance studios were started to establish in Taipei. In this period, the information of hip-hop dance was easier to obtain, the development of hip-hop industry lead to social acceptance. The lifting of media martial law, the development of cable television, internet, and more easier to search hip-hop videos through YouTube, is also more likely to spread. Hip-hop dancers from America and Japan were invited to visit Taiwan and shared experiences in 1990s. Hip-hop dance also became a performance element of entertainments and commodity.

21 century to present. In 21 century, hip-hop dance began to enter the booming period in Taiwan. Hip-hop dance clubs can almost be found in every school, from elementary schools to colleges, and hip-hop performances are easy to be seen in large parties and celebrations. The stereotype of hip-hop dancers was broken. In addition to National Theater Concert Hall, Sun Yat-Sen Memorial Hall and Ximen, Taipei City Zhongshan Metro Mall becomes one of the most popular open spaces for hip-hop dance. Many hip-hop dancers and teachers were highly educated. New bloods of hip-hop teachers are generated from competitions and the studios have been established in the period. Figure 1 showed the spatial distribution of hip-hop dance studios in Taipei.

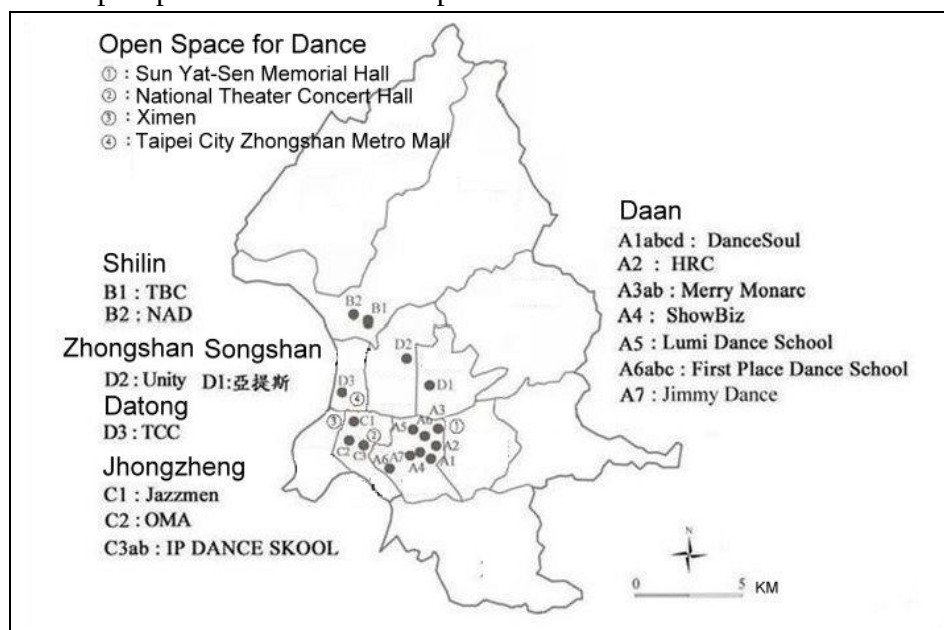


Figure 1. The spatial distribution of hip-hop dance studios in Taipei

Case study from full-time and part-time dance teacher

Teaching, learning and performing of hip-hop dance in Taipei have been mainly concentrated in three Districts, including Daan, Jhongzheng and Shilin Districts (Figure 1). The teaching spaces, as well as the students' residence of two dance teachers were analyzed in an interview. This study was attempted to understand the diffusion tendency of hip-hop dance as leisure activities in Taipei.

Dance learning experience and teaching space distribution of Ms. F. Ms. F started to learn hip-hop dance in 1996. She learned dancing in Dong Cheng-Ying studio from 1999 to 2003, Wuyi dance studio during 2001-2004 and Taipei jazzmen studio from 2004 to present. Ms. F became a full-time hip-hop dance teacher in 2006. She teaches dance in Taipei jazzmen studio and many schools, gyms and communities in Taipei and New Taipei city. The examples from year 2009 and 2010 were selected in this study, including 5 teaching places: Taipei Jazzmen Studio, World Gym, Taipei Sanmin Junior High School, Neng-Ren Commercial and Household Vocational High School and Shijr District Farmer's Association.

Spatial diffusion of hip-hop dance from Ms. F's students. Four samples of teaching spaces were selected in this study. A total of 67 student samples were analyzed. The diffusion tendency from core Taipei area to south and east area of Taipei could be found from Ms. F's students.

1. *Southward spread.* Students from World Gym and Neng-Ren Commercial and Household Vocational High School were mainly live in Hsintien District and Wenshan District of Taipei (South of Taipei). A total of 21 samples were conducted.

2. *Eastward spread.* Students from Taipei Sanmin Junior High School and Shijr District Farmer's Association were mainly live in Neihu District and Shijr District of Taipei (East of Taipei). A total of 46 samples were conducted.

Dance learning experience and teaching space distribution of Mr. J. Mr. J started to learn hip-hop dance in 2000. He learned dance in Popcorn dance studio from 2000 to 2003, Feliz FuFu dance studio during 2003-2004 and Merry Monarc studio from 2004 to 2006. Mr. J became a part-time hip-hop dance teacher in 2002. He teaches dance in many schools of Taipei city. The examples from year 2002 to 2009 were selected in this study, including 6 teaching places: Chinese Culture University, Taiwan Police College, Taipei Medical University, Taipei Donghu Elementary School, Taipei Sanmin Junior High School and Taipei Donghu Junior High School.

Spatial diffusion of hip-hop dance from Mr. J's students. Five samples of teaching spaces were selected in this study. A total of 80 student samples were analyzed. The diffusion tendency from core Taipei area to east area of Taipei and across the country was found from Mr. J's students.

1. *Across the country.* Students from Chinese Culture University, Taiwan Police College and Taipei Medical University were college students. Those students lived across the country. A total of 46 samples were conducted.

2. *Eastward spread.* Students from Taipei Donghu Elementary School, Taipei Sanmin Junior High School and Taipei Donghu Junior High School mainly live in Neihu District and Shijr District of Taipei (Eastern Taipei). A total of 34 samples were conducted.

CONCLUSION

Teaching, learning and performing hip-hop dance have been mainly concentrated in three Districts in Taipei: Daan, Jhongzheng and Shilin Districts. The development of hip-hop dance in Taipei can be traced back to the 1980s, and has reached to a growing phase in 1990s, and ultimately a booming stage from 2000s up to the present. Propagated by teaching the young dancers, hip-hop dance is now spreading to other parts in the Taipei metropolitan area, and even the whole island of Taiwan.

Two dance teachers were interviewed to analyze their teaching spaces, and the residing location of their students. This study was expected to offer a better understanding the diffusion tendency of hip-hop dance as leisure activities in Taipei. This study suggested that hip-hop dance was diffused from the core region in Taipei to southern and eastern Taipei Ms. F's students. Besides, the diffusion tendency from core Taipei area to east area of Taipei and across the country could be observed from Mr. J's students.

Numerous studies have indicated that Hip-Hop dance were focused on subculture and public spaces, and to understand the influence of body, mind and society contains. These studies highlighted the researches of "body culture". The development of Hip-Hop culture in Taiwan, from rebel perspectives to become one of the pop art, are highly-correlated between young people and their leisure lives. Therefore, to understand the development of the space and distribution related to the body and culture is worthy to be annotated.

THE EFFECTS OF PRODUCT ATTRIBUTE'S NEW INFORMATION ON CONSUMER ELABORATION: MODERATING EFFECT OF NEED FOR COGNITIVE

Chan-Chien Chiu

Department of Food and Beverage Management
Taiwan Hospitality & Tourism College

Yung-Hsiang Huang

Department of Food and Beverage Management
Taiwan Hospitality & Tourism College

Wu-Chuan Wang

Department of Food and Beverage Management
Taiwan Hospitality & Tourism College

ABSTRACT

INTRODUCTION

During consumer's purchase decision making process, they will through various channels to collect the information. However, how the consumers elaborate from information chosen? The answer will help the seller to communicate effectively with the target market. Clarify this basic concept will be helpful to understand consumer purchase decision making assessment process.

Before consumers purchase products, they may have their default product attribute requirements. For example, when they want to buy a digital camera, they will consider how much the pixel is, and these are the original attribute target. Actually when we read the product packaging, or browse the Web Information, we may see a variety of attribute information, and related statements of description. At this point, when the messages exceed the attribute target, how will the consumers deal with these information and thus increase their elaboration?

According to Elaboration Likelihood Model (ELM) when consumers have the ability and motivation to deal with the information, their elaboration probabilities will be higher and persuasion will be produced through Central Route. On the contrary, lower will be produced through the Peripheral Route (Petty, & Cacioppo, 1983) . In addition, compared with a relatively expensive product, the consumer's elaboration possibility is also higher. Due to higher degree of importance of this purchase, consumers have motivation to take the Central Route (Bitner & Obermiller, 1985). In the Central Route, attitude's formation and change are through careful thoughts and integration of the information on the attitude target. In the Peripheral Route, attitude's formation and change are through positive thinking of target and

attribute, but by cognitive shortcuts to think about target object's positive and negative cues (Bitner & Obermiller, 1985).

The above topics are very important in practice because when consumers see product information they may have conflict evaluation and thus have an impact on brand attitudes and product attribute attraction. In theory, literature views are different. One school believed when faced with inconsistent information, all information set would be elaborated and customers would process more with consistent information (Maheswaran & Chaiken, 1991). Therefore, elaboration will enhance the strength of attitude. Another school believed that the inconsistency will result in the evaluation elements conflict (Bargh et al., 1992). This conflict will reduce the predictive value of attitude (Conner, et al., 1996; Moore, 1980). The study suggests that we can have further analysis on these opposing points of view, and use digital cameras as the experiment product.

Therefore, the research purposes are as follows: When consumers facing new information, whether they would increase their elaboration.

LITERATURE REVIEW

Inconsistent Elaboration

Many studies have pointed out that the difference in congruity will affect product evaluation and product elaboration (Campbell, & Goodstein, 2001; Houston, Childers, & Heckler, 1987; Ozanne, Brucks, & Grewal, 1992; Peracchio & Tybout, 1996). Modest differences in product category schema arouse more attention than consistent or entirely inconsistent products, and they even received better evaluation (Meyer-Levy & Tybout, 1999). Hastie (1980) pointed out, people would automatically rationalize the inconsistency in order to achieve an integrated evaluation. When faced with inconsistent, they will increase the level of process and think carefully about the positive and negative information correlation in order to create integrated evaluation (Maheswaran & Chaiken, 1991). For example, the inconsistency of attribute information may cause blended elaboration and are subject influence of blended motivation (Sengupta, & Johar, 2002). This article believed inconsistent elaboration can also be applied to both the original attribute target and integrative attribute. When consumers face new attribute information they would elaborate of such inconsistencies (as the attribute they think may be different from actual attribute resulting in inconsistent).

Need for Cognitive

Whether after elaboration stimulation, customer will be interfered by individual long-term elaboration tendency (Priester, Godek, Nayakankuppum, & Park, 2004)? According to Cacioppo & Petty (1982) whether individuals will participate in cognitive activities and the desire to enjoy cognitive activity are different. Such individual cognitive motivation, Cohen (1955, 1957) called need for cognitive. Need for cognitive can be used to measure this long-term tendencies (Cacioppo, Petty, 1982; Cacioppo, Petty, Feinstein, &

Jarvis, 1996). Study pointed out that individuals with high need for cognitive basically like elaboration, and even elaborate less coherent information (Cacioppo, Petty, Kao, & Rodriguez, 1986). On the contrary, individuals with low need for cognitive dislike elaboration, they only elaborate information under stimulated motivation. In short, the higher of individual's need for cognitive, the stronger their tendency for elaboration.

Hypothesis: The greater the number of new information, the higher consumer's elaboration.

RESEARCH METHOD

Design and Process

In the study, we invited 120 college students who volunteered to participate in the experiment. Subjects were randomly assigned to two groups: high new information group and low new information group. We adopted 2 (New Information extent: high/low) $\times$ 2 (need for cognition: high/low) as experimental design. We used group ANOVA for analysis. Operation of the new information extent is as Figure 1.

First of all, subjects were informed the experiment was to "understand consumer's decision making in buying a digital camera," and subjects were requested to fill out the "Need for Cognitive Table". We asked the subjects to imagine that they want to buy a digital camera, and write down "product attributes" they would considered. This was known as the original consumer attribute target, and then they were given a set of "Complete Attribute Information" which was called the complete attribute target and to evaluate their own "level of understanding" on digital camera.

Later, subjects wrote down after they read Complete Attribute Information, "the product attributes they remembered" and their "related ideas" (Sengupta, & Johar, 2002). The ideas were agreed to be encoded by two independent coders, and discuss the disagreement.

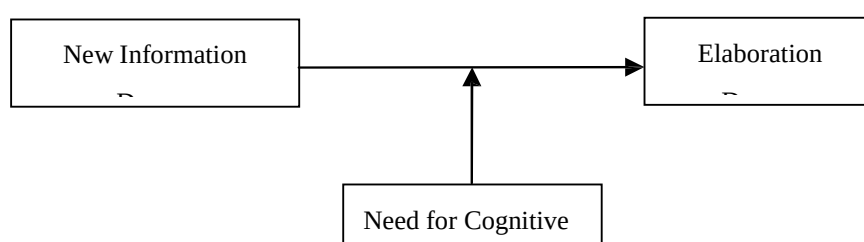


Figure 1: Research frame of Experiment

Operation test and irritants

New Information Quantity

For the high-information group, the study provides more complete attribute information: a total of 20 attributes. For the low-information group, the study provides less complete attribute information: a total of five attributes. Subjects had t test for self-assessment of their understanding of the camera and whether test operation was successful. The results showed that high-information group's understanding of the camera

was significantly higher than low-information group ($t = 4.23$, $p < .05$), which showed the research operation was successful. When the higher the degree of new information is the lower level of understanding of the subjects of the product.

Need for Cognitive

We adopted Cacioppo, Petty, & Kao (1984) revised Need for Cognitive Table, a total of 18 questions were ask. With reference to Sadowski (1993) 9 points Likert scale to measure need for cognitive questions, from strongly disagree (-4) to strongly agree (+4), the higher the score, the higher the need for cognition. The results of the study showed in high-information group's cognitive needs average was 3.34, the low-information group's cognitive needs average was 3.54. The t test results showed there was no significant difference ($p > .05$). The study further divided the need for cognitive of each group's median area into a high need for cognition and low need for cognition groups.

Hypothesis Testing

In the study we adopted the t-test to test hypothesis 1 and from related number of ideas to present the elaboration extent. The number of recognition was obtained from consensus reached by researchers' coding and discussion. The idea category was divided into 15 categories. The experimental results indicate that the related idea produced by high-information group was more than low-information group. The average numbers of related ideas high-information group produced was 9.36, and the average numbers of related ideas high-information group produced was 4.87. There was a statistically significant difference ($t = 6.53$, $p < .05$), which showed high-information group subject's elaboration was higher. The result was also supported in the control of need for cognition degree, i.e., need for cognition difference did not affect the results of this inference. Therefore, if Hypothesis1 is supported, the greater the number of new information is the higher consumer elaboration is.

DISCUSSION AND CONCLUSION

The study investigated the impact of the information numbers for consumer elaboration degree in order to understand when the consumers purchased product, their established product attribute requirements, and the importance they attached to product attributes. The study found that in established product attribute target, when provided consumers with more product attribute information, established product attribute target and the other product of the attribute target's difference (new information) will cause consumers to increase their elaboration, enhance and strengthen the brand attitude and attribute attractive elaboration extent. Overall speaking, the new information extent has the main effect, need for cognitive has main effect, interaction effect of new information degree and need for cognitive. Implicitly it provided more attribute information which help to stimulate the elaboration of the consumer on the product.

THE INDUSTRY FORCES, COMPETITIVE STRATEGIES AND PERFORMANCE OF CHINA'S STATE-OWNED HOTELS

Pimtong Tavitiyaman

The Hong Kong Polytechnic University

Vincent T. Law

The Hong Kong Polytechnic University

ABSTRACT

INTRODUCTION

A state-owned hotel operation in China has some disadvantages in management models, human resources, group procurement, and marketing networks, which make it inefficient in marketing and impact its revenue (Gross & Huang, 2011; Tang, Xi, Chen, & Wang, 2006). Each state-owned hotel is required to create its products and services offering for sustainability (Shi, 2010). State-owned hoteliers have to consider all possible factors that sustain competitive advantage in the market, internally and externally (Barney, 1991; Harrison, 2003; Porter, 1980; Wu, Costa, & Teare, 1998). However, there is a lack of study of external (industry five forces) and internal (resource-based approach) environmental scanning of the hotel industry in China. The purpose of this study is to examine the impact of industry forces and competitive strategies on business performance of state-owned hotels in China.

METHOD

The target population consisted of the property owners, general managers, executive managers, and mid-level managers of hotels in China. The online survey was sent out to the hotel e-mail addresses listed on a publicly available database and to hotel executives who attended conferences in China.

The survey questions were adopted from the theoretical foundation of Barney (1991), Porter (1980), as well as Venkatraman and Ramanujam (1986). The 55 questions comprising two sections were developed on the basis of the foregoing literature review. Section I which consisted of 45 questions explored industry force factors, competitive strategies, and performance. Respondents were asked to rate agreement with each statement by using a five-point Likert-scale ranging from 1 (strongly disagree) to 5 (strongly agree). Section II included 10 closed-ended questions which explored the respondent's demographic and hotel characteristics.

Descriptive statistical methods, such as distribution analysis, were used to analyze the characteristics of the respondents and hotels. Multiple regression examined the casual effect on the relationship among industry force factors, competitive strategies, and performance.

FINDINGS

Respondent's demographic and hotel characteristics

Approximately 53.26 percent of respondents were male (49), and 46.74 percent female (43). Of the respondents, 35.16 percent (32) were 18-29 years old, 47.25 percent (43) were 30-39 years old, and 17.59 percent (16) were older than 40. A total of 17.39 percent (16) had earned a postgraduate degree and 72.83 percent (67) had earned an adult or regular undergraduate degree. Only 9.78 percent (9) had a senior secondary degree. The 67.39 percent (62) were division managers, department managers, and supervisors, and 32.61 percent (30) were hotel owners, general managers, and resident managers.

Relationships among industry forces, competitive strategies, and performance

Table 1 shows the regression results for the effect of industry force factors and competitive strategies on hotel performance. Model 1 presents the outcomes of nine constructs on operational performance: $R^2 = 40.9$, F-value = 6.29, $p < 0.01$. Only cost control strategy was found to have a significant influence on operational performance ($B = .20$, t-value = 2.22, $p < .05$). Model 2 indicates the outcomes of nine constructs on financial performance: $R^2 = 20.2$, F-value = 2.30, $p < 0.05$. The industry force factors in terms of bargaining power of suppliers were found to have a significant influence on financial performance ($B = .37$, t-value = 2.53, $p < .05$). In the meantime, cost control strategies had an impact on financial performance ($B = .29$, t-value = 2.08, $p < .05$).

Table 1. Results of industry forces and competitive strategies on hotel performance

Variable	Model 1		Model 2	
	Operational performance		Financial performance	
	B (SE)	t-value	B (SE)	t-value
Constant	.13 (.52)	.26	.58 (.81)	.72
Industry forces				
Competitors	.08 (.07)	1.05	.05 (.12)	.45
Suppliers	.02 (.09)	.24	.37 (.14)	2.53*
New entrants	-.07 (.05)	-1.26	-.06 (.08)	-.75
Substitutes	.11 (.07)	1.48	.02 (.12)	.16
Customers	.10 (.07)	1.30	.07 (.11)	.59
Competitive Strategies				
Cost control	.20 (.09)	2.22*	.29 (.14)	2.08*
Brand image	.18 (.10)	1.72	-.06 (.16)	-.40
Service	.15 (.12)	1.28	.03 (.18)	.19
IT	.14 (.07)	1.78	.12 (.12)	1.04
R^2	40.90		20.20	
Adjusted R^2	34.40		11.50	
F-value	6.29**		2.30*	

* $p < .05$, ** $p < .01$

B = Unstandardized coefficient, SE = Standard Error

CONCLUSION

This study attempts to explore the influence of industry forces and competitive strategies on performance of state-owned hotels in China. The results found that cost control strategy was a major influence on operational performance of state-owned hotels. Cost control strategy could be implemented in both short- and long-term plans, so as to improve product efficiency (operational performance) and minimize operating expenditures (financial performance). In the meantime, the bargaining power of suppliers had an impact on financial performance of hotels. Many suppliers are available in the China market; hotels have a better position on negotiating with vendors which offer reasonable price and high quality.

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A COMPARISON OF RECREATION MOTIVATION AND BEHAVIOR BETWEEN PEAK AND OFF-PEAK SEASON VISITORS: THE CASE OF LALASHAN FOREST RESERVE, TAIWAN

E-Ling Huang

Department of Graduate Institute of Tourism Industry, Tourism and Leisure Management,
Chinese Culture University, Taipei, Taiwan

Tzeng-Hua Yang

Department of Graduate Institute of Tourism Industry, Tourism and Leisure Management,
Chinese Culture University, Taipei, Taiwan

I-Ching Huang

Department of Tourism and Leisure Management, Yung Ta Institute of Technology &
Commerce, Pingtung, Taiwan

ABSTRACT

Excessive tourism demand during peak seasons typically concerns the managers of national parks, forest recreational areas and natural and historic heritages. They continue looking for better solutions to relieve overcrowding as well as protect the natural resources and cultural treasures. This study targets the visitors of Lalashan Forest Reserve in Taiwan to compare the characteristics and traveling motivations of tourists between peak and off-peak seasons. Our empirical results offer practical advice for policy issues regarding peak season overload and customer reaction towards visiting capacity control.

THE INFLUENCING FACTORS FOR ESTABLISHING TOURISM DESTINATION BRANDS: THE USE OF THE CUSTOMER-BASED BRAND EQUITY CONCEPT

Ching-Ting Chung

Department of Hospitality Management
Taiwan Hospitality & Tourism College

Hsing-Hui Lin

Department of Hospitality Management
Taiwan Hospitality & Tourism College

Hsueh-Ying Wu

Department of Leisure & Recreation Studies,
Aletheia University of Tainan Campus

ABSTRACT

INTRODUCTION

In the rapidly growing marketplace, the needs for destination branding have become more critical than ever. Branding is a powerful tool in arousing tourists' awareness of a destination and is linked to positive associations (Cai, 2002). The natures of tourism destinations are far more multidimensional than consumer goods and other types of services (Kim & Kim, 2005). As Radisic and Mihelic, (2006) claimed, destination brand presents not only its name but also involves awareness, recognition, preference, and loyalty of tourists. Tourism destination is the place selected by the tourists and defines a country, region, and city, namely the location for great tourist concentrations (Radisic & Mihelic, 2006). The challenge of branding destinations is related to tourists' complex decision process. Many tourism destinations state their scenery, such as open sea, bountiful sky, and remarkable beaches, that tourist may lose interest in a site before they even begin their search. Such "wallpaper" features is not enough for a destination to be included in tourists' recall (Morgonon & Pritchard, 2005; Hudson & Ritchie, 2009; Qu et al., 2010). To obtain a better position in the marketplace, the best way to express a destination is through a well-crafted umbrella brand (Morgan & Pritchard, 2005; Gartner, 1993; Tasci & Gartner, 2009).

Additionally, a destination brand often uses promotion and marketing communication strategies to influence destination image (Gartner, 1993; Keller & Lehmann, 2006; Morgan & Pritchard, 2005). In this sense, branding is a powerful means of differentiation from other tourism destinations (Radisic & Mihelic, 2006; Tasci & Gartner, 2009; Buhalis, 2000). Examples can be found in some successful brands such as "Brand Canada", "Las Vegas-the

Sin City”, and “Hong Kong-Never End Shopping and Eating”. Similarly, in the case study of New Zealand brand, Morgan and Pritchard (2005) claimed the creation and promotion of a durable destination brand is to identify the brand’s values and translate these values into a suitably emotionally appealing personality. Hence, a destination can place itself as an appealing niche player in today’s global tourism industry.

Destination brand equity has been drowning linkage with modern tourism not long ago. However, there were few systematic investigations of brands within tourism destinations (Hankison, 2005; Konecnik & Gartner, 2007). Many researchers suggested that branding a destination could communicate the brand message effectively and foster brand diversification strategy (Foley et al., 2008; Morgan & Pritchard, 2005; Ooi, 2004). In addition, there is growing dispute whether the concept of brand equity can be transferred from marketing strategy to tourism destination setting (Konecnik & Gartner, 2007; Gartner, 2009; Pike & Scott, 2009). Gartner’s work (2009) offered a clear statement of destination brand equity to some researchers as a fundamental concept of their studies. In short, brands can add value, which gives equity. A tourism destination therefore can be regarded as a *brand* and its equity is associated with the number of tourists who select the destination, their expenditure levels, and length of stay (Gartner, 2009; Konecnik & Gartner, 2007).

Brand awareness represents the strength of the brand’s existing in the mind of the target customers and entices potential tourist’s attention (Aaker, 1996; Radisic & Mihelic, 2006). In addition, destination image is a valuable concept in understanding the destination selecting process of tourists and a critical component of brand equity (Lassar et al., 1995; Pike et al., 2010; Pike & Scott, 2009; Konecnik & Gartner, 2009; Bologlu and McCleary, 1999). Perceived quality shows a direct antecedent of perceived value and has a direct link to revisit intention or willingness to recommend to others (Chen & Tsai, 2007; Brady & Cronin, 2001). Additionally, brand loyalty is a major driving force in successful companies to predict tourist’s perception and attitude (Kwun & Oh, 2004; Baloglu & Erickson, 1999; Oppermann, 2000; Petrick, 2004).

This study attempts to test the efficacy of customer-based brand equity (CBBE) model for the Brand Taiwan from inbound tourists’ perspectives. Four dimensions: brand awareness, brand quality, brand image, and brand loyalty has been constructed to test the relationship among the dimensions of destination CBBE. The proposed model with the explained dimensions is shown as Figure 1.

METHOD

This study focuses on developing the reliable constructs that forms the brand equity of

a destination on the visitor's base. The subjects have been categorized into two groups, China visitors and non-China visitors, in order to measure visitors' perceptions in the separate markets. The survey instrument will be employed to estimate the participants' perceptions of Brand Taiwan. A convenience sampling strategy will be used to gather data from visitors who are over 18 year's old and visiting Taiwan within an inclusive tour. In the survey, the participants will be asked to response a self-completed questionnaire that displays in a 7-point Likert scale. The data collecting sites are the major tourist hotels in Hualien, Taiwan. The plan is to collect approximately 350 questionnaires during June to August, 2012. The research assistants will introduce the purpose of the survey to visitors and outline that the survey is voluntary and confidential. An information sheet is provided to respondents in case they decide to withdraw the survey at anytime.

To complete statistical data analyses, the statistical software, SPSS v.18.0 and AMOS v. 18.0, will be employed to analyze the usable data set. In this study, Structural equation modeling (SEM) will perform a two-stage data analysis procedure. Construct reliability of all dimensions will be assessed with Cronbach's alpha coefficient (α) values by using SPSS v. 18.0. The construct validity will be confirmed by examining the correlation amongst all variables. In addition, demographic data will be analyzed to characterize the descriptive statistic of respondents by using SPSS v.18.0. Each item's central tendency, frequency, and percentage will be calculated and reported. Next, structural equation modeling (SEM) will be tested by using AMOS v.18.0 software program to examine research hypotheses and to test the hypothesized model fit. Finally, SEM model, structural model, is utilized to illustrate and explain the causal relationships within the proposed model of the interrelationships among constructs.

IMPLICATIONS

The significance of the study is to build a unique identity to differentiate a destination from its competitors; to obtain a leading position in the competitive marketplace; to guide destination brand managers in operating and promoting strategies. Hence, generalizations in applicability of the key findings for other studies should be expected. As many scholars emphasized, unique image of a destination is the key to success in the competitive market due to its excellence in positioning the destination brand. Unique image is an important source to form a destination overall image and to influence tourists' intentions on repeat visitation and recommend to others.

Implication of this study is that destination marketing organizations (DMO) should include these four dimensions (brand awareness, image, quality, and loyalty) into the marketing strategy to enlarge the market share with differential position and reinforce the

current marketing mix and strategies. The main contributions of this study will present a big step forward from brand image to brand equity in the hospitality academic field. More importantly, this significant movement will add an adequate and useful measurement in assessing destination CBBE in the future.

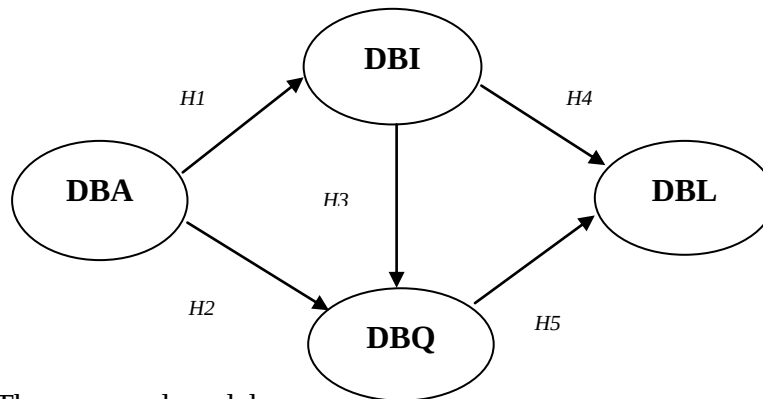


Figure 1. The proposed model.

Note. DBA = Destination Brand Awareness, DBI = Destination Brand Image, DBQ = Destination Brand Quality, and DBL = Destination Brand Loyalty.

THE INFLUENCING FACTORS TO DEVELOP AN EVENT BRAND'S EQUITY FROM VISITORS' PERSPECTIVES

Hsing-Hui Lin

Department of Hospitality Management
Taiwan Hospitality & Tourism College

Hsueh-Ying Wu

Department of Leisure & Recreation Studies
Aletheia University of Tainan Campus

Hsing-Yun Chang

Department of Marketing Management
Central Taiwan University of Science & Technology

ABSTRACT

INTRODUCTION

In the increasingly competitive tourism market, most destination managers recognize that events and festivals are an important motivator and effective in image-making (Getz, 2008; Stokes, 2008). Through holding an event or festivals, a destination could possibly create opportunities for networks of information, partnerships, marketing strategies, and the sustainable tourism development (Getz, 2005; Getz, 2008; Prentice & Anderson, 2003). Many destination organizations view "Events" as an *Innovative* new approach to tourism marketing; one of the key elements of their overall tourism promotion strategy and destination marketing plans (Smith et al., 2010; Hall & Weiler, 1992). In general, cities are creating festivals as components of leisure and community development policies. Events are extremely important to get people involved and help establish roots in the community, especially, community-based events (Allen et al., 2008; Getz, 2008; Smith, 2008; Pike, 2009). Government support can promote events and involve event planning as part of their strategies for economic development and notion building, especially, for destination marketing (Allen et al., 2008; Pike, 2009).

Brand equity is a core concept concerning brand management and can affect customers' confidence in purchasing decision and enhance their satisfaction with the use experience (Aaker, 1991; Keller, 2008; Yoo & Donthu, 2001). In tourism, the conceptual framework of customer-based brand equity (CBBE) was adopted from marketing only one decade ago. The basic CBBE model assumes that brand value is directly generated by brand awareness, brand image, brand quality, and brand loyalty. However, most previous studies

neither include brand value as a main dimension of the CBBE model to test the relationship between brand value and the other four dimensions nor simply examine those dimensions with one another (i.e., Konecnik & Gartner, 2007; Pike & Scott, 2009; Pike et al., 2010; Ruzzier, 2010). Therefore, the research findings by Boo, Busser, and Baloglu (2009) suggested that further research could focus on investigation of the mediating role of brand value in relation to brand loyalty.

Examples of the use of CBBE in hospitality include the measurement of brand equity of conference attendee (Lee & Bake, 2008) and hotel brand equity (Cobb-Walgren, et al., 1995; Kim et al., 2003; Kim et al., 2008). In tourism, the first destination literature investigated Croatian-based brand equity for Slovenia (Konecnik & Gartner, 2007), short break destination brand equity for an emerging destination (Pike, 2009), and gambling destination – Las Vegas and Atlantic City (Boo et al., 2009). Current studies applied CBBE to examine Australia as a long-haul destination in an emerging market (Pike et al., 2010), CBBE among host community (Pike & Scott, 2009), and extending destination image into CBBE model (Ruzzier, 2010).

Brand awareness refers to “customer’s ability to recall and recognize the brand under different conditions and to link the brand name, logo, symbol, and so forth to certain associations in memory” (Keller, 2008, p.61). Brand awareness is a foundation of brand equity and plays an important role when a customer values a brand’s performance (Kwun & Oh; 2004; Li et al., 2008; Keller, 2008). Hence, this study will adopt top-of-mind level of awareness dimension with various variables in order to build a validate model. In addition, studies have focused on investigating the influencing factors on a tourist’s experience and behavior (Baloglu & McCleary, 1999; Hu & Ritchie, 1993; Chen & Hsu, 2000). In this study, the destination brand image is limited to the social image and self-image of brand personality (Sirgy & Su, 2000; Lassar et al., 1995; Beerli & Martin, 2004). In the study of festival quality, Baker and Crompton (2000) investigated the relationships among festival quality, satisfaction, and loyalty and revealed that festival quality significantly affects attitudinal loyalty to the festival visitors. Additionally, many researchers have revealed a positive relationship between perceived quality and brand loyalty (Cretu & Brodie, 2007; Yoon et al., 2010; Baker & Crompton, 2000). Perceived value has received a growing attention from marketing managers and researchers as one of the most influential predictors of customer satisfaction and loyalty (Cronin, Brady, & Hult, 2000; Eggert & Ulaga, 2002). Brand loyalty is a measurement of how a customer attach to a brand (Aaker, 1991; Back & Parks, 2003).

The lack of research regarding event’s brand measurement may be an indication of the complexity involved in understanding how tourists evaluate an event brand and how event

organizers view fundamental positive and negative points of assessing an event. Hence, this study aims to apply and extend the perception of customer-based brand equity (CBBE) in measuring a tourism event brand within an integrated model. The proposed model is adopted from the concept of CBBE and being modified to become an event brand orientation. Five event brand dimensions – event brand awareness (EBA), event brand image (EBI), event brand quality (EBQ), event brand value (EBV), event brand loyalty (EBL) – are established to approach the rigid goal of this study. The proposed model with hypotheses is illustrated in the Figure1.

METHOD

To achieve the objectives of the study, survey instruments are developed with a two-section questionnaire. According to Getz (1991), a random sampling strategy is an appropriate method for collecting data with massive crowds because the difficulty occurring is to estimating attendance at open events. A self-completed questionnaire, on-site visitors' survey, provides the most helpful information for understanding visitors' perspectives of the event and is relatively easy and inexpensive to undertake and analyze. All statements of questionnaire are designed on a 7-point Likert scale. The survey will be conducted during the "Taichung Mazu International Tourism and Cultural Event" from March to April, 2012. Participants will be randomly selected in the lobby of three hotels of which the majority of event visitors will stay overnight. A small incentive (Mazu charm) was given upon questionnaire completion. Approximately 400 samples or more will be collected in order to reach the criteria of the "rule of thumb" requested by MPlus.

The structural equation modeling (SEM) will be conducted to analyze collecting data by a two-step process. Firstly, a measurement model is developed by conducting confirmatory factor analysis (CFA). Secondly, a theoretical model is established to examine the model fit of the purposed model. Furthermore, Statistical Package for the Social Sciences (SPSS) Version 18.0 will be used to measure descriptive statistics of the respondents and reliability analysis. MPlus version 6.0 will be employed to analyze the collecting data involved in Confirmatory factor analysis (CFA) and structural equation modeling (SEM) analysis. The multiple fit indices encompass CFI, TLI, RMSEA with 90% confidence interval, and SRMR. The model modification index is used to localize areas of ill fit and offers strategies for focal strains in the solution. In addition, all parameters including no significant estimates are estimated with their factor loadings, factor variances, and error variances.

IMPLICATIONS

This study is undertaken at a religious event of which visitors may enjoy high levels of related activities and participations. Thus, generalizations in applicability of the results for

other tourism events should be expected. The future contributions may approach from better understanding how event management can effectively take advantage of strong levels of event brand equity, especially in visitor's experience. The outcomes of the study should inspire further empirical academic research in exploring and examining the essential connection with how tourists evaluate event brands, how event CBBE influences their behaviors, and the impact of event CBBE on the marketing performance.

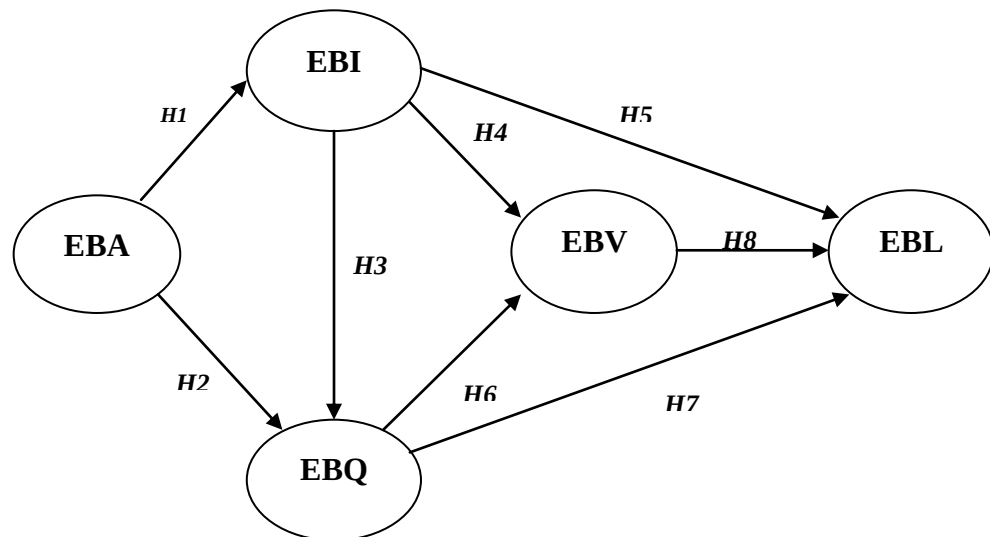


Figure 1. The proposed model.

Note. EBA = Event Brand Awareness, EBI = Event Brand Image, EBQ = Event Brand Quality, EBV = Event Brand Value, and EBL = Event Brand Loyalty.

THE MEDIA BEHAVIOURS AND TRUST OF COUCHSURFERS IN BACKPACKING CULTURE

Ching-Hsu Huang

Hotel and Restaurant Management
National Pingtung University of Science and Technology

Hui-Hua Fan

Hotel and Restaurant Management
National Pingtung University of Science and Technology

ABSTRACT

The recent emergence of the CouchSurfer suggests a cultural divergence from traditional backpackers. The emerging CouchSurfer subgroup provides a rich context from which the study the relationship between tourism, social media, contemporary society, information community technology (ICT), and social networking site such as CouchSurfing. CouchSurfing was established on 2004 have a million members from all over the world and the members can locate accommodations while traveling by staying in the “Couch” of other members.

The purpose of this sequential study (Two-phase study) is to explore the virtualization of the CouchSurfer sub-culture, resulting from the convergence of the tourism, media behavior, trust, and physical travel in CouchSurfing. It will seek to better understand how CouchSurfers use the online networking resources to generate trust and facilitate face-to-face encounter with other CouchSurfers.

In the first year, the interviews with government officers, CouchSurfers in the social networking site (CouchSurfing), and the experts will be conducted and to specify domain of the trust and related theoretical framework construct by critical reviewing of existing instruments and literatures. The qualitative analysis will be used to examine the CouchSurfers from a more general perspective. The use of content analysis and case studies provided a means for understanding aggregate similarities and/or differences between CouchSurfers and traditional backpackers from around the world. The other part of this study will focus on a deeper exploration of the relationship between CouchSurfers and technology. In addition, a trust ethnography will be developed and combined with a set of interviews or e-interviews of a sample of three CouchSurfers and three backpackers. In second study, the final trust scale for CouchSurfers and the hypothetical theory will be created based on tourism, theory of planned theory, technology acceptance model and trust.

Then, this study hypothesized the moderated mediation model to explore the influence of trust and media behaviors of CouchSurfers. The sampling frame will be defined as all the members in CouchSurfing and subjects will be selected randomly from the members chosen by using stratified random sampling. In addition, the MTMM approach will be used to avoid the CMV problem and assure the validity.

The results will represent a critical turn in CouchSurfer and backpacker research with a mixed-methods approach to examine the CouchSurfer phenomenon. The findings and implications will be suggested for the tourism development of backpacker tourism, and research regarding backpacking subculture, ICT design and travel behaviors of subgroups of backpackers.

BACKGROUND

The backpacker phenomenon has recently been widely analyzed since 1990, nevertheless the term “backpacker” was first use in academic literature in 1990 (Cohen, 2004; Pearce, 1990). Over the last 10 years, backpacker tourism market is a rich context from which a contribution to the study of tourism, mobility, contemporary society, technology, globalization communication and culture. The flourish of technology has brought backpackers many connections, conveniences across the globe. The internet has become universal and consequently the globe has become more connected (Leonard, 2011). Internet social networks allow backpackers to connect with geographically spread and culturally diverse in the social network community. In recent years, the popular general social networks included Facebook, Twitters, Googleplus, MySpace, and other (Adins & Grant, 2007).

In terms of dramatically global changes of technology, the backpacking culture has seemingly developed into the sub-segments and sub-culture of backpackers because of tourists’ behavioural changes (Sorensen, 2003). Many researchers consequently discussed the development of the backpacker tourism. In recent years, some important developments have emerged as “Couchsurfer”, which are new and important constituents of contemporary travel.

CouchSurfing is a global social networking site, founded in 2004 as a non-profit and centered the idea of sharing couches, that combines social networking technology with global cultural exchange not only to help travelers facilitate overnight accommodation but create meaningful connection and inspiring cross-cultural travel experience for more than three million members in 248 countries and territories worldwide (CouchSurfing, 2012; Rosenn, et.al, 2011). Unlike other travel website, it emphasized personal connections more than just finding a place to live during travel. It is increasing prominent as the links created between nodes can be used to gather certain level of safety for Couchsurfers with the geographic locations and places of connected friends as a universal map.

The statistics demonstrated how the relationships CouchSurfing created are becoming the new types of travel and social movements all over the world. The CouchSurfing community is made up of more than three million members, named CouchSurfer; and offers couches to crash on in 248 countries and 79,000 languages, have reported 20 million days of cultural experiences at more than 81,000 cities with more than 342 language shares (CouchSurfing, 2012). With more than over 5.6 million unique culturally-infused experiences and over 3.5 million friendships, CouchSurfing has the potential to alter international travel, social, political and economic landscapes (CouchSurfing, 2012). It did fit into an increasingly crowded marketplace for online travel services.

METHODOLOGY

The population of this study was defined as the members who registered in the CouchSurfing.com. In order to ensure an adequate sample to conduct the analyses in this study, the sample size must be determined before data collection. In order to achieve adequate power to examine the hypothesis tests about model fit, MacCallum et al., (1996) suggested that the research would be able to determine sample size with adequate power for detecting when hypotheses are false. Therefore, the sample size of 332 for test of exact fit for selected levels of degrees of freedom ($df=12$) will be sufficient for the analyses of structural equation modeling that would result in a power of 0.50 for the model fit. The sample size of 405 will exceed this number.

In order to find the sample that can represent the population precisely, the 405 subjects were drawn from the members in CouchSurfing.com. They will be chosen using proportionate stratified sampling to fulfil a precise representation of the population. The sample will be comprised of customers who agreed to complete the surveys anonymously. It is desirable that subjects were chosen from CouchSurfing because it showed that they are the members were familiar with the services of CouchSurfing.

THE NEEDS ANALYSIS OF HOSPITALITY ENGLISH: PERCEPTIONS OF STUDENTS IN TAIWAN HOSPITALITY AND TOURISM COLLEGE

Su-chen Chang

General Education Center
Taiwan Hospitality and Tourism College

Yu-chia Liu

General Education Center
Taiwan Hospitality and Tourism College

ABSTRACT

INTRODUCTION

With the rapid growth of globalization, tourism industry is held by countries all over the world as a bright star in the economic growth and industry prospects. In order to maintain its competitive position in the global marketplace, Taiwan government has launched a series of campaigns for promoting international tourism, such as “Doubling Tourists Arrival Plans” and “Taiwan Tourists Year.” English language, the most widely used language of international communication, plays a prime role in the tourism industry (Sano, 2002; Seidlhofer, 2005; Tardy, 2004). Language competence gradually becomes an essential requirement in the tourist workplace in order to provide a high quality service to the international tourists. However, the deficiency in English of tourism major students has been widely considered as a serious problem. Many students who have working experiences in the fields related to hospitality industry have stated that they often failed in communicating with foreign customers. The problem of the students shows that the course design of Hospitality English in school does not meet their needs in the workplace. Therefore, the study aims to investigate the needs of Hospitality English as perceived by tourism major students in terms of listening, speaking, reading and writing skills. The purpose of the study is to provide the instructors of Hospitality English with the referential information in order to design a more effective curriculum and to teach more practical languages needed in students’ future career.

Needs in the present research are defined as *necessities, lacks and wants* (Hutchinson & Waters, 1987). Needs Analysis (NA) has been conventionally referred to the analysis of target needs or product-oriented needs (Brindley, 1989). Namely, NA can be defined as students’ study or job requirement. Therefore, the study aims to explore the students’ perception of the importance of English in their future career (necessities), students’ perception of their English competence (lacks), and students’ expectation of curriculum design (wants).

METHOD

The present study aims to explore students' English needs. The method to carry out this study was using a survey, including questionnaire and post survey questions to collect quantitative and qualitative data. The participants of the survey were 114 students in Taiwan Hospitality and Tourism College, who had a half year working experiences in hotels, restaurants or other fields related to tourism industry. Among the participants, 22% were from Department of Tourism and Travel Management, 32% were from Department of Tourism and Leisure Management and 46% were from Department of F & B Management. The questionnaire contained the following four sections: (1) demographic information, (2) importance of English, (3) self-perception of English proficiency and (4) expectation of Hospitality English course. The participants were required to rate each item according to a five-point Likert scale, ranging from 'strongly disagree' (scale=1) to 'strongly agree' (scale=5). The post-survey questions were asked to elicit a deeper response on their expectations of future Hospitality English course.

FINDINGS

English communicative skill plays an important role in students' career. The results show that English is regarded as an important skill in their future career. However, listening and speaking seems to be rated as slightly more important than reading and writing to students' future career. The results indicate that listening and speaking skills, the most frequently used skills in the workplace, are highly demanded by students. (See Table 1)

Table 1. Importance of English to Future Career

Item	1	2	3	4	5
Importance of English	0%	3%	18%	43%	37%
Listening	2%	3%	16%	45%	35%
Speaking	2%	3%	16%	45%	35%
Reading	1%	4%	29%	39%	28%
Writing	2%	5%	35%	35%	23%

Students' self-evaluation of English competence is fairly low. Most of the students give fairly low marks to the overall English ability. As for the four skills, most students hold a neutral or negative attitude toward their English competence. Writing is regarded as the weakest skill for students (See Table 2).

Table 2. Students' Perception of English Competence

Item	1	2	3	4	5
General English Proficiency	27%	31%	36%	4%	3%
Listening	19%	29%	42%	7%	3%
Speaking	20%	32%	39%	7%	2%
Reading	23%	26%	44%	5%	2%
Writing	29%	39%	29%	2%	2%

The results show that students perceive their English competence to be inadequate. Hence, most students show a high degree of motivation to improve their English language skills. The participants were also asked to select the necessary skill they need to improve. The results indicate that the speaking and listening skills are selected by the majority of the students (85% and 74% of the participants respectively), which are followed by the reading and writing skills (64% and 55%).

Job-related course contents are in demand. The participants were asked to select the teaching contents which they think the most needed. Table 3 presents the selected frequency, relative percentage and frequency rank of the listed teaching contents on the questionnaire. *English for Restaurant Service* and *English for Job Interview* were selected by most students as their priorities. The top five items selected by students are related to English communicative skill. The results provide the researcher with the effective information for the future course design.

Table 3. Suggested Teaching Contents of Hospitality English Course

Item	THTC students			Dept. of Leisure			Dept. of Travel			Dept. of F & B		
	N	%	Rank	N	%	Rank	N	%	Rank	N	%	Rank
English for Restaurant Service	75	66%	1	21	57%	2	14	56%	4	40	77%	1
English for Job Interview	62	54%	2	23	62%	1	13	52%	6	26	50%	3
Hotel Front Office English	55	48%	3	17	46%	4	18	72%	1	20	38%	4
English for Tour Guide	46	40%	4	19	51%	3	17	68%	2	10	19%	10
Airport English	41	36%	5	12	32%	6	15	60%	3	14	27%	6
English for Houskeeping	40	35%	6	7	19%	9	13	52%	5	20	38%	5
Resume Writing	34	30%	7	8	22%	7	13	52%	7	12	23%	9
Autobiography Writing	33	29%	8	8	22%	8	13	52%	8	13	25%	7
English for Food Production	31	27%	9	2	5%	12	2	8%	12	27	52%	2
Leisure and Sports English	31	27%	10	17	46%	5	7	28%	11	7	13%	12
English for Meeting and Exhibition	29	25%	11	5	14%	10	12	48%	9	12	23%	8
E-Mail Writing for Business	21	18%	12	3	8%	11	10	40%	10	8	15%	11
Other	3	3%	13	0	0%	13	2	8%	13	1	2%	13

CONCLUSION

The conclusions of the study are summarized as follows. First, listening and speaking skills are in greater demand in students' future career. Second, students perceive that their

English language competence is inadequate. Third, due to students' poor performance in listening and speaking, more training on these two skills were highly suggested by the students. At last, the results show that lecturing courses in English might improve students' English ability. To conclude, the findings of the study could help the instructors of Hospitality English to design a more effective curriculum and to teach more practical languages that would meet students' need in their future career.

THE PRACTICE DEVELOPMENT OF BUSINESS MODEL FOR HEALTH TOURISM-PERSPECTIVE OF HEALTH CARE INDUSTRY

Chienho Chen

Graduate Institute of Tourism and Health Science
National Taipei University of Nursing and Health Sciences

Hui-Chuan Chiang

Graduate Institute of Tourism and Health Science
National Taipei University of Nursing and Health Sciences

How-Son Hsieh

Department of Tourism and Leisure Management
Taiwan Hospitality & Tourism College

ABSTRACT

INTRODUCTION

For the sake of global budget system of national health insurance that limited the hospital's overall development, the Department of Health agrees hospital begin to develop at their own expense of medical services and open opportunities for development of a business direction. With the advancement of technology, the traffic between countries is easier (Eggertson, 2006). Because many countries health-care costs are too high with insufficient resources and long waiting times, so this trend has bearing on medical services outsourcing. Global marketing techniques are on the rise, causing many of these hospitals to partner with travel agencies to further promote the benefits of a complete package of health tourism services (Fu-Yao Liu&Han-Cheng Liu, 2010). Bring found the creative industry of combining "tourism industry" and" health care industry", the phenomenon between tourism industry and health care industry that exists different business model is increasing (Bies & Zacharia, 2007). Taiwan's current business model of the medical tourism market has no more specific structure, so the aim of this research is to construct business model of health tourism in Taiwan, and then explore difficulty of health tourism to analyze the components of business model, and analyze aspects of its business model followed by structure surface and to research its development and influence path of the business model for development of health tourism in Taiwan.

METHOD

This research use reference data to develop primary business model for health tourism that divided seven dimensions into as core strategy, organizational resources, customer interface, marketing, value proposition and product design, stakeholder. And then analyze the seven dimensions and sub-dimensions to explore the meaning that contains seven dimensions, the influence path and development path (Figure 1).

This research uses interview survey to explore business model of health tourism and adopt a purposive sampling method to choose ten experienced managers in health tourism and construct of business model for health tourism that integrate their opinions to explore difficulty of health tourism to analyze the components of business model. The data was collected through face-to-face and semi-structured interview. Analysis of strategies take the steps of thematic analysis, the results of the analysis to the seven themes to construct business model of health tourism for health care industry. Finally, using triangulation test to view the collected data and analyze.

FINDINGS

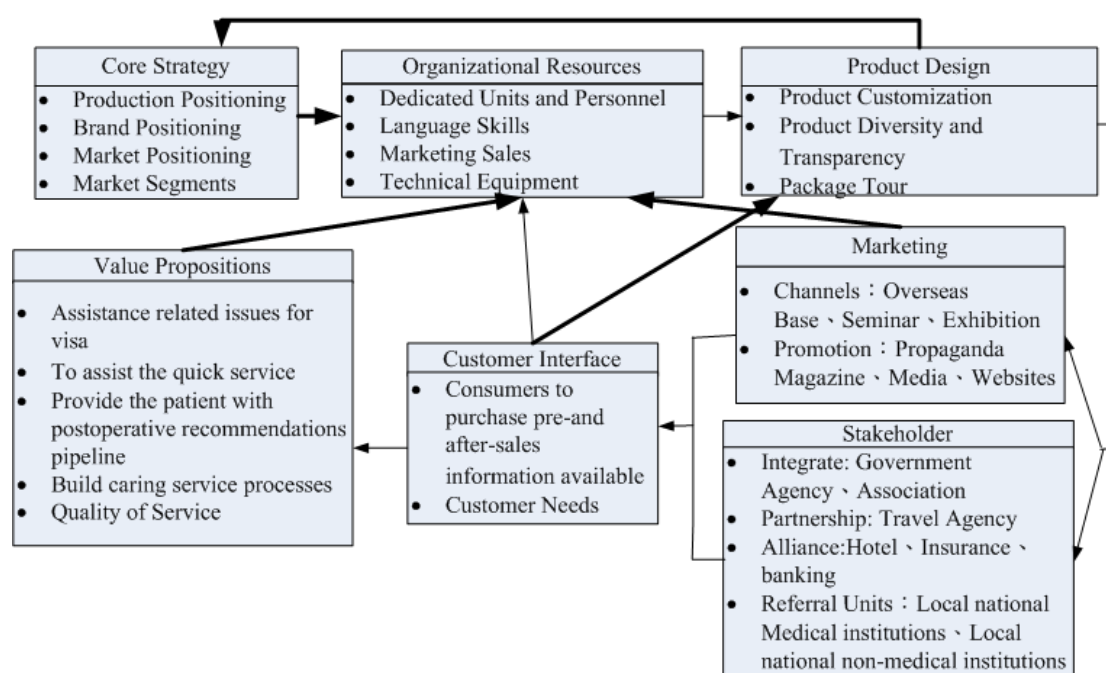


Figure 1 The Business Model for Health Tourism.

According to the interview result, the construction of business model which has its meaning of seven dimensions and sub-dimensions through references validation (Figure 1), and the overall health tourism business model is a systematic and influential. The characteristics of the sub-dimensions can be divided into characteristics of the work and integrated with the elements of the actual experience of all respondents. Base on different positioning, it can be a different health tourism business model. After comparing the views of the respondents with the references, and it shows that the health tourism business model consists of dynamic changes and impacts of the seven dimensions of the business model processes is very important.

Through these strategies, making use of internal hardware and software assets effectively, hospitals need to understand the needs for various processes, grasp the critical core processes, and combine with stakeholder. After defining the customer, we have to select the way to marketing and design a combination of products and services. Health tourism is a

different area of industry, and it requires a combination of medical and tourism industry, and to provide special integration services. So hospitals has to create value for customer along with customer's needs and problem, such as providing follow-up service, value services quality and lift high-efficiency, satisfy the customer's need.

CONCLUSION

International medical services are not only the future trend, but also including in the government's major policies. The importance of the research is that for hospitals, setting international channels, getting international accreditation, enhancing the education of the employees, providing transparent information and providing customized service are critical strategies. It is an important opportunity for the medical and related industry. This research suggests that the following points provide a reference:

- (1) The medical provides need to change their mode of thinking and horizontal alliances from different business fields; the relevant authorities need to change their thinking to review the laws and to promote industrial development.
- (2) Medical provides should be self-transcendence and the development of international customers.
- (3) There should be cooperation with industry and government to establish a common platform and build up an inter-disciplinary team.
- (4) In order to attract international customers, we need to build up international medical service value chain and innovation service mode of special, to promote medical brand in Taiwan, and promoting international image in Taiwan.

ACKNOWLEDGEMENT

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THE RELATIONSHIP BETWEEN CHINESE CHARACTER MISUSE BY HOSPITALITY-MAJORED COLLEGE STUDENTS AND THE GOOGLE SEARCH RESULTS

Ya-Duan Chang

General Education Center
Taiwan Hospitality & Tourism College

Chun-Min Lin

General Education Center
Taiwan Hospitality & Tourism College

Yuh-Jen Wu

General Education Center
Taiwan Hospitality & Tourism College

Yu-Chia Liu

General Education Center
Taiwan Hospitality & Tourism College

ABSTRACT

INTRODUCTION

Marketing by means of websites has become a necessity nowadays in tourism and leisure industries as well as many others due to the popularity of the Internet. The accuracy of the content on websites often affects the customers' first impression and their willingness to continue browsing. When designing a website, one of the basic requirements is to avoid any kinds of misprint. In Chinese written texts, the most common errors are those of wrong strokes or incorrect stroke order of a Chinese character. However, inputting information via computer keyboards has changed stroke mistakes into misuse of Chinese characters. The fact that many different Chinese characters have the same pronunciation or Pinyin has aggravated the problem of homophonic error words or typos found on web pages. Incorrect word usage may multiply fast through the Internet and result in learner confusion.

Language teachers witness the worsening tendency of Chinese character misuse by students. However, except for some individual observations, no quantitative researches have been done specifically addressing the topic. This study explored the proliferation of some frequently misused Chinese words on the Internet along with a survey to understand the ability of college students to identify these misuse. The results from Google Search and the survey were compared to seek a correlation. This study expects to identify a valid method to

quantify Chinese typos. The results will be beneficial to language teachers on-site who will better understand the occurrence of Chinese character misuse and provide students with some strategies for improvement accordingly.

METHODS

Two kinds of data were collected and compared in this study.

1. **A survey of Chinese Character Misuse.** 381 most common misuse terms used by hospitality-majored college students in their reports or exams were chosen by language teachers with more than 10 years of teaching experience. These 381 terms were designed as multiple-choice questions with one correct item and two distracting items which are common misuse terms or homophones. The fourth option "uncertain" was provided to reduce random guessing by students and to better comprehend students' actual understanding of each term. Each question was answered by about 260 people. Following is one example of the question.

Table 1. An Example of a Test Question and the Survey Results by Students

Question	他_____的說，這樣的作法是不公平的。 (<i>ta fen fen bu ping de shuo, zhe yang de zuo fa shi bu gong ping de.</i> He said sullenly , "such way of doing things is not fair.")	Numbers of choice	Percentage of choice	Google search results
Correct Answer	忿忿不平 (<i>feng feng bu ping</i>)	118	47.2%	285000
Distractor 1	憤憤不平 (<i>feng feng bu ping</i>)	91	36.4%	296000
Distractor 2	奮奮不平 (<i>feng feng bu ping</i>)	13	5.2%	3920
Uncertain	Uncertain	26		
	blank	2		
	Total number of choice	250		

2. **Google Search Results.** The numbers of Google search results represent the utilization rate of that term in the digital network. When a query is made, search results will appear on the top of the page. For example, when the term "觀光" (*guan guang*, "tourism") is queried, 62,900,000 results were found which means the term "觀光" was used on 62.9 million web pages. 381 Chinese terms with two distracting items each added up to totally 1,143 Chinese terms. They are queried via Google Search during March in 2012 and result numbers documented. To unify query conditions, each term being queried was placed in quotes. The search was done under "log out" circumstance to avoid personalized queries and only those web pages using traditional Chinese Characters (繁體中文) are searched.



Figure 1. Google Search Results for the term "觀光"

FINDINGS

Data acquired from the survey were compared with the Google search results regarding the 1,143 Chinese terms. The large numbers of Google Search results were converted using $y = (\log) x$, in which $10^1 = 1$, $10^3 = 3$, $10^5 = 5$, $10^7 = 7...$, etc to facilitate computing. A linear relationship equation can be gained as following. The correlation coefficient $r = 0.74$, $R^2 = 0.56$. The two sets of data is significantly correlated using two-tailed t-test, $p = 0.05$.

$$y = 17.29 \log_{10}(x) - 108.82$$

y: Ratio of the student's selection

x: Number of Google search result

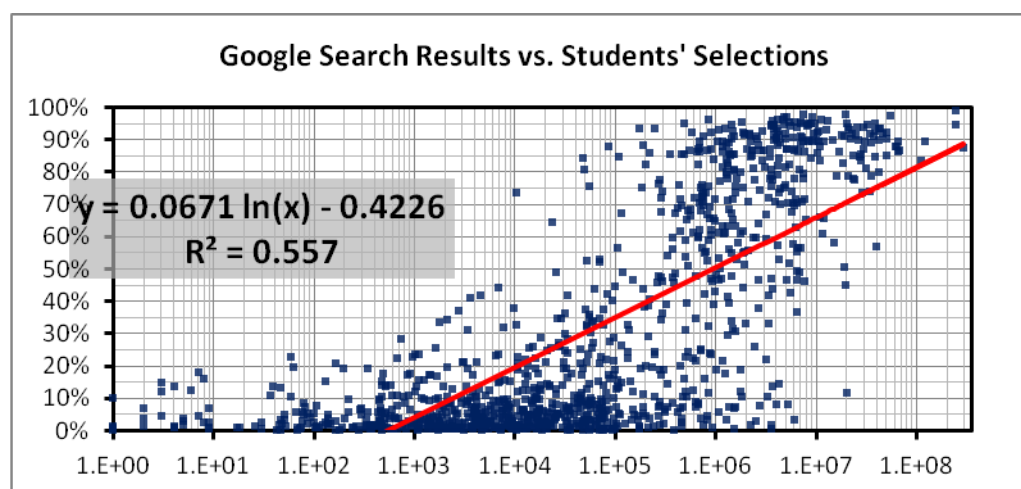


Figure 2. The Correlation Between Google Search Results and Students' Selections

CONCLUSION

The misuse found on the Internet is highly correlated with the recognition of Chinese characters by the college students in this study. Some conclusions might be drawn.

1. One of the possible causes of the high correlation is that the students frequently see these error terms on the Internet and they caused confusion. Information, correct or not, can be disseminated rapidly on the Internet and retained for a long time. Website managers and designers should be more careful with word choices.

2. When designing multiple-choice questions, researchers may base their studies on Google search results to better estimate possible answer items and design items with better power of discrimination.

3. The recognition of misused Chinese characters by hospitality-majored college students needs improvement. Misuse of Chinese characters in resumes, application letters, or project proposals may impair these students' chances of getting desired jobs. With appropriate help, these students will be better equipped when they enter the job market. Correct usage of Chinese characters and terms can avoid causing possible significant harm to the goodwill of the company.

THE RELATIONSHIP BETWEEN ORGANIZATIONAL COMMITMENT AND WORK VALUES FOR THE TRAVEL EMPLOYEES

Yu-Chi Lin

Department & Graduate School of Tourism Industry
Chinese Culture University

Ya-Li Chang

Department & Graduate School of Tourism Industry
Chinese Culture University

Shih-Chun Lin

Department & Graduate School of Tourism Industry
Chinese Culture University

ABSTRACT

INTRODUCTION

Reported that according to the World Tourism Commission's analysis, although the prospects of tourism, the tourism industry in the next few years is expected to be affected by global economic impact of continuing bleak, but tourism and the tourism industry will remain in the world economy leadership position, and they play an important role in global economic growth. Since the full implementation of the two-day wedding in 2011, with the change in social values, people are feel more and more emphasis on the spiritual life, and coupled with the national universal education and people income levels to improve, more attention to people for the types of leisure activities and morphological diversification, they needs to participate in tourism activities continue to increase (Tsaur, 2001). It is precisely because tourism trips continue to increase; the businesses are rushing to set up the travel industry. Government re-opened in 1988, the travel industry business license application, the travel agent has reached as much as 3,052 (Tourism Bureau, 2012), its competition of business environment is heating up, it could not be underestimated.

With the progress of the times, the management of innovation, workforce diversity, and advances in technology lead to business managers cannot complacent, and must adapt to new management and development.

In recent years, the tourism industry has gradually become the one of the important economic industry in Taiwan, and the "people-oriented" has become a hot topic in the current organization and management, and the talent is one of the most valuable resources. Therefore, if we can understand the work values of employees, that it believe should be helpful to enhance employees recognition, and look forward to through this research to understanding of travel industry employees work values and organizational commitment situations. The

purpose of this study is understood fully and grasps the extent of travel industry employees work values and organizational commitment customs, and then retain talent and to be nurtured, it is one of the priorities of its travel industry organizations. Thus, this study will be the travel industry employees for the survey, and it explores the relationship between work values and organizational commitment.

METHOD

In this study, convenience sampling is used, and for respondents had no limit to his department, gender, age, salary, education, positions. The sampling objects are tourism industry employees in Taipei district. Data collection from mid-December 2011, a total of 100 questionnaires were issued.

In this study, after recovery by questionnaire, data analysis using SPSS statistics software, statistical methods follows: it uses descriptive statistics analysis, correlation analysis, t-test, and regression analysis.

FINDINGS

In this study, questionnaire was issued in February 27to March 13, 2012. A total of 95 questionnaires were issued, recovery of 84 questionnaires, and last 79 effective questionnaires. The effective recovery rate is 94%.

Participants were 79 working adults from a variety of travel agents (n=53, 67.1% female); age the largest part of 21-30 years old (n=58, 73.4%); the education part of the majority of university degrees (n=63, 79.7%); marital status, mostly unmarried (n=65, 82.3%); years of service to less than 2 years to a maximum (n=32, 40.5%); average monthly income were majority of \$ 666-1333 per (n=63, 79.7%); OP people was the largest, accounting (n=27, 34.2%), and followed by business people (n=23, 29.1%).

Organizational commitment was operationalized with the 18-item organizational commitment questionnaire. The items were measured on a 7-point Likert-type scale ranging from 1 = strongly disagree to 7 = strongly agree. Cronbach's α for the current study was .925. *Work values* was operationalized with the 13-item work values questionnaire. The items were measured on a 7-point Likert-type scale ranging from 1 = strongly disagree to 7 = strongly agree. Cronbach's α for the current study was .936.

Table 4-1 Correlations analysis

Pearson Correlations (N=79)		
Variable	Work values	Organizational commitment
Work values	1	
Organizational commitment	0.661	1

** denote: P value < 0.01.

This study of each variable analytical results of Correlations analysis is in Table 4-1. Organizational commitment and work values, the correlation coefficient is 0.661, showing moderate correlation

Table 4-2 Regression Analysis

Mode	R	R ²	Ad- R ²	Estimated SD	Change the statistical amount				
					R ² change				
1	.661 ^a	.436	.429	9.00000	.436	59.619	1	77	.000

a. Predictor variables: (Constant), organizational socialization

b. DV: work values

Table 4-3 Hotelling's T2 test

Hotelling's T ²	F	df1	df2	Sig
111.175	7.958	12	67	.000

Such as Table 4-3, it through the Hotelling's T2 test shows that the scale of the project equal to the average score, that is the inherent correlation between items.

CONCLUSION

In Table 4-2 shows, organizational commitment and work values have a significant effect, therefore, this study hypothesis was all established. In summary, organizations could through understanding employees' work values to enhance their organizational commitment, and reduce the employees encounter difficulties negative thoughts and emotions.

So far, there are no similarities research with this study, therefore the study expects the result could offer the part of human resource knowledge of tourism industry. It hoped to provide tourism industry a new human resource system as reference, making planning is being thorough and bring positive effect.

THE RELATIONSHIP BETWEEN TRAVEL EXCLUSIVE OFFER AND PURCHASE INTENTION.

Ya-Li Chang

Department & Graduate School of Tourism Industry
Chinese Culture University

Yi-Rong Liu

Department & Graduate School of Tourism Industry
Chinese Culture University

ShangKang Kao

Department & Graduate School of Tourism Industry
Chinese Culture University

ABSTRACT

INTRODUCTION

In the face of the overall tourism and external environment of change and uncertainty factors for tour operators, full of challenge and crisis, while domestic travel industry want to survive in the tourism market, are often price competitive marketing strategy. Frequency of marketing for the domestic travel agency promotional price discount according to Chen Wanting (2009) (1), give special discounts for old customers often buy; (2) to give additional compensation, as the discount back to the purchase of travel; (3) to give free gifts or coupons, gift small, etc. (Dong Wenhui, 2006); (4) organized into a group number less than payment but the clearing of the temporary sales price cuts.

According to the data and discuss above, the research object is as follow: (a)Exploring the relation between travel exclusive offer and purchase intention

LITERATURE REVIEW

Service industries to maintain an old customer at least five to nine times the cost of the development of a new customer (Raphel and Raphel, 1995), retailers by promotion to attract potential consumers, and thus increase market share (Zeelenberg and Van, 2005).

French, Jeffery, Story, Breitlow, Baxter, Hanna, and Snyder (2001) points out that the price decline doubling the number of customers to buy, and even increased the number of new customers. Also pointed out that if the price fell by 25% or 50%, the number of products will definitely increase.

Retailers often use promotions to increase sales by a temporary promotion, to attract more potential consumers usually buy different brands, and thus increase market share (Zeelenberg and Van, 2005).

Therefore, the hypothesis is as follow:

H1: travel exclusive offer would positively influence purchase intention.

METHODOLOGY

The framework of this study is as follow

H1

Purchase intention

Travel exclusive offer

In this study, convenience sampling, pre-test questionnaire issued in February 2012 at the Taipei Main Station to adults over the age of 18. Issued a total of 100 were

FINDINGS

This study is expected to verify the assumption (a) Travel concessions have a significant effect on purchase intention. The result will give the tourism industry in marketing as a reference.

THE SPATIAL DISTRIBUTION AND TOURIST COGNITION OF BATTLEFIELD ATTRACTIONS IN KINMEN, TAIWAN

Yi-Ju Lee

Graduate School of Earth Science
Chinese Culture University

Chen-Tsang (Simon) Tsai

Department of Food and Beverage Services
Tainan University of Technology

ABSTRACT

INTRODUCTION

“Dark Tourism” is a relatively new concept studied by some western academics. It is a generic terms for “travel associated with death, disaster, war or other horrible incidents of sites” (Foley and Lennon, 1996). Some people have started to show great interest in sites associated with death, and disaster, and make dark sites to become tourist attractions (Yuill, 2003; Stone, 2006). Tourists are fascinated by the dark attractions because of on the historical events, morbid curiosity and superstition (Stone, 2006). The development of media and communications only makes people increasingly concerned about the chaotic world and divert their attention in putting more emphasis on dark tourism (Lennon and Foley, 2000).

The political change in Taiwan’s history generated so many fierce battles and left many ancient battlefields. Consequently these sites have currently become well-known dark attractions. Taiwan is located off the coast of southeast China. Due to the geographical location importance, Taiwan became the object of European powers since the 17th century. The island is therefore endowed with abundant historical battle grounds of Dutch, Spaniards, Japanese, and the battles of civil war between the Nationalists and the Communists before the Second World War. Guningtou Battlement, the research topic, occurred on October 25 to 27 in 1949. The Communists had attempted to capture Kinmen Island, but to no avail after 56 hours of deterrence by the Nationalist forces. It leads to the survival of a free and democratic Republic of China continuing for more than 60 years of peaceful development to this day (Cheng, 1978; Cheng, Stevenson, and Lin, 2003; Tsaur, 1979).

METHOD

This study is based on Mathieson and Wall’s (1982) tourists’ decision-making process model to develop a research framework. The theoretical basis is in accordance with historical geography, geopolitics, spatial analysis and tourism geography. This study attempts to

understand the spatial distribution of the attractions, and to analyze tourist characteristics, including decision-making process and the cognition of Gunningtou dark tourism attractions.

Literature Review. In this study, the theory and literature related to dark tourism, battlefield heritage, historical geography, geopolitics, spatial analysis and tourism geography are all reviewed. The history of Gunningtou Battle was also reviewed.

Questionnaire Survey. The questions asked in this study include tourist characteristics, and the geopolitics cognition of battlefield attractions. Geopolitics cognition obtained from interview and past researches (Lennon and Foley, 2000; Lee and Chen, 2009; Stone, 2006). There were 10 items of tourist cognition questions with measurement designed on a five-point Likert scale ranging from '1' (Strongly Disagree) to '5' (Strongly Agree). Convenient questionnaire sampling was conducted to gather the research data. A total of 297 valid questionnaires were collected. The survey time includes both weekdays and weekends, in addition to the 60th anniversary of great victory of Gunningtou.

Data Analysis. Data analysis was conducted using the Statistical Package for the Social Sciences (SPSS) version 16.0. Descriptive statistics and reliability analysis are presented.

SPATIAL DISTRIBUTION AND ATTRACTION RESOURCES OF BATTLEFIELD TOURISM

Kinmen Island located between the vicinity of Mainland China and Taiwan. Gunningtou battlefield is in the northwest corner of Kinmen. The field heritages left by Gunningtou battle, includ S. Hill, N. Hill, Lincuo, Gunningtou cliff etc (Figure 1). To commemorate the heroic soldiers, who gave up their lives to defend, Kinmen Defense Command built the "Gunningtou Battle Museum" on the past battlefield landscape on June 13, 1984. This museum is located in the northwestern part of Kinmen Island, and is approached via a shaded avenue. Gunningtou Battle Museum was turned to Kinmen National Park in 1995, it belong to Jinning Township of Kinmen County. This study takes Gunningtou Battle Museum for example to examine tourists' cognition of dark tourism.

Outside the museum are three bronze statues of soldiers ready for battle. On both sides are tanks used in the Gunningtou Battle. Inside the museum, exhibits include military equipment and weapons, documents related to the battle, photographs and paintings. Visitors can watch a film in the auditorium about the famous battle to gain a better understanding of what the soldiers experienced.

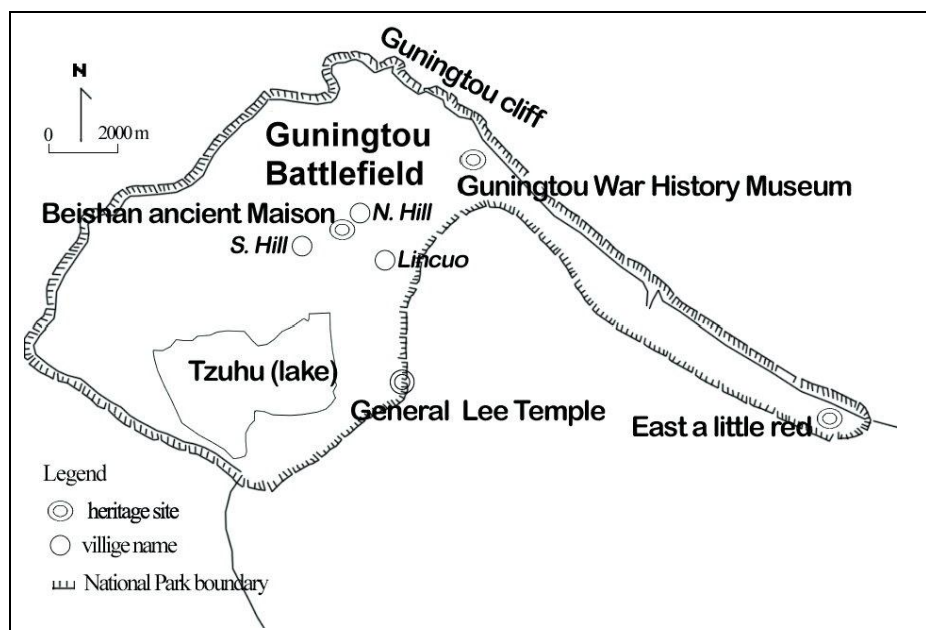


Figure 1. Location of Gunningtou Battlefield Tourism

Tourists Characteristics and Cognition of Gunningtou Battle

The Respondents. The demographic profile of the respondents is composed of 52% male, and 57% of single. Nearly 25% of the respondents aged between 21-25, and 24% between 26-30. Of the sample, 46% were college and university educated. Most of the respondents (29%) were student. 34% of the sample had monthly income below 660 US dollars. On residence distribution, 48% of the respondents came from the north of Taiwan, and most of the tourists from Taipei County, followed by Taipei City and Kinmen County.

The Geopolitics Cognition of Tourists. The results revealed that “visit here can learn the history of civil war between the Nationalists and the Communists” was the highest item of geopolitical cognition. Followed by “visit this battlefield can recall the battle history between China and Taiwan” and “curious about the battlefield heritage itself” (Table 1). Some respondents mentioned during the informal interviews, when they visit Gunningtou Battle Museum, they can see the entrance with operation chart of demonstration, as well as the past use of weapons. These make them to understand and learn about the history in the place. In addition, tourists had the curiosity regarding the battlefield heritage itself. The finding was similar to the studies conducted by Lennon and Foley (2000), Lee and Chen (2009) and Stone (2006). Lee and Chen (2009) suggest that “Change for Routine” was perceived as the main novelty seeking component in battlefield tourism; tourists visit battlefield attractions in order to experience novelty lifestyle. Lennon and Foley (2000) indicates that the abnormal disaster become in the world’s tourist attractions with curiosity, most tourists visit battlefield dark tourism sties in order to seek the authenticity of the history, such as the Second World War’s spots.

This study found that tourists had low cognition about the location of Nationalist's military camps and cemetery. To recall the contents of the interpretive sign, video and brochure in Gunningtou Battle Museum, these non-personal services are focus on the historical background and operational process. Comparing to landscape and environment change in Kinmen during the past 60 years, tourists pointed out that they cannot have high spatial cognition about the military camps and cemetery. In addition, most of the tourists believe that this place has been transformed into tourist attractions; and they do not feel exciting about this heritage anymore. Besides, they have gratitude to those brave soldiers who lost their lives in this place.

Table 1. Tourist Geopolitical Cognition of Gunningtou Battle Museum

	M	SD
Geopolitical Cognition	3.99	.527
1. Visit here can learn the history of civil war between the Nationalists and the Communists	4.19	.602
2. Visit this battlefield can recall the battle history between China and Taiwan	4.10	.658
3. Curious about the battlefield heritage itself	4.08	.753
4. Visit here can commemorate the soldiers here in past war	4.07	.715
5. It's appropriate for Kinmen National Park to commemorate this battle in October	4.07	.739
6. Visit here have nostalgia emotion	4.03	.753
7. After the visit, wants to obtain more historic information about this civil war	3.99	.731
8. Visit here can perceive a sense of adventure	3.86	.871
9. Visit here should know the location of Nationalist's military camps	3.80	.834
10. Visit here should know the location of Nationalist's soldiers cemetery.	3.77	.863

Note: Responses are indicated on a five-point Likert scale ranging from '1' (Strongly Disagree) to '5' (Strongly Agree).

CONCLUSION

According to the data analysis, we can draw conclusion from some implication for Kinmen National Park for sustainability management about dark tourism development. Recommendations are also made for future researchers.

Sustainability for Gunningtou Battlefield Tourism. The results indicated that tourists visiting dark attraction can indeed learn history of Nationalists and Communists, and recall the Gunningtou battle history. However, the planning of dark tourism should not only be for

THE STUDENTS' ATTITUDE OF ABACUS CCOURSE BY USING THE DICK AND CAREY SYSTEMS APPROACH MODEL

Chou, Chen-Hsiung

Taiwan Hospitality and Tourism College

Chen, Yu-Chen

Taiwan Hospitality and Tourism College

ABSTRACT

Global distribution system (GDS) has been applied in travel agents to assist airplane companies booking and selling air tickets for customers. This GDS is providing air ticket and travel information globally for a while. Travel information is the most important for tourists, so providing helpful information is a significant issue for the travel professionals. Therefore, the GDS courses are mandatory for students majoring in Tourism. This paper discusses the Dick and Carey Systems Approach model to design an ISD for students studying in tourism so that instructor can try to adopt a suitable ISD model for students in order to get a better learning result and to provide professional services in the future. This study applies Likert-type Scale and open-ended questions to collect the data from students. The description statistic is using for data description.

**THE DISCUSSION OF DOLL'S POST-MODERN PERSPECTIVE ON
CURRICULUM OF LOCAL PRACTICE: A STUDY ON PROGRAM
“DEVELOPMENT OF CREATIVITY”**

Chi-Yu Tien

Taiwan Hospitality and Tourism College

Ping-Yen Chen

Taiwan Hospitality and Tourism College

ABSTRACT

The key-point of this article is to compare with the point of view of Doll 's post-modern curriculum and the belief of the majority of practitioners hidden curriculum in Taiwan(the association of the Taylor model /Tylerian model); Of course, Not only there is no any curriculum theory is perfect unless its own limitation, but also has to face transformed into a practical level , which writer who attempts to explore as well when how the Doll 's post - modern curriculum perspective into the actual teaching of effective teaching strategies with the study on Center of General Education of Taiwan Tourism College, hoping to inspire the education partners to join the dialogue of the different points of view , more vigorous post-modern perspective on curriculum given Doll .

Motivation for Accidental and Intended Visitors in Free Food Festivals

Kisang Ryu

Assistant Professor
Department of Food Service Management
Sejong University

Emily Valentino

Master Student
School of Hotel, Restaurant and Tourism Administration
University of New Orleans

ABSTRACT

INTRODUCTION

Tourists are attracted to New Orleans for many reasons; moreover, according to the New Orleans Metropolitan Convention and Visitor's Bureau, one of the three most popular reasons is food (New Orleans Metropolitan Convention & Visitors Bureau, Inc., 2011). New Orleans is acknowledged as one of the top food destinations in the world by the top culinary and travel media (Ryu & Han, 2010; Ryu & Jang, 2006). Culinary attractions (e.g., food festival), are products and services consumed by all five of the human senses, and they are becoming a popular motivation for travel (Young et al., 2009). Previous research studied that focus on motivations to attend food events used ticketed events as the context for their data collection, and in these situations, less people were likely to attend without having it planned previously. Using this approach for the data collection, it is difficult to understand motivations of accidental visitors who just happened to attend a food festival by accident. Hence, the current study is unique in that this study compares different motivations that guide food festival attendees to a public food festival which is located in the heart of New Orleans. In which case, the patrons are split into two groups: accidental visitors who just happened upon the festival unintentionally, or intended visitors who fully intended to attend prior to arriving. We predict a difference in motivations between these two groups.

Previous research has identified various motivating factors for food tourists who pay an entry fee for the experience, but what about those that are attending free festivals? When a festival is open to the public, differentiating between intended visitors and accidental visitors is challenging. Furthermore, differing motivations for each group could affect satisfaction and ultimately loyalty either positively or negatively. These details are vital to festival organizers who need to know how to improve their operations. This research aims to contribute to the current knowledge to bring research closer to the construction of an established framework for free food festivals assessments.

The Roadfood Festival was envisioned by foodies from Massachusetts, the founders of www.roadfood.com, who have made New Orleans the festival's home in an effort to differentiate the festival by being in a southern destination already known for its culinary

heritage. The festival has seen substantial growth since its inception in 2009; however, the problem in determining the true success of this festival lies in the fact that the French Quarter hosts tens of thousands of tourists on a typical weekend in the spring and differentiating loyal Roadfood tourists from the conveniently passing tourists is near impossible.

Hence, this study aims to answer the following questions with empirical data: Which motivational factors were most important to patrons of the New Orleans Roadfood Festival? Were those motivational factors significant in relation to attendee satisfaction? Was there a statistical significance between accidental visitors and intended visitors in relation to attendee satisfaction? Did the satisfaction of attendees have an effect on loyalty? The answers to these questions will allow festival organizers to improve their operations and satisfy the expectations of their patrons through an understanding of the primary motivating factors. Therefore, the purpose of this study is to determine the motivations for everyone, including both accidental visitors and intended visitors, who attend the New Orleans RoadFood Festival and understand attendee satisfaction as well as behavioral intent in regards to their festival experiences.

METHOD

The first section of the survey gathered information about the motives of festival attendees. These questions had been adopted from aspects of two previous studies on motivations for attending a food festival but altered to meet the needs of the present study (Park et al., 2008). The factors measured in our study included taste, enjoyment, change, and socialization. Each of these factors was composed of multiple items asking questions specific to that category. The second section of the survey asked questions about attendee satisfaction using 7 questions and attendee loyalty using 2 questions. All together, the first and second sections included twenty-four items that were measured using a 5-point likert scale ranging from 1= strongly disagree, to 5= strongly agree.

Data was collected at the third annual New Orleans RoadFood Festival, which took place over a two-day period on March 26th – March 27th, 2011. The event was estimated to attract 40,000 people. Participants were approached after they appeared to have partaken in the festival experience. Finally, the total sample of the present study consisted of 173 participants.

RESULTS

An exploratory factor Analysis identified four factors with eigenvalues higher than 1.0, and these factors explained 64.90% of the overall variance in the present study. The exploratory factor analysis delineated four factors. Factor one was labeled as taste and included four items with a reliability score of .846. The attributes were to experience quality food, to learn about a variety of foods, to experience new foods, and to develop my interest in

food. It captured the largest variance of attendee motivation among the four dimensions, accounting for 34.67% of the total variance. The second factor was enjoyment and included three attributes and an overall reliability score of .715. The attributes within enjoyment were to enjoy the festival atmosphere, to satisfy my curiosity of a food festival, and to experience a unique festival. The third factor was change, consisting of four items with a reliability of .767. The fourth factor was labeled as socialization. The attributes were to spend time with friends, to meet new people, and to socialize with people with similar interests.

A multiple regression analysis was run to see if the four motivation factors significantly affect attendee satisfaction. Only enjoyment was significant, which had a p value of .008. The remaining three factors were not found as significant determinants of attendee satisfaction: taste, change, and socialization, respectively. The adjusted R Square was 12.6%. Additionally, a simple regression analysis was conducted to test the causal relationship from the attendee satisfaction to the attendee loyalty. The results revealed that attendee satisfaction ($t = 3.63$; $p < .001$) was a significant determinant of attendee loyalty. The R Square was 7.1%.

An independent samples t-test was conducted to determine if there was a statistical difference between accidental visitors and intended visitors in relation to attendee motivation to food festival, attendee satisfaction, and attendee loyalty. The results revealed that there was statistical significance between intended festival attendees and accidental attendees only for 'to experience quality food', 'to learn about a variety of food', 'to experience new foods', 'I would recommend the RoadFood Festival to family/friends/coworkers', and 'I would consider returning in the future'. Unlike we expected, none of attendee satisfaction attributes showed statistical difference between intended festival attendees and accidental attendees.

CONCLUSION

The research revealed that enjoyment was the only factor that was significant to attendee satisfaction. Therefore, festival managers should pay close attention to the attributes that fall within the enjoyment category to ensure the continuing success of the festivals they hold. The three items under the enjoyment factor were to enjoy the festival atmosphere, to experience a unique festival, and to satisfy my curiosity of a food festival. Out of twelve motivation questions, to enjoy the festival atmosphere was the most highly ranked attribute by festival attendees. As festivals are looking to make changes to gain more attendees, they should definitely make sure the festival atmosphere is enjoyable. Taste, socialization, and change were shown to have no effect on attendee satisfaction. This may be due to the limited number of participants we had in our study. If the study was expanded, we may find that these attributes are important to satisfaction just as other studies such as Park, Reisinger, and Kang's (2008) study have found. In addition, results indicated that attendee loyalty would be

affected by attendee satisfaction. Thus, it can be concluded that attendees who are satisfied will be more likely to attend a festival in the near future.

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INTEGRATION OF THE KANO AND QFD MODEL TO ENHANCE SERVICE QUALITY OF CITY HOTEL: BY THE SPLENDOR HOTEL TAICHUNG

Chun-Min (Mindy) Kuo

Department of Leisure Industry Management
National Chin-Yi University of Technology

ABSTRACT

INTRODUCTION

A primary challenge to hotel management in the modern hospitality industry is providing quality service to tourists and keeping them satisfied. Numerous of researchers in the hospitality industry have identified and emphasized the importance of service quality from a variety of aspects (Juwaheer & Ross, 2003; Costa, Glinin, Goundas, & Antouiou, 2004; Juwaheer, 2004; Wang & Pearson, 2005 ; Akbaba, 2006; Mey et al., 2006; Grzinic, 2007; Briggs et al., 2007; Hsieh et al., 2008). One of the suggested ways to retain loyalty from customers is through service marketing. Loyalty theory is one of the most significant theories concerning relationships between consumers and brands (Fournier, 1998). A services brand is essentially a promise about the nature of a future experience with an organization or individual service provider. It is very important how to build the word-of-mouth and distinctive service for customers of city hotel. Therefore, this study proposes an integrated procedure of the Kano two-dimensional quality model and QFD, uses the development of The Splendor Hotel Taichung as a city hotel as an example, helps firms effectively control consumers' needs, and functions as criterion for firms to enhance the service quality of The Splendor Hotel Taichung and consumers' satisfaction.

THE PURPOSE OF STUDY

The purposes of this study are as follows: 1. To recognize consumers' perceived importance of hotel service quality attributes. 2. To analyze consumers' satisfaction in order to improve service quality. 3. To analyze how to use the services marking strategy to enhance customer's impression of the hotel, improve customer loyalty and create reputation to attract new customers. 4. To transform consumers needs using QFD into design demand and development of the service marking strategy. 5. To provide The Splendor Hotel find their own competitive strategies, and reducing time to market, improved quality and increased customer satisfaction.

MATERIALS AND METHODS

Some past researchers have integrated the Kano model and QFD in product development and service quality system design. For instance, Tan and Shen (2000) used the design of web pages as an example; allocated consumers' demand attributes to different Kano quality factors, and proposed an improvement ratio. In the Kano model, customers' satisfaction and performance of products and services can be quantified by parameters. They also defined a product IR equation. In research on product development of instant noodles using the Kano two-dimensional model and QFD, Wu (2009) transformed the Voice of Consumers into product design in order to effectively combine customers' needs with product function characteristics to enhance the development of bowl of instant noodles and increase the success of this product in the market. Huang (2010) used the Kano two-dimensional model to define different consumers' perceived quality of product attributes of sneakers and improvement importance of industrial shoe development and design items. By the construction of QFD relationship matrix and evaluation of the correlation, Huang realized that the firms' product planning and function development of front development and market sales of back development should be significantly improved. Using this relationship matrix, the "evaluation framework of target market by QFD" is constructed. Using the framework, firms can recognize their proper target market and product positioning because they have a better development process. QFD has been successfully combined with Kano's two-dimensional model in previous studies.

This study applied the Kano two-dimensional quality model and Quality Function Deployment (QFD) to develop The Splendor Hotel reputation as identify service quality attributes of consumers' needs in order to effectively service the customers. Some past researchers have integrated the Kano model and QFD in product development and service quality system design. For instance, Tan and Shen (2000) used the design of web pages as an example; allocated consumers' demand attributes to different Kano quality factors, and proposed an improvement ratio. In the Kano model, customers' satisfaction and performance of products and services can be quantified by parameters. They also defined a product IR equation. In research on product development of instant noodles using the Kano two-dimensional model and QFD, Wu (2009) transformed the Voice of Consumers into product design in order to effectively combine customers' needs with product function characteristics to enhance the development of bowl of instant noodles and increase the success of this product in the market. Huang (2010) used the Kano two-dimensional model to define different consumers' perceived quality of product attributes of sneakers and improvement importance of industrial shoe development and design items. By the construction of QFD relationship matrix and evaluation of the correlation, Huang realized that the firms' product planning and function development of front development and market

sales of back development should be significantly improved. Using this relationship matrix, the “evaluation framework of target market by QFD” is constructed. Using the framework, firms can recognize their proper target market and product positioning because they have a better development process. QFD has been successfully combined with Kano’s two-dimensional model in previous studies.

The analytical framework of this research is shown in Figure 1. First of all, literature on product attributes is collected. Through expert interviews, this research extracts city hotel quality attributes from consumers and further recognizes consumers’ perceived importance of city hotel quality attributes from questionnaires. The questionnaire is designed according to the Kano model in order to recognize the correspondence between qualities attributes of city hotel and quality factors in the Kano model. According to questionnaire survey, consumers’ satisfaction with the form of The Splendor Hotel Taichung is considered an important criterion of QFD. With an expert questionnaire, the intensity of the correlation between consumers’ needs and the techniques of quality The Splendor Hotel Taichung is explored. This research reorganizes the correspondence between quality attributes of city hotel and quality factors in the Kano model and the order of consumers’ perceived importance of the form of city hotel products.

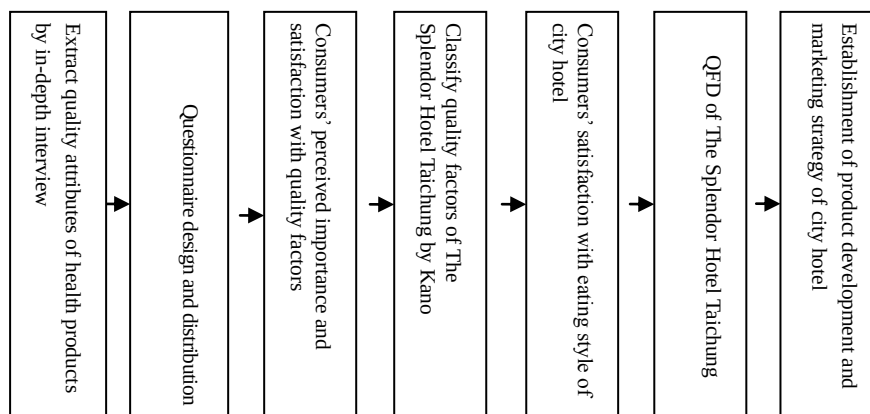


Figure 1. Research analytical framework

Product development quality is transformed from quality needed by consumers. The matrix is established upon these two constructs. The first-stage of the House of Quality is established. Finally, deployment of the House of Quality is conducted in order to plan for product development and marketing strategy of this city hotel.