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DEVELOPMENTS OF THE NEW TOURISM PARADIGM IN THE ASIA PACIFIC REGION

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POST DISASTER TOURISM DEVELOPMENT OF PHI PHI ISLAND: THE INFLUENCE OF SUSTAINABILITY AND POLITICAL ECONOMY

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INTRODUCTION

Through a study which took place on Koh Phi Phi Island, Thailand between 2005 and 2011 concerning the influence of political economy and interpretations of sustainability upon post disaster reconstruction, the author attempts to fill the void expressed by numerous commentators who have highlighted a relative lack of academic attention directly addressing the influence of political economy on achieving sustainability in post-disaster reconstruction (Klein, 2008; Hystad and Keller, 2008; Olsen, 2000; Bommer, 1985; Beirman, 2003; Faulkner, 2001; Glaesser, 2003; Ritchie, 2004). Within these debates there is an observed trend towards 'disaster capitalism' (Klein, 2005: 3) or 'smash and grab capitalism' (Harvey, 2007: 32) and 'attempts to accumulate by dispossession' (Saltman, 2007a: 57). This research observes however, that this did not occur on Phi Phi. Despite claims of a 'clean slate' being offered by the tsunami in developmental terms (Pleumarom, 2004; UNDP, 2005; Dodds, 2011; Ko, 2005; Nwankwo and Richardson, 1994; Argenti, 1976; Rice, 2005; Altman, 2005; Brix, 2007; Ghobarah et al., 2006; Dodds et al., 2010), this research provides evidence and explanation of why this did not and would not occur on Phi Phi, a finding that may be applied to other destinations in a post-disaster context.

This research takes an interdisciplinary approach and includes aspects of applied geography, applied management, political economy, development studies, sociology and anthropology, in line with the tradition of progressive tourism studies. It seeks to resolve academic concern about the limited insight within existing bodies of knowledge into how sustainability and sustainable tourism development are conceptualised at a grassroots level by inhabitants and other stakeholders of tourism destinations (Redclift, 1987; Liu, 2003; Swarbrooke, 1999; Mowforth and Munt, 1998; Maida, 2007) and furthermore how these interpretations are shaped through expressions of political economy in a post-crisis context. The research aimed to evaluate how political economy and interpretations of sustainability affected post-disaster tourism redevelopment using the case study of Phi Phi Island in Thailand, which was devastated by the tsunami of December 2004.

METHOD

An interpretive philosophy informed the research design, in which primary data was gathered using an inductive mixed methodology. Methods included online research, comprising the design and operation of a tailored website to overcome geographical and access limitations; and offline methods such as visual techniques to monitor change and confirm opinions offered by participants of the research; in-depth face-to-face interviews with hand-picked stakeholders of Phi Phi's development; open-ended questionnaires with tourists; and extended answer Thai script questionnaires in order to overcome language barriers and present a 'Thai voice'. The primary data was gathered from April 2006-December 2011 including a period working at The Prince of Songkla University in Phuket (June-December 2006).

FINDINGS

Twenty-five themes emerged from the data, the most significant being the social impacts of tourism, environmental impacts of tourism, power relationships and future desires. It was found that the factor with the greatest influence over Phi Phi's development is the desire to develop the economy through tourism, and the philosophy underpinning the development is largely economic. The tsunami did not cause any significant reassessment of the tourism development trajectory, but served to uncover a range of conflicts, resulting from powerful stakeholders pursuing their own interests and desired outcomes, in order to suit their own needs rather than those of the community as a whole.

Despite Klein's (2005; 2008) claims of 'disaster capitalism', there was minimal evidence found of this at a local level post tsunami. Claims of an increased takeover of global powers and a dangerous level of power held by multinationals are not apparent in this localised case study. There is a trend in Thailand for high-end tourism; however, this is not exclusively pursued through selling out to international hotel chains, and in fact this is restricted by policies favouring national interest (Noy, 2011; Konisranukul and Tuaycharoen, 2010; Krutwaysho and Bramwell, 2010) and a focus upon what can be regarded as an inward facing 'sufficiency economy' (Noy, 2011; Krongkaew, 2004).

Far more fitting for the case of Phi Phi would be the considerations of Pleumarom (1999), and Bradshaw (2002), who note the inequalities that exist within society and the influence that these have over developmental outcomes. Inequalities are certainly apparent on Phi Phi. Those who own land on the island, and specifically the major landowners have the greatest influence over development. One may argue that there may have been a desire to 'capitalise' on the disaster, as the government has been accused of trying to do, but this was not borne out. Bradshaw's (2002) observations would be most apt for the situation on Phi Phi, that, 'reconstruction processes are not newly constructed in the light of the disaster but are the result of existing power struggles and structures'. This would certainly appear to be the case on Phi Phi, whereby, on account of economic power and landownership, the key players in shaping the future of Phi Phi's development are the landowners

The opportunity was presented to consider an alternative form of tourism (as it appears the government wanted), but this was not taken. The tsunami did not change the island's appeal, but rather continued poor environmental practices and poor building regulations, which continue to decrease the beauty of the island. This may be on account of concerns that the secondary impacts of the tsunami would be almost as destructive as the tsunami itself i.e. loss of earnings and livelihoods from the tourism industry. It is no wonder, therefore, that the islanders chose to rebuild their lives via a tried and tested approach, and that tourism was the key shaping influence post-tsunami.

IMPLICATIONS

In response to Blaikie et al.'s (2004) concerns that vulnerability is often reconstructed following a disaster and may create the conditions for a future disaster, this work has extended discussions of disaster vulnerability through an adapted application of Turner et al.'s (2003) Vulnerability Framework. This meets Calgaro and Lloyd's (2008) recommendation that further longitudinal research is required in other tsunami-affected locations. This research refines their work to identify a detailed framework of vulnerability factors intertwined with factors of political economy, presenting a post-disaster situation that remains highly vulnerable and non-conducive to sustainability. This is in response to Hystad and Keller's (2008) recognition that there is a lack of long-term studies, which not only show how disaster has shifted the nature of the destination and tourism product, but also identify successful strategic processes and actions in disaster response. The strategic response has been analysed through an adapted Strategic Disaster Management Framework (Ritchie, 2004) to identify the shortcomings of the disaster response to comprehend how such a disaster has influenced tourism development and planning on the island, showing that this was a mirror opposite to how a disaster should be handled according to the literature (Ritchie, 2004; Adger et al., 2005; Miller et al., 2006; Olsen, 2000; Coppola, 2007; Faulkner, 2001; Baldini et al., 2012). The researcher draws on the notion of 'strategic drift' (Johnson, 1998: 179) and 'boiled frog syndrome' (Richardson, Nwankwo and Richardson, 1994: 10) to explain how host attitudes to tourism may increase vulnerability. Both these contributions can assist in identifying destination vulnerability and limitations in disaster response and recovery.

Unlike the work of Dodds (2010) and Dodds et al. (2011), the aim was not to assess the practice and attainment of sustainability on Phi Phi; rather, it was to elaborate interpretations and conceptualisations of sustainability. An examination of development philosophy established how specific factors of political economy and relationships of a hegemonic nature influence the development trajectory of both Phi Phi and Thailand. Despite governmental rhetoric influenced by a strong 'sufficiency economy' hegemony led by King Bhumibol Adulyadej, the observations of dependency theorists provide a better fit for the experiences on Phi Phi and present significant challenges for the pursuit of sustainability. The research posits that an effective response to the disaster and pursuit of sustainability are undermined by the political economy of the destination.

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FACTORS ENCOURAGING PUBLIC PARTICIPATION IN PLANNING FOR TOURISM IN PROTECTED AREA: A MODIFIED DELPHI STUDY

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INTRODUCTION

Public participation in the decision making process is a crucial practice for sustainable tourism developments. True and authentic practice of public participation promotes mutual understanding between stakeholders which consequently produces successful results in collaboration strategies. Generally, public participation seeks and facilitates the involvement of relevant populaces which have interests in the decisions. Tourism developments especially in fragile environments such as protected areas would significantly affect various groups including the management, other relevant agencies and local communities. Any planning in fragile areas need to ensure balanced development between fulfilling the requirements for a flourished tourism in the area and caring for the environment.

Public participation has the potential to encourage knowledge transfers between the park management and local community which may be a stimulus for mutual understanding between stakeholders. However, public participation in Malaysia is considered at its infancy stage. A handful of literature is available indicating the barriers towards true and effective practice of public participation in Malaysia. In the last decade, Wong (1995) indicated that the top down approach exercised in the Malaysian planning system was unimposing towards encouraging public participation. This may be caused by the many instances in which the decisions on what to provide for tourists were already rested by the top management. To make matters fallacious, the practice is either tactlessly executed or absent, and is considered as tokenism despite being evidently mentioned in print (Cheuk et.al, 2010). Some recent literature with regard to practices in Malaysia notably highlighted issues on barriers towards public participation (Dola and Dolbani, 2006; Marzuki, 2009; Marzuki, 2010; Sharina et al., 2011) and this creates an obvious gap in the literature. It is identified that Malaysia lacks research investigating the factors that encourage public participation in decision making for sustainable tourism developments. It is imperative that the management of local community participation is yielded to realize the concept of sustainable resource management and tourism development in natural areas. This calls for the investigation of the conditions that will encourage such practice which subsequently motivated this study for the lack of evidence from the literature on the attributes of public participation in Malaysia. The main objective of the study is to investigate the eminent attributes that encourage the public to participate within tourism planning in protected areas within Malaysia.

METHOD

A Delphi study is considered most appropriate to be utilized in the present research that requires a consensus from experts in the investigated field. The study involves a set of procedures for eliciting and refining the opinions from a group of experts without having the experts collectively to avoid personality reservations and other related impediments. The experts were grouped into different panels namely; government officials, academicians and members of non-governmental organizations. The organizations chosen were identified through planning documents and recommendations from interviews performed with respective personnel in the Department of Wildlife and National Parks. A thorough procedure for selecting these experts involved identifying relevant disciplines or skills such as academicians, practitioners and government officials in relevant organizations. The individuals were then contacted via emails and telephone calls inviting them to participate in the research. In cases where the individuals declined the invitation, the researcher requested them to nominate another expert within their organization who could substitute them or who might be interested to take part in the research as panel experts.

The target individual size for the three panels of experts is between six to twelve persons. Since Delphi study does not depend on statistical sample to be representative of any population (Okoli and Pawlowski, 2004), the number of participants is basically depending on how many experts and nominations received from each organization. The modified Delphi technique for this study utilizes a set of structured questionnaire instead of open ended questions in the traditional Delphi technique. This modification is allowed when there is availability of usable information concerning the issue on target (Kerlinger, 1973). Additionally, spaces were also provided in the questionnaire to allow suggestions and comments from the panel of experts. The questionnaire was constructed by adapting the findings from previous researches investigating the issues and most of these researches adopted the qualitative method. A series of interviews and discussions were also performed with academicians in tourism and forestry, including officers in the Malaysia's Department of Wildlife and Natural Park prior to conducting the survey. This is performed to acquire the opinions and feedback on the questionnaire.

FINDINGS AND DISCUSSIONS

Attributes to encourage participation

The investigation concluded there are 40 essential attributes towards encouraging public participation for tourism planning in Malaysia. These attributes are selected as they scored 4.0 point and above which extend as agree in importance ratings by the panel of experts on a 5 point Likert scale. The mean score for all attributes after the third round range from 4.03 the lowest to 4.96 the highest. There are new attributes introduced after the first round of the Delphi study. These attributes were suggested by some of the experts to be included in addition to the existing attributes identified. In the second round onwards of the study, these attributes are included in the questionnaire for ratings. These attributes are opportunity to be present to all, frequent and proper scheduled dialogue session, content written in easy to understand language and establish rapport beforehand. After the third round was completed, one of these attributes; opportunity to be present to all was removed for its low score. Once the Delphi rounds are completed, five factors remained as findings from the Delphi study. The five factors are process factor, product factor, institutional context, situation specific, and human dimension.

Table 1: Mean results

	Round 1		Round 2		Round 3	
Factor Attributes	Mean (N=29)	Std. Deviation (N=29)	Mean (N=27)	Std. Deviation (N=27)	Mean (N=26)	Std. Deviation (N=26)
F1: PROCESS DIMENSION						
Clearly explained the outcome	4.75	0.43	4.92	0.26	4.96	0.19
Clearly identified objectives	4.68	0.54	4.85	0.36	4.96	0.19
Agenda not influenced by the politician / interest group	4.68	0.47	4.81	0.39	4.92	0.27
Leadership and dedication	4.65	0.55	4.77	0.42	4.92	0.27
Involved as part of the responsibility	4.65	0.55	4.22	0.42	4.19	0.40
Sense of ownership	4.65	0.48	4.77	0.42	4.88	0.32
Commitment by participant to success	4.65	0.48	4.74	0.44	4.84	0.36
Opportunity to learn	4.62	0.49	4.81	0.39	4.88	0.32
Information sharing andjoint fact finding	4.58	0.56	4.70	0.46	4.84	0.36
Encourage communicate	4.58	0.56	4.77	0.42	4.88	0.32
Ensure concerns being heard	4.58	0.50	4.70	0.46	4.92	0.27

Encourage social networking	4.58	0.50	4.81	0.39	4.88	0.32
Inclusive problem solving	4.55	0.50	4.77	0.42	4.88	0.32
Ensure proper access for public	4.55	0.50	4.85	0.36	4.92	0.27
Help build a relationship	4.48	0.57	4.07	0.26	4.03	0.19
Ensure interest is represented	4.48	0.63	4.70	0.46	4.92	0.27
Presence of management / decision makers rep	4.24	0.95	4.14	0.36	4.11	0.32
Available current and reliable info	4.48	0.50	4.74	0.44	4.84	0.36
Fairness to all participants	4.27	0.75	4.88	0.32	4.96	0.19
Distribute materials beforehand	4.20	0.49	4.11	0.32	4.07	0.27
Good interpersonal skills	4.17	0.75	4.22	0.42	4.15	0.36
Ensure input reflected In the document / decision	4.13	0.51	4.70	0.46	4.80	0.40
Use facilitators	4.06	0.59	4.18	0.39	4.11	0.32
All participants share problems	3.89	0.67	3.33	0.48	3.03	0.19
Content of report easy to understand*			4.66	0.48	4.80	0.40
Frequent meetings*			4.29	0.46	4.07	0.27
Opportunity to be present to all*			3.85	0.66	3.11	0.32
F2: PRODUCT DIMENSION						
Development plans well implemented	4.68	0.47	4.81	0.39	4.92	0.27
Development plans well written	4.37	0.49	4.66	0.48	4.92	0.27
Development plans politically acceptable	3.96	0.56	3.96	0.19	4.07	0.27
F3: INSTITUTIONAL CONTEXT						
Perceived legitimacy	4.41	0.50	4.77	0.42	4.96	0.19
Provisions of funds and grants	4.24	0.68	4.55	0.50	4.76	0.42
Access to technology assistance	4.06	0.65	4.14	0.36	4.07	0.27
F4: HUMAN DIMENSION						
Deal with displacement	4.72	0.52	4.66	0.48	4.84	0.36
Consider the potential costs and benefits	4.68	0.54	4.70	0.46	4.96	0.19
Acknowledge unique social / cological context	4.65	0.55	4.81	0.39	4.92	0.27
Supplement of people-oriented info	4.48	0.68	4.14	0.36	4.15	0.36
Establish rapport beforehand*			4.51	0.50	4.76	0.42
F5: SITUATION SPECIFIC						
Trust among participants	4.75	0.43	4.74	0.44	4.96	0.19
Respect among participants	4.68	0.54	4.77	0.42	4.96	0.19
Participants have common visions	4.51	0.57	4.62	0.49	4.92	0.27
A shared sense of place	4.37	0.67	4.59	0.50	4.73	0.45
Perceived interdependence	3.89	0.67	3.66	0.48	3.07	0.27
Must establish a personal relationship	3.68	0.66	3.51	0.50	3.03	0.19

*attributes introduced in Delphi round 1

Consensus among expert panels

A Kendall's W Coefficient of Concordance tests were carried out to determine the consensus level in the first, second and third round of the study. The value of W ranges from 0 – 1, with 0 indicating no consensus to 1 indicating perfect consensus. The expert panels were short in agreement during the first round and this was anticipated. Statistical showed that Kendall's W value of 0.206 (X2=233.063, df 39, $p \leq 0.000$) in the first round. Nevertheless, a much improved level of consensus was observed in the subsequent rounds. Kendall's W value improved to 0.433 (X2=502.336, df 43, $p \leq 0.000$) in round two and 0.711 (X2=794.616, df 43, $p \leq 0.000$) in round three. With Kendall's W value above 0.7 this demonstrated a strong consensus among the experts in the study thus, concluded that rating rounds for all the attributes are completed.

This study presented some exploratory findings on what factors that can encourage public participation in the tourism planning process. A comparison of the results of this study to the findings of previous studies conducted in forest and natural environment management revealed similarities. The selected attributes for public participation in Malaysia are key indicators of successful public participation, comprising most of the components suggested by Yaffee et al (1998) in their summary and analysis of factors that promote bridging in ecosystem management. This finding also supported the work by McCool and Guthrie (2001), and Charles and Wilson (2009); in which both examined the factors that promote community participation in natural areas. They concluded that process factor, product factor, and human dimension to be among the important indicators of public participation. Notably, new attributes are also discovered from the study. This is a substantial contribution generated from the study where attributes specifically related to Malaysia are identified.

CONCLUSION

A significant body of evidence proved that public participation in Malaysia is improperly exercised with ineffectual public involvement in the process. This issue should not be taken unconscientiously which calls for crucial proactive measures to encourage the public's active participation. Findings from the study suggested 40 important attributes that would encourage participation. These findings have successfully answered the objectives of the study; by outlining the attributes that can encourage the public to participate and proved that the Delphi Technique can be utilized to generate a consensus among the experts who participated in the study. This consensus is important so the study can make a convincing claim that the experts have unanimously agreed on the importance of the attributes which emerged in the study. However, there are some limitations observed during the process of conducting the study. First, the selected panel experts are only represented by the forestry and tourism department. It should be taken into account that findings of the research can be affected by the selection of panel experts and response rates. Therefore, there could be issues with validity and generalization of the results compared to other studies. Second, the panel experts' level of qualification and years of service in the study are not evenly distributed which may also influence the results of the study. A panel with long years of service in the industry may have more in-depth knowledge and experiences of the issues compared to panels with less years of service. Nonetheless, the study provided a platform for the expert panels to share their views and ideas. Importantly, there are new attributes to be considered with reference to the Malaysia context. In addition, the consensus established in the study albeit using pre-determined factors and attributes perceived by the panel is important for the present quest to encourage public participation in tourism planning in protected area.

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THE IMPACT OF LOCAL COMMUNITIES' RELATIONSHIP QUALITY AND SELF-EFFICACY ON SUSTAINABLE RURAL TOURISM DEVELOPMENT

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INTRODUCTION

Rural tourism is the important key for national heritage, culture, and as a representative of national symbols. Rural tourism is important to the Malaysian economy, which could contribute to poverty alleviation in rural areas (Mohamad, Lo, Songan, Yeo, 2012). Further, following the decline of traditional agricultural economy, rural tourism which is a form of eco-tourism are the important key to address the complex socio economic challenges of the rural communities (Sharpley & Vass, 2006). Nonetheless, rural tourism which involved broad range of stakeholders, and publicly and privately owned resources may bring potential harm to the natural, social, cultural resources (Cawley & Gillmor, 2008). Thus, sustainability in rural tourism has been greatly emphasized in tourism industry (Fiorello & Bo, 2012). In this study, sustainable rural tourism development are employed. Sustainable rural tourism development focuses on the appropriate policies and strategies which could guarantee the benefits of rural tourism while restricting its negative impacts to the rural community (Ertuna & Kirbas, 2012). There are four dimensions of sustainable rural tourism development namely, social, cultural, economic, and environmental which serve as the dependent variables for this study. As such, local communities' relationship quality namely, trust, commitment, and satisfaction, and self-efficacy, their judgement of their own capabilities to perform a task are seen as an important factors which could influence sustainable rural tourism development in a tourist destination. Past studies (e.g., Ndubisi, 2007; Bandura, 1997) have identified that local communities' relationship quality and self-efficacy are the key to achieve successful performances such as sustainable rural tourism development.

METHOD

Data for this study were gather from the local communities who are currently staying and have been staying in these rural tourism destination namely, Kampung Annah Rais, Kampung Darul Islam Belimbing, Bario, and Kampung Po Ai, Sarawak, Malaysia for more than a year. Out of 300 questionnaires distributed, 231 were returned and were usable. Convenient sampling method was adopted to select the respondents. Question items were finalized based on interviews and questionnaires adapted from tourism scales. SmartPLS 2.0 (M3) or known as partial least squares (PLS) which based on path modelling and then bootstrapping (Chin, 1998; Tenenhaus, Vinzi, Chatelin, & Lauro, 2005; Wetzels, Odekerken-Schroder, & Van Oppen, 2009) was used with 200 re-samples to generate the standard error of the estimate and t-values.

FINDINGS

The results have showed that trust, commitment, and satisfaction were found to be significantly related to social and environmental sustainability.

This findings are congruent with Folke, Hahn, Olsson, and Norberg (2005) that relationship quality which consists of trust, commitment, and satisfaction are found to have significant positive relationship with sustainable rural tourism development. On the other hand, commitment were found not significantly related to cultural sustainability, and trust and satisfaction were found not significantly related to economic sustainability. These findings contrasted with the findings in previous research study by Dwyer and Kim (2003) that committed relationship will ensure that the heritage values are fully sustained in a tourist destination. It is believed that local communities lack of the investment of time to be committed in a relationship which results in failure to share and sustain the cultural values with the tourism stakeholders (Rusbult, 1980). Besides, this findings contrasted with Presenza and Cipollina (2010) and Gopalakrishna and Munnaleneni (1993) that trust and satisfaction in a relationship enables the parties to achieve competitive advantage and positive outcome such as increase in income. Moreover, self-efficacy were found to be significantly related to social, cultural, and economic sustainability. Interestingly, self-efficacy were found not significantly related to environmental sustainability. It is believed that most of the local communities have low level of self-efficacy which influence their emotional responses such as low commitment, low goals, and less persistent and perseverance in protecting environment in their community (Dweck & Legett, 1988; Meece, 1994). As such, this findings were contradicted with Lunenburg's (2011) findings that self-efficacy has powerful effects on performances.

IMPLICATIONS OR CONCLUSION

This research has a number of theoretical and practical implications for both scholars and practitioners, particularly in the domain of sustainable rural tourism development. This study represents the theoretical or empirical research about local communities' relationship quality and self-efficacy on sustainable rural tourism development. In the past, there have been limited empirical researches on local communities' relationship quality and self-efficacy on achieving social, cultural, economic, and environmental sustainability from communities' perspective. This research would have added value to the literature on sustainable rural tourism development, especially in Sarawak settings. Findings has shown the compelling evidence for the importance of local communities' relationship quality and self-efficacy on sustainable rural tourism development. It is believed that local communities' relationship quality with tourism stakeholders and self-efficacy are important elements in tourism industry. Hence, it is important to understand the local communities' perception about their relationship quality with tourism stakeholders and the level of self-efficacy in achieving sustainable rural tourism development.

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DOES DESTINATION IMAGE AFFECT TOURIST SATISFACTION AND VISIT RECOMMENDATION AT A SMALL CRUISE PORT?

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INTRODUCTION

In the highly competitive cruise industry, destinations try to differentiate themselves on the basis of unique landscapes, highly efficient ports and diversified product offerings (Stavrinoudis, 2006; Viken & Aarsaether, 2013). However the experience of visitors depends upon the range of services engaged in the supply chain (Huang, Chen, Song, & Zhang, 2010) and varies by stage of maturity (Kozak & Martin, 2012), the type of image developed and conveyed (MacHado, 2010) and the involvement of stakeholders such as industry, community, governments, environmental managers and NGO's (Tkaczynski, Rundle-Thiele, & Beaumont, 2010).

Globally, many small ports pursue cruise lines to persuade them to stop at their ports because of perceived benefits to the local economy. Numerous ports have constructed purpose-built facilities such as cruise terminals or berths sufficiently large to accommodate cruise liners and frequently compete with each other within cruise destination regions. Waterfront redevelopment in small port cities (Hoyle, 2000) has also contributed to the development of attractive shorefront environments and facilities for cruise ships and their passengers.

The time-constrained length of time in small ports for cruise tourists plays a major role in tourist satisfaction and visit recommendation. Tourism destination managers and the industry suppliers walk a tightrope between offering easy, fast and efficient access to services and exciting, unique, memorable experiences which engage the visitor and, presumably encourage return visits by the same visitors and/or recommendations to others to visit that destination.

However it is essential to plan carefully from cruise ship visits and visitors to mitigate environmental, socio-cultural and economic spread issues (Dinwoodie, Tuck, Knowles, Benhin, & Sansom, 2012) and to facilitate infrastructure management and functional flows (Kovačić, Bošković, & Favro, 2006).

Crucial questions for the destination management organisation and the tourism industry are: What are the facilities and services that cruise tourists require in order to be considered an efficient and effective destination, for the cruise line management, the ship's crew, the passengers and the onshore providers of products and services? What are the determinants of visit satisfaction and visit recommendations? What is the image that (cruise) tourists have of the city of Tauranga and the Bay of Plenty? For example: How do they describe the natural landscape? Its people? The city? What activities did they do? What specific features of the destination (atmosphere, services and facilities) could be improved?

These issues are investigated from the point of view of the visitor by a study of 270 cruise ship passengers to the Port of Tauranga, a working port in the Bay of Plenty in New Zealand. When cruise ships visit the Bay of Plenty, sixty percent of cruise passengers stay in the vicinity of Tauranga city (50,000 people) and stay for less than a day (Rhys Arrowsmith, Bay of Plenty Tourism, pers. comm).

The study proposes that tourist satisfaction and visit recommendation are key variables in the creation of a destination image, whether positive or negative. And further, proposes a model from which hypotheses are derived which suggests that dimensions such as customer service, range of experiences, immersion in local culture and products, unique natural landscape and exotic culture are determinants of both tourist satisfaction and visit recommendations.

METHOD

The analysis uses a one-shot research design in the 2013 cruise season (summer). Data was collected by face to face interviews on the shore-front as passengers disembarked for a few hours of freedom walking and shopping in Tauranga and Mount Maunganui the coastal urban centre closest to the cruise terminal.

A 7 point Likert-type scale, '1- Least important' to '7- Most important' was adopted to assess the importance of each dimension. The attributes in each dimension were developed from the literature on destination image, tourist satisfaction and visit recommendation.

Descriptive analysis was conducted to identify the nature sample of the study in terms of social demographics. Assessments of skewness and kurtosis, m-estimators and histograms were conducted as well as data screening using the box-plot method to ensure no violations of the assumptions of normality and correlation. Normality testing determines whether variables are normally distributed, identify and remove extreme outliers. The reliability coefficient (Cronbach Alpha) was used to measure the degree of covariance that exists between items.

Confirmatory cluster factor analysis and multiple regression analysis were also used as methodologies for this study. Confirmatory cluster factor (CCF) analysis is used to identify relationships between the variables of a theoretical model, to reduce the number of explanatory variables and verify underlying structures (Hair, Anderson, Tatham, & Black, 1998). The principal components analyses were run on SPSS 19 using the Varimax rotation. The number of significant components was determined by an eigenvalue cut off of 1, with at least two significant loadings of 0.5 or higher for each component.

Beta (β) parameters show the effect of the explanatory variables on the logarithm of the probability ratio, together with a positive coefficient, which indicates a greater probability of a higher mark being awarded for the dependent variable. R2 was used to assess overall predictive fit of the model. Ordinary least squares (OLS) and stepwise regression were used to test each hypothesis; these techniques are suitable for this comparative data since there are no time invariant independent variables. Multivariate outliers or extreme cases that might impact the regression solution were detected with the Mahalanobis Distance statistical test (chi-square) and deleted or modified to reduce their influence.

FINDINGS

The cruise tourist sample in Tauranga was atypical of many cruise tourist profiles. Many were young, the majority under 35 years of age, then 36 to 55 years. Over a third of the Tauranga cruise tourists were New Zealanders and a quarter were Australian and another quarter, Asian visitors. First time passengers made up just over half of the sample. Many cruise tourists revisit destination and the older age range is consistent with findings from other research, such as Douglas & Douglas (2004). Gender balance was roughly equivalent.

Tests of the reliability and validity of the sample indicated a very high level of internal reliability for the whole scale of 19 items (Cronbach's alpha, 0.90). The Kaiser-Meyer-Olkin (KMO) score was 0.853 and the Bartlett Test of Sphericity equalled 2126.601 ($p<0.000$). Together, these showed that the sample was adequate and the dataset appropriate for subsequent analysis.

Factor analysis identified five factors (in 7 rotations): Harbour Landscape (HL) Factor 1, Experience of Kiwi/New Zealand lifestyle (NZL) Factor 2, Service quality (SQ) Factor 3, Entertainment/events (EE) Factor 4 and Satisfaction/recommendation (SR) Factor 5.

The regression analysis using these factors shows that the significant predictors of the variable 'tourist's satisfaction with visit' as well as the variable 'recommendations made to others' are: a landscape unique within NZ; “able to buy local products, unique to the area”; “customer service at attractions and events is excellent”; “tourist information contains everything I need” and “there are no language barriers”.

The beta coefficient is highest for ‘Tauranga has a harbour and estuary unique in NZ’ (β= 0.286, p>.001), indicating that this item is the strongest predictor of change amongst the group. Other beta values are positive, confirming that ‘I can buy unique, local products’ (β= .235, p>.005), ‘customer service at attractions and events is excellent’ (β =.204, p>.003) and ‘tourist information contains everything I need’ (β= .266, p>.001) are good predictors of ‘tourist’s satisfaction with visit’ as well as the variable ‘recommendations made to others’ , but that ‘no language barriers’ (β= .052, p>.047) is only slightly useful. Acceptable tolerance and variance inflation factor (VIF) scores verify that these variables interact independently and are not multi-collinear.

However, beta values for several items are negative and not significant. Indicating that ability to experience Kiwi lifestyles, encounter Maori heritage & lifestyle, rural tourism experiences found nowhere else in NZ is expected, but cannot be found in Tauranga. In terms of infrastructure, public transport is not convenient to access, the range of entertainment and events is poor, the shopping is not as good as expected and payment options are not convenient. Tauranga is not seen as possessing a dynamic & adventurous atmosphere, or a diverse range of cafes and restaurants, or accommodation options.

We can conclude that this small port, is a safe, unique harbour with good tourist information but lacks efficient services, and is, perhaps somewhat dull.

IMPLICATIONS OR CONCLUSION

This work will assist: cruise providers to tailor tours and visit experiences to the expectations and behaviours of their customers; Bay of Plenty Tourism and local business to improve their activities for cruise tourists; develop new knowledge about the ways that globally mobile cruise travellers consume local destinations.

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EXTENDING THE UNDERSTANDING OF ASIAN WORKING HOLIDAY MAKERS' ACCOMMODATION CHOICES IN AUSTRALIA

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INTRODUCTION

Australia attracts more than 200,000 young travellers from overseas every year through its Working Holiday Maker visa program. This program provides the opportunity for an extended holiday experience in Australia (up to one year, but a second year visa option is available for those who meet the requirements). Historically, the majority of the Working Holiday Makers (WHMs) in Australia were from European countries, and they were often seen as backpackers (e.g., Cooper, O'Mahony, & Erfurt, 2004; Ruhanen, 2010; Slaughter, 2004). However, over the past decade in particular, the number of WHMs from Asian countries has increased. This group now represents a sizeable sector in the current Australian WHMs market (Department of Immigration and Border Protection, 2014), and the characteristics of these Asian WHMs seem to differ from those of the traditional European WHMs (e.g., Chen, Lu, & Chang, 2009; Lee & Lee, 2013; Maksay, 2007). Despite the increase in the number of Asian WHMs, little research has been done on their travel behaviour including their accommodation choices during their extended stay in Australia (Jarvis & Peel, 2010).

This study attempts to extend the findings of Nagai, Benckendorff and Tkaczynski's (2014a) study, which explored the accommodation preferences of Asian WHMs by conducting focus groups with current WHMs from Japan, South Korea (hereafter Korea), and Taiwan. Their study reported that the Asian WHMs often preferred backpacker accommodation when they travelled in Australia, mainly due to their limited travel funds; however, they also tended to use other accommodation such as shared accommodation (i.e., shared houses or apartments) and hotels. However, given the exploratory nature of their study and the limited sample size, the researchers called for further studies using larger samples to extend their findings.

METHOD

A self-administered questionnaire was utilised in order to understand the accommodation choices of Asian WHMs in Australia. On-site surveys were conducted at various locations where Asian WHMs tend to congregate in South East Queensland, Australia. WHMs from three major Asian source countries (Japan, Korea and Taiwan) were recruited to participate in the study between late 2013 and early 2014. To obtain a similar sample size representing each of these three nationalities, a quota sampling method was adopted (Aaker, Kumar, & Day, 2000). Since previous studies underlined Asian WHMs' limited English language skills (e.g., Maksay, 2007; Nagai, Benckendorff, & Tkaczynski, 2014b), the questionnaire was prepared in three languages (Japanese, Korean and Mandarin) using a collaborative and iterative translation approach to ensure that respondents would understand the questions (Douglas & Craig, 2007). In accordance with previous research, five types of accommodation that were commonly reported by Asian WHMs were included in the questionnaire, and respondents were asked to indicate their use of each type of accommodation. The collected data were entered in the Statistical Package for the Social Sciences (SPSS) 22, and a chi-square test for independence was used to determine the associations between accommodation choice and the categorical variables (i.e., nationality and gender), complemented by adjusted residual analysis where appropriate (Haberman, 1973; Pallant, 2013).

FINDINGS

A total of 621 usable samples were collected for this study: 207 from Japanese WHMs, 217 from Korean WHMs and 197 from Taiwanese WHMs. There were slightly more female participants than male participants in this study; however, another larger scale study exhibited a similar result (Tan, Richardson, Lester, Bai, & Sun, 2009). As for the types of accommodation, although most of the respondents indicated that they use more than one type of accommodation during their stay, backpacker accommodation were the most common type of accommodation. This is consistent with previous studies on WHMs and the backpacker market in Australia (Pearce, Murphy, & Brymer, 2009; Tan et al., 2009). It is important to note that although many Asian WHMs had used backpacker accommodation, more than 40 per cent of the respondents had not stayed in such accommodation when travelling in Australia. Consistent with a previous qualitative study (Nagai et al., 2014a), shared accommodation and hotels were fairly popular, whereas friends' places and tourist parks were not very popular.

Table 1: Associations between nationality and types of accommodation

	Japanese (n = 207)	Korean (n = 217)	Taiwanese (n = 197)	Total (n = 621)	P
Backpacker accommodation - n (%)					.030*
Yes	134 (64.7)[a]	113 (52.1)[a]	115 (58.4)	362 (58.3)	
No	73 (35.3)[a]	104 (47.9)[a]	82 (41.6)	259 (41.7)	
Shared accommodation - n (%)					.000**
Yes	71 (34.3)[b]	79 (36.4)[b]	126 (64.0)[b]	276 (44.4)	
No	136 (65.7)[b]	138 (63.6)[b]	71 (36.0)[b]	345 (55.6)	
Hotel - n (%)					.000**
Yes	103 (49.8)[b]	65 (30.0)	48 (24.4)[b]	216 (34.8)	
No	104 (50.2)[b]	152 (70.0)	149 (75.6)[b]	405 (65.2)	
Friend's place - n (%)					.000**
Yes	72 (34.8)[b]	28 (12.9)[b]	66 (33.5)[b]	166 (26.7)	
No	135 (65.2)[b]	189 (87.1)[b]	131 (66.5)[b]	455 (73.3)	
Tourist park - n (%)					.284
Yes	31 (15.0)	42 (19.4)	41 (20.8)	114 (18.4)	
No	176 (85.0)	175 (80.6)	156 (79.2)	507 (81.6)	
Other - n (%)					.305
Yes	8 (3.9)	10 (4.6)	14 (7.1)	32 (5.2)	
No	199 (96.1)	207 (95.4)	183 (92.9)	589 (94.8)	

[a] Statistically significant association by adjusted residual analysis ($p < .05$).
[b] Statistically significant association by adjusted residual analysis ($p < .01$).

As shown in Table 1, there were significant differences between the accommodation choices of the three nationalities, including backpacker accommodation, $X^2(2, N = 621) = 6.96$, $p < .05$, shared accommodation, $X^2(2, N = 621) = 44.69$, $p < .001$, hotel, $X^2(2, N = 621) = 32.12$, $p < .001$, and friend's place, $X^2(2, N = 621) = 32.65$, $p < .001$. An analysis of the adjusted residuals indicated that the Japanese WHMs were more likely than the Korean WHMs to use backpacker accommodation, and the Japanese WHMs were more likely to use hotels than the Taiwanese WHMs. In contrast, the Taiwanese WHMs were more likely than both the Japanese and Korean WHMs to use shared accommodation. As for staying in a friend's place, the Japanese and Taiwanese WHMs were more likely than the Korean WHMs to use such accommodation.

In addition to nationalities, the associations between gender and types of accommodation were examined by performing chi-square tests. As shown in Table 2, there were no significant associations between gender and the five types of accommodation, except for hotel, $X^2(1, N = 615) = 7.99$,

$p < .01$. Examining the observed cell frequencies revealed that females were more likely than males to stay at hotels during their working holiday experience in Australia. This finding supports the results of Nagai et al. (2014a), who reported that many Asian female WHMs preferred staying at hotels due to concerns about safety and cleanliness.

Table 2: Associations between gender and types of accommodation

	Female (n = 362)	Male (n = 253)	Total (n = 615)	P
Backpacker accommodation - n (%)				.478
Yes	215 (59.4)	143 (56.5)	358 (58.2)	
No	147 (40.6)	110 (43.5)	257 (41.8)	
Shared accommodation - n (%)				.833
Yes	160 (44.2)	114 (45.1)	274 (44.6)	
No	202 (55.8)	139 (54.9)	341 (55.4)	
Hotel - n (%)				.005**
Yes	143 (39.5)	72 (28.5)	215 (35.0)	
No	219 (60.5)	181 (71.5)	400 (65.0)	
Friend's place - n (%)				.145
Yes	105 (29.0)	60 (23.7)	165 (26.8)	
No	257 (71.0)	193 (76.3)	450 (73.2)	
Tourist park - n (%)				.112
Yes	59 (16.3)	54 (21.3)	113 (18.4)	
No	303 (83.7)	199 (78.7)	502 (81.6)	
Other - n (%)				.001**
Yes	10 (2.8)	22 (3.3)	32 (5.2)	
No	352 (97.2)	231 (91.3)	583 (94.8)	

CONCLUSION

This study surveyed Asian WHMs to extend a previous qualitative study on Asia WHMs' accommodation preferences when they make a trip in Australia. The quantitative data analysis revealed that although backpacker accommodation were the most frequently used accommodation, a sizeable proportion of the Asian WHMs also used shared accommodation and hotels. Several significant associations between accommodation use and the categorical variables (nationality and gender) were also identified. The findings of this study not only contribute to the knowledge on the growing number of Asian WHMs in the Australian tourism market; they may also help the tourism industry and scholars understand the characteristics of young independent travellers from Asian countries in the international tourism market. Due to the limited time frame and budget, this study collected data only in South East Queensland, Australia. Further research conducted in different regions of Australia would provide richer knowledge about this market.

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A STUDY OF THE RELATIONSHIP AMONG TRAVEL INVOLVEMENT, TOURISM EXPERIENCE, AND PLACE ATTACHMENT ON TAIWAN FILM-INDUCED TOURISTS: A CASE STUDY OF KOREAN DRAMA, MY LOVE FROM THE STAR

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INTRODUCTION

Film tourism has emerged as a major growth sector for research in tourism, and it is widely viewed as a driver of tourism development for many travel destinations (Connell, 2012). While academic research on this area has been around since the early 1990s (Riley & Van Doren, 1992; Tooke & Baker, 1996), the growth of interest and popularity on film tourism research among academics and tourism industry has been recognized in recent years (Kim, 2012a). Given the globalization of the mass media, a popular TV drama filmed in one country may be issued in several other countries. According to Yen and Croy (2013), after the popular Korean drama was played in Taiwan, the Korean Tourism Organization reported that approximately 428,000 Taiwanese tourists visited Korea in 2011. This study focuses specifically on the effect of Korean TV drama, My Love from the Star, filmed in Korea, on Taiwan audiences living in Taiwan, using travel involvement and tourism experience toward place attachment to examine the relationship of these variables. To achieve this purpose, the structure of the study is as follows. First, travel involvement(TI), tourism experience(TE) and place attachment(PA) literature are reviewed to develop the hypotheses and a conceptual model. Second, the methodology including the sample, data collection and measures are described. Third, the results of hypotheses testing and the findings are discussed. Finally, this study presents the conclusion and implications.

LITERATURE REVIEW

Travel Involvement (TI)

In recent years involvement has become a widely studied construct in the leisure literature and has been defined as "the degree to which a person devotes him or herself to an activity or associated product" (Kyle, Bricker, Graefe, & Wickham, 2004). Attraction is pleasure related to the activity, self-expression is the image participants want to present of themselves through participation in an activity, and centrality is the value of an activity as it relates to other aspects of a participant's life (Havitz & Dimanche, 1997; Kyle, Bricker, Manning, & Bacon, 2004a, 2004b). These dimensions represent conceptually separate and distinct aspects of leisure involvement that constitute an involvement profile related to an individual's participation in a particular leisure activity or type of activity. Together, they provide insight concerning the overall relevance or meaning of an activity in the context of the individual's life (Wiley, Shaw & Havitz, 2000). Therefore, this study modifies leisure involvement to travel involvement, using the dimensions above by Kyle et al. (2004a, 2004b) with 12 items.

Tourism Experience (TE)

Tynan and McKechnie (2009) explain that experience is both a noun and a verb and "it is used variously to convey the process itself, participating in the activity, the affect or way in which an object, thought or emotion is felt through the senses or the mind, and even the outcome by way of a skill or learning". Schmitt (1999a, 1999b) proposed the concept of experiential marketing and defined it as "individual customer, after direct observation or participation of event, feels certain stimulus that induces motives and generate identified thoughts or consuming behavior." In addition, five different types of experiences, or strategic experiential modules (SEMs), that marketers can create for customers are distinguished: sensory experiences (SENSE); affective experiences (FEEL); creative cognitive experiences (THINK); physical experiences, behaviors and lifestyles (ACT); and social-identity experiences that result from relating to a reference group or culture (RELATE). Experiential marketing is everywhere, so this paper uses tourism experience as the approach experiential marketing measured by Schmitt (1999) with 25 items.

Place Attachment (PA)

Place attachment is the sense of purpose and the sense of belonging that people associate with a specific place (Pan, Wu, Chou, & Simpson, 2012). In the leisure literature, two dimensions of place attachment have been extensively acknowledged and measured: place dependence and place identity (Bricker & Kerstetter, 2000; Kyle et al., 2004b; Moore & Graefe, 1994; Warzecha & Lime, 2001; Williams & Vaske, 2003; Loureiro, 2014). Place dependence is the functionality associated with a place and is represented by its physical characteristics (Needham & Little, 2013; Williams & Vaske, 2003). Place identity is described as the "combination of attitudes, values, thoughts, beliefs, meanings, and behavior tendencies, reaching far beyond emotional attachment and belonging to particular places" (Bricker & Kerstetter, 2000; Proshansky, 1978). Consequently, this paper uses these two dimensions above by Williams & Vaske (2003) and Kyle et al. (2004c) with 10 items.

Therefore, a conceptual model of this study is proposed and three hypotheses are made as follows:

H1: Travel involvement (TI) significantly and directly affects tourism experience (TE).

H2: Travel involvement (TI) significantly and directly affects place attachment (PA).

H3: Tourism experience (TE) significantly and directly affects place attachment (PA).

METHODOLOGY

Data analyses for this research included descriptive analyses, confirmatory factor analysis (CFA), and SEM. We used the SPSS 18.0 and Amos V21 statistic software to examine causality. Due to limited time and manpower, a purposive sampling method was adopted. We distributed 300 paper questionnaires and 300 online questionnaires for Taiwanese film-induced tourists. Prior to data collection, a pilot test was conducted to ensure the comprehensiveness, clarity and reliability of the questionnaire. We distributed 410 useable questionnaires. The survey response rate was 72%, and the effective response rate was 68.3%. To fit the sample of this survey, two major criteria were used to select subjects for this study: (a) they had watched Korean TV drama "My love from the star" and (b) they had visited the shooting locations of this Korean drama "My love from the star". To test the hypothesis of this study, the scales of TI, TE and PA were implemented. TI was measured with the scales developed by Kyle et al. (2004a,2004b) with three dimensions, TE was measured with the scales developed by Schmitt(1999) with five dimensions, and PA was measure with the scales developed by Williams & Vaske (2003) and Kyle et al. (2004c)with two dimensions. Respondents indicated their agreement with each item, using a five-point Likert-type scale ranging from "Strongly Disagree" to "Strongly Agree".

Furthermore, using the time period from summer vacation in 2014 and winter vacation in 2015 helps researchers collect samples. Finally, a total of 410 valid questionnaires were received. With regard to demographic characteristics, approximately 69.3% of respondents are female, and 79.8% have not yet got married. For the age, 60% respondents ranged 21-30 years old; approximately 63.9% respondents are university degree. The respondents, who are students or service workers, account for 64.4% of the sample, and 61% of the sample have a monthly income from NT$ 20,001 to NT$ 40,000. Approximately 48.5% respondents live in Southern Taiwan.

RESULTS

A confirmatory factor analysis (CFA) is first used to confirm the factor loadings of the three constructs (i.e. travel involvement, tourism experience, and place attachment) and to assess the model fit. Travel involvement (TI) is reduced to three dimensions, namely attraction, centrality and self-expression; tourism experience (TE) is reduced to five dimensions, namely sense experience, feel experience, think experience, act experience and relate experience; place attachment (PA) reduced to two dimensions, respectively, place dependence and place identity, the cumulative amount of explained variance with the overall Cronbach's α values are stable with consistency.

As shown in Table 1, t-values for all the standardized factor loadings of items are found to be significant ($p < 0.01$), factor loading ranging from 0.50 to 0.76, indicating a satisfactory estimation. These indicate that the measurement model has good convergent validity. Therefore, the hypothesized measurement model is reliable and meaningful to test the structural relationships among the constructs.

The structural model is estimated with a maximum likelihood estimation method and a correlation matrix as input data. Table 2 summarizes the fit indices of the structural model. The overall model indicates that the chi-square value (Chi-Square) = 64.636, df=32, chi-square ratio = 2.02, the overall pattern of fit index (Goodness of Fit Index, GFI) = 0.97, adjusted goodness of fit index (AGFI)= 0.95, root mean square residual (RMR) = 0.01, normed fit index (NFI) = 0.95, incremental fit index (IFI) = 0.97, comparative fit index (CFI)= 0.97, root mean square error of approximation (RMSEA)= 0.05. Comparing to the corresponding critical values shown in Table 3, it suggests that the hypothesized model fits the empirical data well.

Table 3 reports the results of the hypothesis tests. Totally, three hypotheses are supported. Travel involvement (TI) has a significant positive effect on tourism experience (TE) (standardized λ=0.91; t-value=8.29). Thus, H1 is supported. The travel involvement (TI), as hypothesized, has a significant positive effect on place attachment (PA) (standardized λ=0.84; t-value=8.94), thus supporting H2. Finally, tourism experience (TE) has a significantly positive effect on place attachment (PA) (standardized λ=0.84; t-value=7.77), supporting H3. A conceptual relationship model of this study is proposed and three hypotheses are made as follows.

Table 1 Convergent validity

Constructs	Item	Standardized factor loading	t-value	Standard error	Cronbach's α
TI	TI1	0.76	−	−	0.87
	TI2	0.64	11.83*	0.70	0.85
	TI3	0.59	10.78*	0.68	0.83
TE	TE1	0.57	−	−	0.92
	TE2	0.64	9.59*	0.96	0.91
	TE3	0.50	8.04*	0.85	0.87
	TE4	0.57	8.84*	0.91	0.86
	TE5	0.66	9.71*	0.91	0.82
PA	PA1	0.72	−	−	0.91
	PA2	0.73	11.88*	0.85	0.91

Table 2 Goodness of fit

Criteria Indicators	Criteria	Indicators
Chi-Square ratio	$X^2/df \leq 3$	2.02
GFI	>0.9	0.97
AGFI	>0.9	0.95
RMR	<0.05	0.01
IFI	>0.9	0.97
NFI	>0.9	0.95
CFI	>0.95	0.97
RMSEA	<0.08	0.05

Table 3 Hypotheses tests

Path Structural	Structural coefficients	T-value	Results
H1: TI/TE	0.91*	8.29	Support
H2: TI/PA	0.84*	8.94	Support
H3: TE/PA	0.84*	7.77	Support

CONCLUSION AND IMPLICATIONS

The main objective of this study was to investigate the extent to which the level of tourists' travel involvement with a serialized TV drama, My love from the star, influences their actual tourism experiences and place attachment at its film tourism locations. The findings contribute to film tourism literature, and especially the understanding of these specific purposeful film-induced tourists, by identifying the significant and influential relationship of TI, TE and PA. Despite the measurement being tested as valid and reliable, it would be certainly beneficial to have further studies investigating the applicability of the on-site film-tourism experiences measurement scale in similar research contexts but in different geographical locations (Kim, 2012b).

Keywords: film tourism, travel involvement, tourism experience, place attachment.

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THE ROLE OF MOBILE PHONE ON THE WORK LIFE BALANCE OF FILIPINO HOTELIERS

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INTRODUCTION

This is part of the on-going research on the comparative study on work/life balance of Filipinos and Koreans hotel managers. Based on the finding previous researches of Baylosis & Bunagan (2011) and Baylosis, Kim & Kim (2012) the role of technology in communication was a key in maintaining relationship. The focus group panelists described how mobile phone and video chatting has bridged distance and time of his "physically broken" family as his spouse was working overseas (Baylosis, Kim & Kim, 2012).For a working single mother, the mobile phone served as her "perpetual contact" (Katz & Aakhus 2002) and "parenting partner" as it allowed her to check on her children do parenting while at work (Baylosis, Kim & Kim, 2012).On the other hand, during the interview with one key informant female managers in the Philippine quick-service restaurants she shared that the company provided the mobile phone unit to managers. She expressed the dichotomous effect of being too accessible to both work and family. There were instances that calls were made and received while fulfilling the role for the other thus, resulted to more role and priority conflicts (Baylosis & Bunagan, 2011).

In the past years, the tremendous growth in the use of mobile phones in the Philippines was very evident. Between 1997 and 2000, (Strom, 2002) described the limited access to electronic communications in Filipino village or barangay. Today, the proliferation mobile phones and service providers serving the different echelon of the society is very evident in the Philippines, more so in the urban areas. The wide price range significantly illustrates the digital divide among the Filipino consumers. This is supported by several telecommunication service providers who offer in variety of schemes. Aside from the usual texts and calls, the Filipinos use the Smartphones in watching TV and radio streaming, internet surfing, gaming and social networking.

Wajeman (2008) cited several studies that came up with analyses that the impact of technological innovation was far from straight forward. New technologies had changed the meaning of tasks and work activities which gave way to new cultural practices. She stressed the following points:

"New technologies reconfigure relationship between people and spaces they occupy, altering the basis of social interaction. The emergence of new media technologies, such as mobile phone and the Internet, creates new kinds of social relationship an a host of new activities and practices." (Wajeman, 2008)

Statement of the Research Problem

Building upon the previous researches and on the rapid adaptation of Filipinos on the mobile phone, the foci of this study are the following: first, to find out the how the mobile telephone impact on the work life balance of young Filipino hotel employees and second, is to assess the changes in time and place mediation of the mobile phone as perceived by the young Filipino hoteliers.

Significance of the study

The result of this study will be significant in three major areas, first is on the human resources of the hotel industry, second on the Filipino families and third is on the information communication technology industry.

Similar to what has been stated in the previous studies of Baylosis & Bunagan (2011) and Baylosis, Kim & Kim (2012), having quality of life is a top priority nowadays. The dichotomous effect of technology, mobile telephone, in particular must be examined and analyzed using different lenses.

Theoretical Framework

This study will adapt the some of the theories used on the comparative study on the work life balance of the hotel Filipino and Korean managers' .First, the Relational Dialectics of Baxter and Montgomery (1996) which defines communication as patterns between partners as a result of endemic dialectical tensions. Relational Dialectics theory was based on Russian language philosopher, Mikhail Bahktin. His idea was that life was an open monologue and human experience collision between opposing desires and needs within relational communications (Griffin 2006; Littlejohn & Foss 2008); and second, the Critical Theory of Communication in Organizations by Stanley Deetz. This communication model views language as the principal medium through which social reality is created and sustained (Griffin 2009.)

As the focus is on the effect of mobile phone on the work life balance, the theory of "Perpetual Contact" of Katz and Aakhus (2002) will be the anchor of the study. According to Katz and Aakhus (2002) the notable diffusion of the mobile phone lead to time poverty and speeding up of life which glares the boundary between the private and public realms. The time based accessibility of the managers extensively make them connected to their offices on their working hours and beyond. (Wajeman, 2008). This concept was corroborated by another Canadian study as cited by Wajeman (2008) which defined cellphones and other digital devices as Personal Digital Assistants (PDA) and Work Extending Technology (WET) which according to Duxbury et al. (2006) means engaging in work-related activities ouside of office hours in locations other than business offices (Wajeman, 2008).

METHOD

This ongoing study will use methodological triangulation which involves using more than one method to gather data in order to have a deeper understating on the effect of mobile phones on wok life balance. For the descriptive study, the samples are young Filipino hoteliers. The data from the survey done in 2012 along with the new set of questionnaires that were sent out to the 29 valid respondents who returned and completed the survey in 2012.

The second and third methods are qualitative namely structured interview and focus group discussion. The 6-10 panelists of the FGD and at least five interviewees will be done to purposively select young Filipino hoteliers from the National Capital Region.

Analysis of data:

The descriptive researches data will be tabulated in excel and analyzed using

SPSS version 16 while the both the FGD and the key informant interview will be recorded, transcribed and analyzed using context analysis.

FINDINGS

Based on the preliminary findings, the respondents viewed that next to family, the mobile phone was viewed as the next to family as the support system in maintaining work life balance, with 66% who said "always" and the rest said "often."

As the research progresses it is expected that more meaningful findings will be gathered to answer the posted research problems.

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THE INFLUENCE OF PERSONALITY TRAITS AND CROSS CULTURAL ADAPTATION ON WORK AND TRAVEL USA SATISFACTION: THE CASE OF TAIWANESE STUDENTS

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INTRODUCTION

To promote cultural exchange and mutual understanding between Taiwanese and citizens of other countries, the ROC government signed a reciprocal working holiday agreement with the New Zealand government at 2004. Since then, 12 more working holiday schemes have been established between Taiwan and Australia, Japan, Canada, Germany, Korea, England, Ireland, Belgium, Slovakia, Poland, Hungary and Austria.

Besides the reciprocal working holiday schemes mentioned above, the United States of America also provides Summer Work Travel USA (SWT) program for international students to undertake temporary employment during their summer vacation from college to experience American culture and supplement their travel funds (Summer Work Travel, 2014). The maximum duration of the participation is 4 months and the jobs are mainly related to the hospitality industry. Participants may work as housekeepers or server assistants in national parks, ride operators or lifeguards in amusement parks or cashiers in supermarkets. In order to monitor the program, screen the eligibility of the participants and support these exchange visitors, the U.S. Department of State requires that all applicants be sponsored by its designated visa sponsors. From 2000 to 2010, there were over a million international students enrolled in SWT program. The program was first introduced to Taiwanese college students at 1999 and the first agent, Council on International Educational Exchange, recruited around 1000 students every year (R. Ma, personal communication, December 19, 2014). With 10 other local agents working with the US sponsors, the SWT program development remains steady (America Institute in Taiwan, 2014).

Moreover, with the number of working holiday participants growing and language and cultural differences they are facing, many negative work and travel overseas cases were reported, from being exploited by the employers, to failing to adjust to the western culture (Jamieson, 2012; Wang, 2014). Wang, Freeman, and Zhu (2013) indicated that individuals' personality traits will influence their ability to adjust to different cultures. Arthur and Bennett (1995) proposed that personality traits are strongly tied to the level of satisfaction at work. Leung and Law (2010) suggested that travel satisfaction is influenced by personality traits. Cultural adaptation is also proved to be influential in regards to travel satisfaction and expatriates' work satisfaction (Aycan, 1997; Ahn, & McKercher, 2015). However, it has not been mentioned that if the long term assignment of expatriates is the same as the temporary program for SWT makers.

Furthermore, most of the current working holiday studies focused on the motivation, the labor market or perceived risks (Reichel, & Uriely, 2007; Tan, & Lester, 2012; Ho, Lin, & Huang, 2014) of working holiday makers and little attention was paid to their personality traits, cultural adaptation level or overall work and travel satisfaction after they finish the program. It is also undetermined if personality traits will influence Taiwanese students' adjustment to different cultures and satisfaction level under a temporary working and travelling scenario. This research aims to investigate the relationship among personality traits, cultural adaptation and work and travel satisfaction under working holiday context. To have a clear understanding of the above mentioned relationship, this study will narrow its focus solely on Taiwanese students from SWT USA program.

METHOD

Questionnaire development and measures

To examine the personality traits, level of cultural adaptation, and work and travel satisfaction of Taiwanese SWT participants, a questionnaire with 4 sections was designed and employed. Section I comprised 10 questions which were adapted from Gosling, Rentfrow and Swann's brief measure of the Big-Five personality traits (2013). Because of the nature of self-administered and Internet-based study, this straightforward instrument was implemented to avoid the situation that respondents do not have sufficient time to dwell at the survey website to finish a multi-item personality questionnaire (Robins, Trzesniewski, Tracy, Gosling, & Potter, 2002). Cultural adaptation was measured by using Black and Stephens' expatriate adjustment scale. The 14-question scale comprised 3 dimensions, including general adjustment, interaction adjustment and work adjustment and was wildly used by researchers (Black & Stephens, 1989; Bhaskar-Shrinivas, Harrison, Shaffer, & Luk, 2005). Questions to measure work and travel satisfaction were derived from work and travel overseas satisfaction scale, developed by Taiwanese scholars Lin, Lee, and Wang (2012), and Minnesota Satisfaction Questionnaire (Weiss, Dawis, England, & Lofquist, 1967). At the 4th section, respondents' gender, overseas experience and SWT experience would be investigated. The first 3 sections were measured on a 7-point Likert scale, 1 for total disagreement and 7 for complete agreement.

Sampling procedures and analysis methods

To ensure the reliability of the designed questionnaire, 4 experts in the field were invited to review the content. After modifying the questions accordingly, a pilot study of a sample size of 50 was then conducted and no further concerns were raised. All respondents were former SWT Taiwanese participants. Convenience sampling and snowball sampling were adopted with the assist from local SWT agencies and Internet communities. A total of 400 questionnaires were distributed and 374 usable samples were obtained. Descriptive statistics was conducted to describe the demographic background and characteristics of the respondents. Linear regression analysis was then employed to examine the influence of personality traits on cultural adaptation and SWT satisfaction and cultural adaptation on SWT satisfaction.

FINDINGS

The collected 374 questionnaires from Taiwanese SWT participants were processed by using SPSS package. There were 313 females (83.7%) and 61 males (16.3%). Most of the respondents (91.4%) were new to the SWT program and 26.7% of the students has either studied abroad or travelled abroad before SWT program. More than 40% of the students participated SWT were at their last year of study.

The results of regression analysis indicate that personality traits play a significant role on participants' cross cultural adaptation and have positive relationship with work and travel satisfaction. Openness and emotional stability personality traits have significant effect on cultural adaptation while extroversion, agreeableness and conscientiousness are positively related to participants' SWT satisfaction. A notable positive relationship is also found between cross cultural adaptation and SWT satisfaction.

IMPLICATION

The purpose of this research is to explore the relationship between personality traits, cross cultural adaptation and work and travel satisfaction of Summer Work Travel USA participants under a Taiwanese context, and to propose findings for this segment of the industry. This study offers an insight into the Taiwanese SWT market and what might influence Taiwanese students' cultural adaptation and satisfaction. Since SWT participants are required to sign up with designated sponsors, it is suggested that a personality traits test be taken voluntarily to ensure the students are suitable for the program. Currently, students only need to take English tests before enrollment. A cultural pamphlet to America can also be given to these 'working tourists' (Uriely, 2001) so they can be aware of the cultural differences between Taiwan and America, and the required time to adapt to American culture can be hopefully shortened. To have a more comprehensive understanding of this division of tourism industry, future studies can focus on participants with different nationalities, employers, sponsors or different working holiday destinations.

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WHICH COMES FIRST: "TOURISM OR OENOGASTRONOMY?"

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INTRODUCTION

Nutrition is a crucial driving motive of human beings. When someone wants to increase her/his Quality of Life (QOL), s/he needs to consider some other factors additional to nutrition. Varieties and presentations of food and beverage (F&B) make it possible for us to enjoy them. Either they will be transported to the consumers in order to fulfill their basic needs and/or they may go and discover them in their natural environment. The other option is originating oenogastronomy tourism especially value added by side-trips, entertainment and other activities.

By converting terroirs into tourist destinations we can attract people and in connection therewith reorganization of the aimed places can be triggered via having vast number of people visiting created destinations. While this adventurous path is flourishing we deal with some new born concepts such as oenogastronomy, slow food, hedonism and so on. Depending on the country, culture and organizational background these interactive changes take place. Research question of this paper resembles the chicken and an egg situation; "To What Extend Oenogastronomy Serves for Tourism and/or Tourism Serves for Oenogastronomy?". Studies show the reciprocal relationship between these two concepts. Their interrelated connections affect each others existence and size.

Traveling and tourism are kind of leisure which involves getting away from various routine. Especially in a terroir where the grape production is possible oenogastronomy flourishes as a crucial branch of tourism which directly increases leisure variety by affecting all other related sectors. Actually when tourists consume wine the aim will be reached easier.

METHOD

In depth analysis of findings from terroirs are taken before and after they become destinations. The analyses that had been made are compared with vine producing region.

FINDINGS

Oenogastronomy alone can create destination out of terroir. Due to its interrelated characteristics all the touristic attractions around the terroir become destinations. It changes Quality of Life (QOL) of the citizens living there.

CONCLUSION

Oenogastronomy consists of tourism demand and focus on eating and drinking wine. When traveling with others, co-travelers needs and desires might come also into the scene. By doing so one type of tourism will increase and stimulate other activities at the same time. Since all of these activities will be materialized within a region, this region (terroir) might become a well known destination. Such combination means ever increasing demand. Using a multi-disciplinary approach is a vital part of a creative result. There are numbers of oenogastronomic destinations where the competition increases quality-price ratio.

Innovation and sustainability are better established with oenogastronomy, eco-wine and eco-food are respectable concepts in this sense. When food and wine are the main objective of a tour some group members enjoy it while others might get bored. If we enrich the tour with a cultural attraction the added value of the whole activity will likely be greater. Whether we are dealing with F&B only or planning to have some side trips enhancing the value of the main attraction, these two concepts give a great added value for tourism and its future. The multi-disciplinary character of the oenogastronomy tourism will fortify all other sectors within the related areas. Another words it is going to be a locomotive for the regional development. Also it has a special place in tourism activities. Tasting F&B happens to be a different touristic experience for the visitors.

Generally speaking studies made for tourism intend to find some results which might be useful for the sector. Sometimes results will enlighten the stakeholders' path for them to become more productive and/or to become innovative. This study shows the importance of oenogastronomy and all the other activities in vicinity. In wine producing areas decision makers can create a destination which enables some sight activities to make it more profitable.

Oenogastronomic tourism combines scales, expertise and innovation, appropriate combination of these three elements will increase the demands. When it comes to the very first motive that created this paper: in an interactive context factors trigger each other reciprocally so that oenogastronomy attracts and enriches tourism and tourism attracts develops oenogastronomy.

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CONTENT ANALYSIS OF INTERNATIONAL AIRLINE PROMOTION VIDEOS

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PROBLEM STATEMENT AND RESEARCH OBJECTIVES

Audiovisual materials play an instrumental role in tourism marketing. International airlines around the world endeavor to produce promotion videos, aimed at building decent images in the eyes of potential customers. Audio, visual and written text combined conveys a pleasant image and stimulate motivation of traveling. In an age of rapid online technological development, the advent of social media sharing sites, such as Google, Yahoo, and YouTube, has magnified the impact of videos. Therefore, international airlines are making increasing use of online social media platforms by uploading their promotion clips, hoping to captivate global online viewers and establish a good impression, further inducing demand.

International airline promotion videos can be classified as a type of commercial message, a medium capable of drawing attention through which the audience's perception of, and attitude towards, the product or service may be altered. Seeing commercial advertising as a carrier of cultural values, Cheng and Schweitzer (1996) point out that culture influences the content and presentation of advertisements. Under the driving force of social and cultural reality, advertising reflects the characteristics of local culture (Kalliny & Gentry, 2007; Pollay, 1986). Porter and Samovar (1988) believe that cultural context determines the style of communication; different cultures nurture different habits of communication. They postulate a bidirectional influence and inseparable relationship between commercial message and culture.

Laskey, Fox and Crask (1995) state creative strategies in advertising consist of two components: the main message and the form of presentation, i.e., 'what is said' and 'how it is said.' Cultural differences are reflected in both the commercial message itself and the form of presentation. The main reason is that different cultures cultivate different inner values of people and show significant differences (Chuang & Chao, 2004; Pollay & Gallagher, 1990).

The Hofstede Centre (2013) regards culture as the foundation of consumer behavior; therefore culture should be acknowledged and defined in this context. Research on international airline promotion videos, however, is limited at best, and cross-nation cultural differences in videos barely explored. Thus this paper seeks to fill this literature gap and lay the groundwork for future research by studying cross-cultural similarities and differences in the main message and the means of presentation in airline video advertising. The results hopefully benefit practitioners in developing promotional videos.

The specific objectives of this work are to answer the following questions:

1. What are the content messages and presentation forms of international airlines' video advertising among different cultures?
2. Do cultural differences influence the contents and forms of presentation of international airlines' video advertising?
3. What are the practical implications for practitioners in the production of international airline promotion videos?

METHODOLOGY

Most international airlines around the world produce promotion videos. The multitude of international airlines' videos makes video-by-video comparison unfeasible; therefore the following criteria were used to select a consistent and representative sample:

1. International airline promotion videos were collected from September 2014 to February 2015 from standardized YouTube search results using airline name as keyword group. The International Air Transport Association, IATA has 350 member airlines. Only IATA member airlines' official clips were analyzed.
2. Non-English videos were excluded;
3. Non-international airline videos were excluded, for example, cargo airlines and/or domestic airline were excluded;
4. Of the search results, each airline's top 2 most viewed videos were selected;
5. Airlines that had not produced promotion videos, or yielded less than 2 search results were excluded for data consistency and to avoid bias due to different comparison bases.

According to the set of criteria listed above, this study currently reviewed 332 international airline promotion videos from 166 airlines.

Based on similarities in geographical region, language, and cultural features, House, Hanges, Javidan, Dorfman and Bupta (2006) divided societies in the world into 10 cultural clusters: Confucian Asia (CA), Germanic Europe (GE), Anglo, Southern Asia (SA), Sub-Saharan Africa (SSA), Latin Europe (LE), Nordic Europe (NE), Middle East (ME), Latin America (LA), and Eastern Europe (EE). Following this identification scheme, this study separated the sample videos by cultural cluster.

This study analyzed sample videos by conducting content analysis, making reference to the framework of video advertisement analysis in Chuang and Chao (2004), di Benedetto, Tamate and Chandran (1992) and Stern and Resnik (1991). The coding sheet was set up under the two main categories of content and form of presentation. Each subcategory was coded using a seven-point Likert scale with 1 being 'close to none' and 7 being 'a great deal.'

FINDINGS

The contents of videos were collected and categorized into 11 subcategories based on the results of other research examining visual information (Choi, Lehto & Morrison, 2007; Dagostar & Isotalo, 1992; Stabler, 1987; Timothy & Groves, 2001). With respect to video content, people and local residents, as well as natural scenery appear to be the most important elements. The primary goals of sample videos are to raise the awareness or refresh the audience's memory of the destination airline, aimed at establish a positive image to audiences.

In terms of presentation, most sample videos emphasize emotional appeal rather than rational appeal, present in warm and lively styles, and use fast-paced background music that is the representative of the destination nation. International airline promotion videos were found to be like mirrors that reflect the owner country's inherent cultural attributes. Notable differences were observed in terms of content and presentation of the promotional videos among 10 cultural clusters. These findings suggest that practitioners should take cultural differences—tourist-specific content and presentation in particular—into account when designing promotional videos, so as to effectively attract the attention of different tourist segments.

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THE POTENTIAL DECISIONS ON ATTENDING MEDICAL TOURISM IN TAIWAN: A FREE LISTING APPROACH FOR TOURISTS FROM MAINLAND CHINA

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INTRODUCTION

Medical Tourism has become one of the most popular industries (Goodrich & Goodrich, 1987; Henderson, 2004). Accordingly, American Medical Tourism Association has launched a "medical tourism completely manual " and management consulting firm McKinsey (McKinsey & Company) study forecasts that the revenue of global international medical market in 2004 was up to US$ 40 billion. Moreover, the revenue income has attained US$ 60 billion in 2006 and then reached US$ 100 billion in 2012(Horowitz, & Rosensweig, 2007; Smith, Alvarez & Chanda, 2011).

In recent years, a trend is gradually formed to go overseas for medical treatment (Herrick, 2007), the opportunity lies in the development of Taiwan is the lower price and high quality of medical service (Pollock & Williams, 2000; Heung, Kucukusta & Song, 2011). However, the medical industry in Taiwan is still conservative under the circumstance that relevant laws and regulations not been perfect. The medical tourism industry in Taiwan is still chaotic, and cannot achieve efficiency. The neighboring countries already have a sound rewards with key projects for national policy development. To ensure the effective development of medical tourism and to create unlimited business opportunities,Taiwan government and relevant medical institutions, tourism and leisure industry should be emphasizing on the customer decision of medical tourism (Altin, Singal & Kara, 2011; Menvielle, Menvielle & Tournois,2011).

Medical Tourism is very popular and physical examination, medical cosmetic (Chen, 2012; Connell, 2005) and dental treatment act (Tennstedt, Brambilla, Jette & McGuire,1994; Ugur, & Gaengler, 2002; American Dental Association, 2013) as key development projects in Taiwan while medical tourism stepped the first stage since 2005, although the performance still struggles. Previous studies indicated that customer decision was a major aspect for medical tourism (Lee, & Spisto,2007; Lin 2008).

Since the deregulation of travel for tourists from Mainland China in 2011, Taiwan government is making a prosperous travel development (Ministry of Health and Welfare, 2013). The number of tourist from China occupied the top one for near several years. According to the statistics from Bureau of Tourism, the most popular attractions are shopping, night market, heritage and sight-seeing site around Taiwan. One of the particular segmentation is backpacker market which contains 31.67% of all China tourists in 2014 (9.55% in 2012). This emerging share is composed by 36 cities, and is expected to be more than one million tourists after the joining of 10 more cities.

The travel behavior of backpackers is far different from group package tourists in such attribute as travel time, lodging facility, travel spending, and elasticity in participating activities (Ross, 1993). While medical tourism is still an imperative policy for Taiwan's travel development, it is the aim of this study to investigate the decision of these novel attendants' potentiality on medical tourism consumption.

METHOD

Free-listing method is helpful in how a domain is perceived across a group of people (Chick, Yeh, Dong & Hsu, 2009: Libertino, Ferraris, Lopez Osornio & Hough, 2012). A domain is basically a set of items or activities that share the same type of category, and it could be lists of physical observable elements (Borgatti, 1999). Free-listing method is a definitely simple but powerful technique (Bernard, 2002). In the present study, 106 respondents were recruited for the interview of elicitation in January, 2015. All interviews are carried on at Tauyuan airport in Taiwan and respondents were interviewed individually to freely elicit the possible medical tourism activities they might be willing to participate. Smith's Saliency index was used to analyze the free-listing data with the following formula (Smith & Borgatti, 1997):

$$S_j = (\sum_{i=1}^{fj} \frac{(L_i - R_{ij} + 1)}{L_i} / N)$$

Where, S_j=saliency index, F_j=number of respondents who mentioned the activity, L_i=length of respondent i's list, R_{ij}=rank given by respondent i to activity j, and N=total number of respondents.

Meanwhile, interrater's reliability test is applied to assure the effectiveness of the results from interviewees.

FINDINGS

The profiles of respondents are as Table 1. More than 70 percent of the participants are female. Most of them are married and with a university degree.

Table 1. The Profiles of Respondents (N=107)

Variable		Frequency	Percentage (%)
Gender	Male	25	23.6
	Female	81	76.4
Marital Status	Married	66	62.3
	Single	39	36.8
	Other	1	0.9
Education	Junior High School	11	10.4
	Senior High School	11	10.4
	College	11	10.4
	University	58	54.7
	Graduate School	15	14.2
Backpacker experience	1	84	80.0
	2	9	8.6
	3	5	4.8
	Over 3	6	6.6

With the compilation of the raw data, a total of 17activity patterns were collected. Table 2 shows the frequency of those patterns. It reveals that facial and body treatment seem the most popular activity with little risk. Physical examination represents the second top, and micro cosmetic surgery and tooth bleaching stand the next. The Smith's saliency index of the activity patterns is displayed in Figure 1and the core patterns are the same as the frequency.

Table 2. Percentage Table of Activity Patterns

Item	Percentage (%)	Average Rank	Salience
Facial and body treatment	37.5	1.33	0.316
Physical examination	27.1	1	0.271
Micro cosmetic surgery	8.3	1	0.083
Tooth bleaching	8.3	1.25	0.073
Whitening ionic propulsion	6.3	1.33	0.052
TCM	6.3	1	0.063
Orthodontics	4.2	1	0.042
Dentistry	4.2	1	0.042
Oral exams	4.2	1	0.042
Plastic surgery	2.1	1	0.021
Breast augmentation	2.1	1	0.021
depilation	2.1	3	0.007
Vision correction	2.1	1	0.021
Eye examination	2.1	2	0.01
Fillings	2.1	2	0.01
Acupuncture	2.1	1	0.021
Physical conditioning	2.1	1	0.021

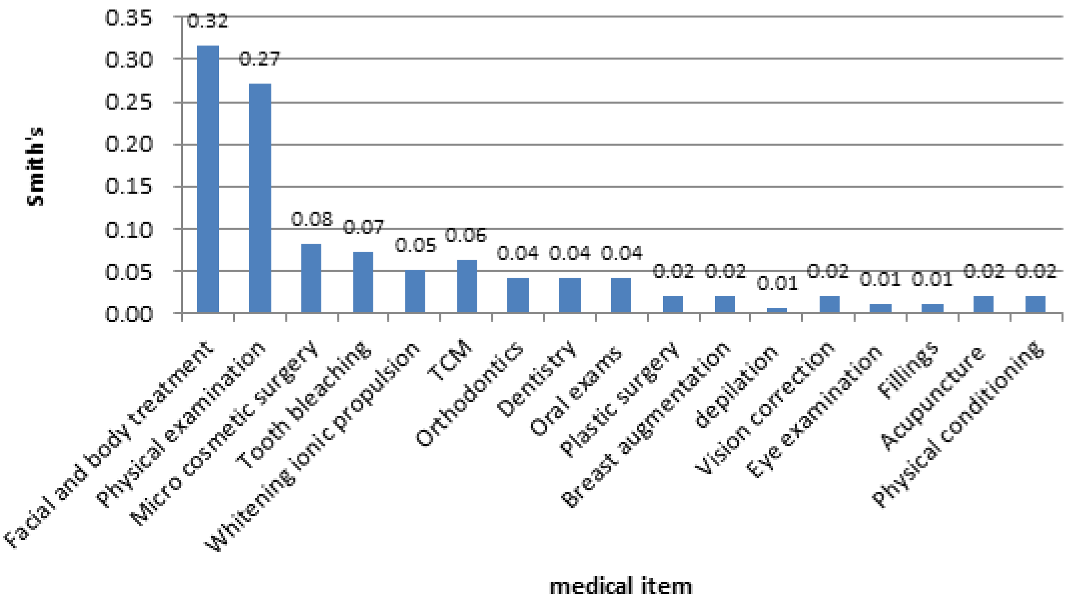

Figure 2. The Smith's Index of Activity Patterns.

CONCLUSION

Free listing method is an effective tool to investigate the unknown attributes for potential customers' intention and decision (Antmann, Ares, Varela, Salvador, Coste, & Fiszman, 2011; Hough). This present study pioneers the usage of free elicitation in understanding the potential needs of medical tourism products for tourists from mainland China which are the main stream for the development of Taiwan's travel industry. It is helpful in indicating the core products for this emerging super market and connects the gap between travel and health segment for the future fusion of medical tourism in Taiwan.

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A STUDY ON THE PSYCHOLOGICAL WELL-BEING RELATIONSHIP MODEL FOR SENIOR TOURISTS IN TAIWAN

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This study aims to discuss the well-being of senior tourists, constructing a relationship model based upon the influence of travel attitude and social support on senior tourists' well-being, in order to examine the cause-and-effect relationship in between. The methodology consists of 190 valid questionnaires that are done in Taipei City, New Taipei City, and Kaohsiung City, assessed with the employments of statistical analysis by Structural Equation Models.

The anticipated results show that travel attitude positively affects social support and senior tourists' well-being, and social support also has positive effects on the well-being of senior tourists. These results indicate that a relationship model of well-being with high goodness of fit can be established for senior tourists. This study concludes with a discussion of the management of such a model, and provides concrete recommendations for senior tourists to enhance their well-being.

KeyWords: Senior Tourists, travel attitude, social support, well-being

INTRODUCTION

The economic growth and the advancement of medical science have enhanced the human life expectancy, as the demographic construction leans towards an aging society. According to the Taiwan Ministry of the Interior (MOI), the number of the elderly over 65 years old in Taiwan have raised to 2,763,334, which reveals a positive growth in the last decade (MOI, 2014). Hence, as the number of the elderly grows, issues related to physical activities and psychological developments of the older population are drawing more attention in recent studies. Early studies have showed that with leisure, travel, and social interaction, an individual is able to release his/her potential and fulfill personal needs, further obtaining the sense of self-actualization (Kawamoto, Yoshida,Ok&Kodama, 2005; Ragheb & Tate, 1993; Russel, 1987; Tsai & Wu, 2005). However, early studies scarcely tackled the relationship of travel attitude, social support, and psychological well-being for the elderly. Thus, significant issues worth a discussion in this study are how to help senior tourists maintain certain activity levels, and how to reinforce their psychological well-being through the establishment of travel attitude with related social support? This study aims to discuss the psychological well-being of senior tourists in Taiwan, constructing a structure equation model based upon the influence of travel attitude and social support on senior tourists' psychological well-being, in order to examine the relationship model. Finally, this study presents the conclusion and provides the suggestions.

LITERATURE REVIEW

Travel attitude (TA)

Kraus (1995) indicates that attitudes are relatively permanent and stable evaluative summaries about an item. Also, attitudes are important psychological constructs because of their influence and prediction on many behaviors. The attitude toward a behavior can be defined as "the degree to which a person has a favorable or unfavorable evaluation or appraisal of the behavior in question" (Ajzen, 1991). Early studies have already revealed that the more favorable the attitude toward a certain behavior, the stronger an individual's intention to perform the behavior (Ajzen, 2001). In this study, the target behavior of the attitude is the intention to travel. If an individual is favorable on travel activities; he/she will score higher on the scale of travel attitude. The construct of travel attitude in this study is measured by a 22-item questionnaire originally developed by Ragheb and Beard(1982) with the employment of modified Likert 5-point scale. The scale is composed of three dimensions, including "cognition", "affection", and "behavior". The behavior and affection dimensions consist of eight items, and the cognition dimension consists of six items. In our study, the cognition dimension refers to the thought of the travel activities, the affection dimension refers to the feeling of the travel activities, and the behavior dimension refers to the frequency of travel activities.

Social support (SS)

Social support has been defined as the information that leads an individual to believe that he/she is cared about, loved, esteemed, and valued. It belongs to a network of communication and mutual obligation, or any combination of these factors (Cobb, 1976). Unsurprisingly, social support is associated with abundant positive outcomes, and these benefits encompass the lifespan, beginning with an individual's birth and ending with his/her death (Cobb, 1976; Cohen, 2004). Life satisfaction, the cognitive evaluation of the global quality of one's life (Diener, Emmons, Larsen, & Griffin, 1985) and accentual component of well-being (Diener, Suh, Lucas, & Smith, 1999), has been found to be positively predicted by social support in a number of samples in recent studies (Kong, Ding, & Zhao, 2014; Newsom & Schulz, 1996; Pinquart & Sorensen,2000; Siedlecki, Salthouse, Oishi,& Jeswani, 2014). Additionally, early studies have revealed that travel activities can enhance one's social support(Tsai & Wu, 2005). Therefore, social support is considered a mediator between travel activities and psychological well-being. The construct of social support in this study is measured by the Taiwanese Social Support Scale for Retiree (Chu, Chen, & Liao, 2009), that is a 12-item questionnaire with the employment of modified Likert 5-point scale. This scale is composed of three dimensions, including "activity", "emotion", and "utility", and each dimension consists of four items. In this study, the activity dimension refers to the help during a travel activity, the affection dimension refers to the relationship with family and friends during a travel activity, and the utility dimension refers to the recommendation and information given by the family parts or friends during a travel activity.

Psychological well-being (PWB)

Psychological well-being(PWB) is usually conceptualized as a combination of some positive affective states such as happiness (the hedonic perspective), functioning with optimal effectiveness in individual and social life (the eudaimonic perspective) (Deci &Ryan 2008). As summarized by Huppert (2009), "Psychological well-being is about lives going well. It is the combination of feeling good and functioning effectively." Therefore, people with high psychological well-being are reported to feel happy, well supported, and satisfied with life. In this study, psychological well-being is measured with Lee and Chen PWB scales (Lee & Chen, 2006), which encompass three dimensions, including "memory of happiness", " pleasant emotion', and "happy and content". The PWB scale is a 21-item questionnaire with the employment of modified Likert 5-point scale, and each dimension includes seven items.

Therefore, a conceptual model of this study is proposed and three hypotheses are made as follows:

H1: Travel attitude (TA) positive significantly affects Social support (SS).

H2: Social support (SS) positive significantly affects Psychological well-being (PWB).

H3: Travel attitude (TA) positive significantly affects Psychological well-being (PWB).

METHODOLOGY

A questionnaire survey is conducted to collect empirical data from participants in travel activities in Taiwan. The items in the questionnaire are designed based on a review of the literature and some items are modified to fit the research purpose. The questionnaire is pre-tested and revised to ensure content validity. The SPSS 20.0 and AMOS 21.0 statistic software is used for structural equation modeling (SEM) to examine causality. Due to limited time and manpower, a convenient sampling method is adopted. 190 questionnaires were distributed in Taipei City, Taichung City, Kaohsiung City and Hualien City to the elderly with traveling experience in the recent 3 years. A confirmatory factor analysis (CFA) is performed to specify the structure between observed indicators and latent constructs, and to test the validity of measurement model. After determining the best-fitted final measurement models for each construct, the overall measurement model is estimated and the structural model is further tested. The use of SEM requires an assessment of whether the specified model fits the data (Yuan, 2005). This is known as the model fit. Goodness-of-fit indices adopted for this study are the root mean square of approximation (RMSEA), root mean square residual (RMR), standardized root mean square residual (SRMR), goodness-of-fit index (GFI), normed fit index (NFI), comparative fit index (CFI), parsimony goodness-of-fit index (PGFI), and parsimony normed fit index (PNFI).

FINDING

First, a confirmatory factor analysis (CFA) is used to confirm the factor loadings of the three constructs and the reliability of internal consistence by Cronbach's α. The results are shown in Table 1, the t values for all standardized factor loadings of items are significant ($p < 0.01$). Besides, the construct internal reliability of the three construct range from 0.944 to 0.963, which exceed the critical value of 0.7 that suggested by Hair et al (1998), which indicating a satisfactory estimation. These indicate that the measurement model possesses the good convergent validity. Therefore, the hypothesized measurement model is reliable and meaningful to testify the structural relationships among the three constructs.

Table 1 Convergent validity

Constructs	Item	Standardized factor loading	t-value	Cronbach's α
TA	Behavior	.875		0.958
	Affection	.912	26.528**	
	Cognition	.845	23.512**	
SS	Activity	.796		0.944
	Emotion	.913	22.459**	
	Utility	.907	22.286**	
PWB	MOH	.830		0.963
	PE	.911	24.429**	
	HOC	.908	24.306**	

** p<.01

With the object of the study that targets at traveling activities of the senior tourists, we analyze the distributed questionnaires with SEM. The model fit of this study is well empirical comparing to the criteria shown in Table 2.The overall model indicates the chi-square value ratio = 1.508, the goodness of fit index (GFI) =0.961, the adjusted goodness of fit index (AGFI) =0.926, root mean square residual (RMR) = 0.014, root mean square of approximation (RMSEA)=0.052, normed fit index (NFI) = 0.97, comparative fit index (CFI)=0.992.

Table 3 shows the relationship among the three factors in this study. The result reveals that the travel attitude has significantly positive influenced on social support (standardized λ=0.74, t-value=10.37) and psychological well-being (standardized λ=0.47, t-value=5.19), and social support(standardized λ=0.37, t-value=4.23)also has significant influenced on psychological well-being. Thus, all hypotheses in this study are supported.

Table 2 Goodness of fit

Criteria Indicators	Criteria	Indicators
chi-square（chi-square / df）	＜3	1.508
GFI	＞0.9	0.961
AGFI	＞0.9	0.926
RMR	＜0.05	0.014
CFI	＞0.9	0.992
RMSEA	＜0.08	0.052
NFI	＞0.9	0.977

Table 3 Hypotheses tests

Hypothesis	Path structure	coefficient	t-value	Result
H1	TA->SS	0.74	10.37*	support
H2	SS->PWB	0.47	5.19*	support
H3	TA->PWB	0.37	4.23*	support

* p<.05

This study provides the evidence showing that travel activities of the elderly can effectively enhance their feeling of social support and psychological well-being in Taiwan. These findings indicate that if senior tourists increase their own travel attitude, they will also increase their social support by their family or friends, finally enhance their psychological well-being.

Therefore, three suggestions are proposed. First, the elderly should take more travel activity for their own happiness. Second, the future researcher can put more parameters to forecast the psychological well-being base on our results, such as the extent of participating in travel activity. Finally, based on this conclusion, the travel service offerings are able to attract more elder participants in travel activities.

Researchers interested in travel-related issues, particularly concerning the elderly, can embark on their studies based on our conclusion and implication.

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AN INVESTIGATION OF FACTORS DETERMINING THE ATTRACTIVENESS OF TAIWAN AS AN INDUSTRIAL TOURISM DESTINATION

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INTRODUCTION

The industry structure in Taiwan has been changing dramatically over the past decades. The traditional manufacturing industries have gradually lost their competitiveness due to higher labor costs, and require an immediate need for transformation. This facilitates the rapid growth of industrial tourism in Taiwan. Many factories in different regions of Taiwan were opening their doors to tourists in an attempt to reap an extra income, to build brand image, and to preserve and transmit history. Since 2003, the Ministry of Economic Affairs (hereafter MOEA), in collaboration with the Industrial Technology Research Institute, has actively promoted this niche tourism sector by assisting the traditional manufacturing industries in remodeling their facilities into 'tourism-oriented factories'. According to statistics released by the MOEA, there are 112 tourism factories in Taiwan, with 95 of them found to be qualified (Steinmetz, 2012). In 2010, the tourism factories attracted 5 million visits and generated US$43.35 million. The number of visits in 2012 reached 10 million from about 5 million in 2010, with US$66.66 million of revenues generated; an approximate 54% increase compared to US$43.35 million in 2010 (Central News Agency, 2013). Visiting a tourism factory has become a popular option for domestic travel, as the tourism factory 'is simply inclusive of everything' (Want ChinaTimes, 2012). From art and culture (balloons, body painting colors, glass ceramic art, musical instruments and handmade paper), daily necessities (firewood, rice, oil, salt, soy sauce, vinegar, tea, and other daily necessities), home life (bedding, furniture, children's and maternity wear, bathroom equipment such as soap and towels, and building materials), wine and fine food (cake, biscuits, marinated foods, seafood, processed meat, chocolate, and fine wine), to health and beauty (health food, enzymes, cosmetics, and personal care products), the tourism factories not only explain the manufacturing processes but also give visitors actual hand-on experience of making the products.

Currently, the tourism factories in Taiwan cater mainly to domestic tourists and attract only a limited number of overseas visitors. To expand the market size and increase the number of visitors, the MOEA is currently planning to target Asian visitors, especially the Japanese, South Korean and Chinese visitors by assessing the existing tourism factories on their carrying capacity and bilingual service, selecting at least one each in northern, central and southern Taiwan, and converting them into international tourist factories for foreign visitors (Want ChinaTimes, 2012). It is evident that Taiwan has the assets to develop industrial tourism and substantial progress has been made in promoting industrial tourism domestically and internationally. However, much remains to be done to capitalize on them. If Taiwan is to be marketed effectively as an industrial tourism destination, its attractiveness will need to be superior to what is available in alternative tourism destinations. This is particularly important in the case of the international market. The purpose of this study is develop a guiding framework for the sustainable development and management of industrial tourism in Taiwan. It then focuses on the following specific issues: (i) to identify the destination attributes that determine industrial tourism attractiveness; (ii) to ascertain the relative importance of these determinants; and (iii) prioritize the tasks for achieving socioeconomic sustainability in industrial sites with tourism potential.

METHOD

Destinations are complex systems and there are many influences on the quality of destination experience and whether destination attractiveness can be maximized. The influence of each element will differ. Collectively, the various elements influence expectations to different degrees (Deng, King & Bauer, 2002). The Analytic Hierarchy Process (AHP) provides a means of prioritizing the various elements in the hierarchy, thus helping governments and industry practitioners to focus on the most important issues (Cheng & Li, 2001). Since its development by Saaty in the 1970s (Saaty, 1980), the AHP has been widely used in industry settings, though rarely in tourism (Crouch & Ritchie, 2005). The method incorporates both qualitative and quantitative research within a single empirical inquiry (Cheng & Li, 2001; Cheng, Li & Ho, 2002). It is a problem-solving framework and a systematic procedure which represents the various elements of a problem in hierarchical form (Saaty & Kearns, 1985). It provides a rationale by dividing a problem into its constituent parts and calling for simple pairwise comparison judgments to develop priorities at each level in the hierarchy. Since the AHP is based on a ratio scale, is fault tolerant, and includes inconsistency checking, the results of this method is more accurate and more informative than the numeral assignment method (e.g. importance-performance analysis) (Vargas, 1990; Cheng & Li, 2001; Cheng et al., 2002), and is, therefore, considered as an appropriate method for this study.

The first step of the AHP is to develop a hierarchical structure, decomposing a complicated problem into several integrated dimensions (factors or attributes). Drawn upon Otgaar, Berg, Berger & Feng (2008) and Otgaar (2010), a list of 34 attributes determining industrial tourism attractiveness were generated and classified into four dimensions based on the “4 A’s” of tourism destination management practices (Attractions, Access, Amenities, and Ancillary Services) (Cooper, Fletcher, Gilbert & Wanhill, 1993) (see Figure 1). In the second step, an expert panel composed of 39 industry participants who are currently working at any tourism factories in some form of middle-level or top level management positions, possess minimum of five years working experience, and are members of a relevant tourism factory association was asked to the relative importance of four dimensions, eight factors and 34 attributes determining industrial tourism attractiveness. Following inputs from the expert panel, normalized weighting priorities were established for the hierarchy of elements within the AHP model using the Expert Choice software package. Participant comparisons were entered into Expert Choice, allowing the researchers to check the consistency of individual responses and extract weightings for each element. The results indicated that all inconsistency ratios are 0.04 or lower, which satisfy the threshold of 10% inconsistency proposed by Saaty (1980) and confirm the consistency and reliability of expert judgments.

FINDINGS

An examination of the weightings rated by the expert panel reveals that *accessibility* (0.281) is the major contributor to industrial tourism attractiveness, followed by *tourism attractions* (0.250) and *complementary services* (0.242). Amenities (0.227) is the least important dimension. The top three ranking factors are: *on-site attractions* (0.195), *provision of catering facilities* (0.177), and *external access* (0.176). The top five ranked attributes are: *on-site restaurants* (0.094), *public transport services* (0.071), *connection to nearby attractions* (0.051), *observation of production process* (0.048), and *private vehicle access* (0.047).

The findings of the study are consistent with the findings of other researchers that not all attributes are equally important in determining destination attractiveness; some are more critical than others (Deng et al., 2002; Laws, 1995). While the availability of on-site attractions is an essential and important component of a tourism factory, the provision of transport services and catering facilities constitutes a supporting role in enhancing industrial tourism attractiveness.

CONCLUSIONS

Taiwan has strong industrial base and its industrial sites, either operational or non-operation, represent an opportunity to develop sustainable forms of tourism. The integration of those industrial sites in tourism would not only enhance the island’s economic and environmental sustainability, but also diversify its tourism offering, enhancing its profile as one of Asia's leading tourism destinations. While industrial tourism has emerged as a niche tourism sector in Taiwan, the ongoing rapid growth makes it particularly important to develop a guiding framework to assist government agencies and industry practitioners to maximize destination attractiveness and achieve long-term sustainability. The findings of this study are significant in the following ways. First, there has been little attention to industrial tourism as a major form of tourism from an academic perspective, either conceptually or managerially (Frew, 2000; Otgaar, 2010; Otgaar et al., 2008). This study examines the determinants of destination attractiveness and the relative importance of these determinants from a supply-side perspective. It can deepen and complement previous studies in this field of research. Second, while industrial tourism has been gaining importance and recognition as a niche market within the field of tourism over the years, there has been insufficient investigation carried out in the Asian context in the past. By sharing the Taiwan experience, the findings of this study may be of interest to scholars where industrial tourism is mature and highly developed and assist other Asian destinations to develop industrial tourism as a strategic objective in their national policies. Finally, destination attractiveness has been analyzed in various tourism contexts. This study supplements the existing literature on destination attractiveness by identifying a list of sector-specific determinants in a specific context, Taiwan. It is acknowledged that each subsector of tourism has unique attributes and its own set of attributes determining destination attractiveness. The destination-specific determinants that have been explored and identified in this study are capable of capturing the nature and characteristics of a destination with industrial tourism potential and are well suited for measuring the factory tour experience across different destination contexts.

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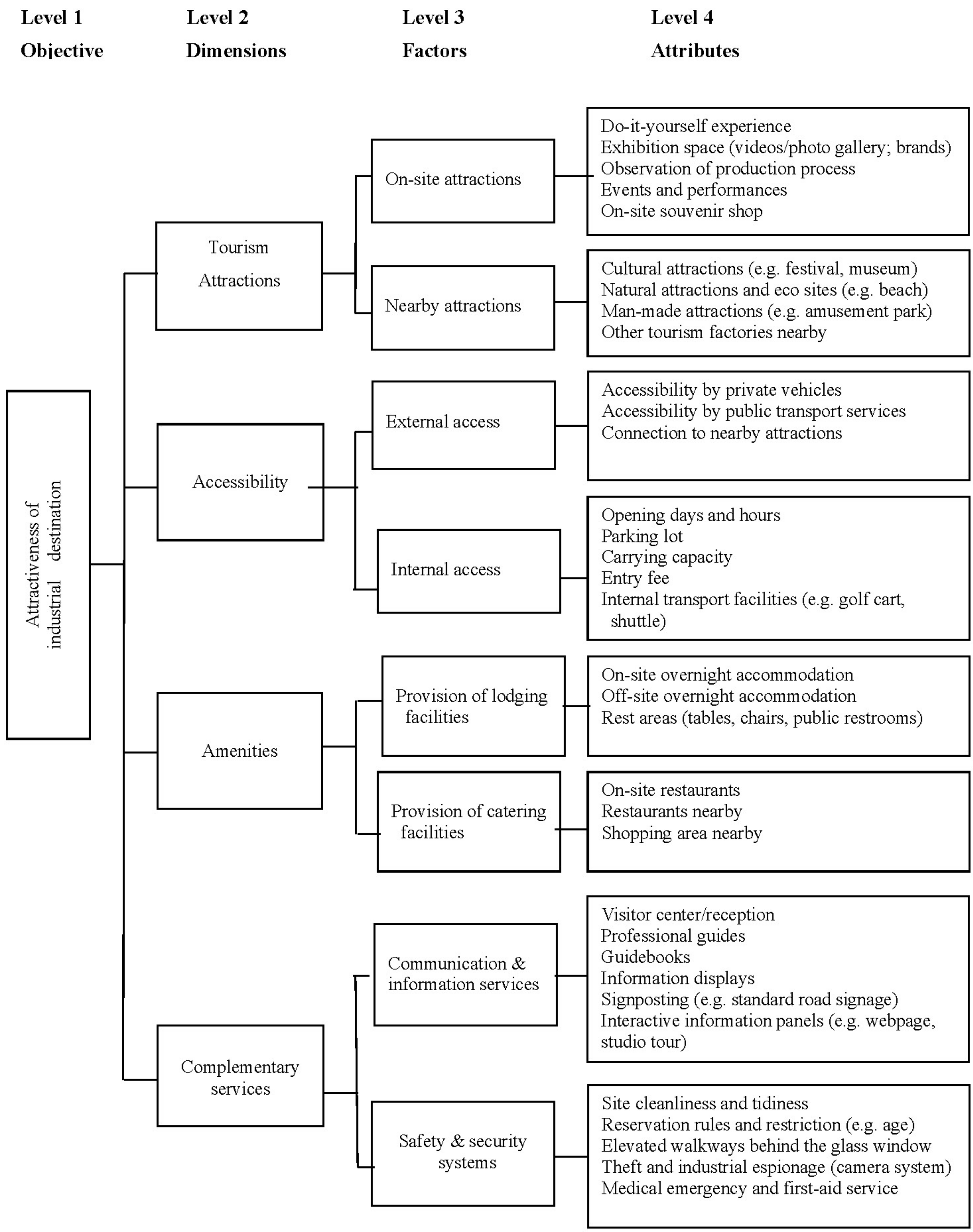

Figure 1. The hierarchy of determinants of industrial tourism attractiveness

POST-VISIT FACTORS INFLUENCING MULTIFACETED DESTINATION IMAGE FORMATION

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INTRODUCTION

Destination image, overall impressions of a destination formed by a set of attributes (Beerli & Martin, 2004a), provides the basis for effective destination positioning strategies. More importantly, tourists use the image about a destination in their destination evaluation and selection process (Marino, 2008). Hence, a destination should differentiate itself favourably from competitors and position itself positively in tourist minds.

Because of its great significance, destination image has interested academicians and destination marketers since the 1970s. However, due to its complex, multiple, relativistic and dynamic characteristics (Gallarza, Saura, & Garcia, 2002), even with considerable research, destination image issues to address remain (Tasci, Gartner, & Cavusgil, 2007).

One issue relates to the components of destination image construct. The majority of researchers recognise that destination image is a multifaceted construct. Perhaps the most popular and widely used components of the destination image construct are cognitive and affective image (Baloglu & McCleary, 1999a). Conative image was later added as the third component of destination image (Pike & Ryan, 2004), and the latest suggestion was to include multisensory image (Son & Pearce, 2005).

As a recent addition, few empirical studies include multisensory image in measuring destination image (Son & Pearce, 2005; Huang & Gross, 2010). Yet due to its destination-specific and destination-distinctive characteristic, multisensory image is critical in differentiating a destination from others. Additionally, multisensory image may lead to a greater understanding, shape the feelings, recall memories and influence future travel intentions towards a destination (Son & Pearce, 2005; Huang & Gross, 2010; Agapito, Mendes, & Valle, 2013). Therefore, this study proposes multisensory image (see Fig 1 later) as a component of the destination image construct and investigates multisensory image's relevance with other destination image components.

A second research gap in the destination image literature relates to factors that influence destination image formation. The formation of destination image stems from pre-visit factors and a real visit to the destination (Gunn, 1988). Most studies focus on pre-visit factors and personal factors, such as the information sources to plan the trip, the psychological motivation driving the trip, and the socio-demographic characteristics (e.g., Baloglu & McCleary, 1999; Gil & Ritchie, 2008; Li, Cai, Lehto, & Huang, 2010). Few studies (see: Beerli & Martin, 2004b; Lee, Chang, Hou, & Lin, 2008), however, investigate how post-visit factors affect destination image formation.

FRAMEWORK

Figure 1 below shows the proposed conceptual framework to address the two gaps noted in the destination image literature: limited research on multisensory image and on post-visit factors in destination image formation. A complex nature of destination image reflects that the components making up this global impression are still arguing (Gallarza, Saura & Garcia, 2002). However, the same attention should be paid on each of the component (Tasci, Gartner, & Cavusgil, 2007), as each presents different aspects evoked by a destination - the uniqueness (multisensory), commonness (cognitive), atmosphere (affective), and attractiveness (conative). As such, establishing an integrative constuct is helpful in understanding destination image in a more reliable, complete, and robust way (Esper & Rateike, 2010).

Therefore, the dependent variable is a multi-faceted destination image construct, perhaps the first destination image construct to incorporate the four components—multisensory, cognitive, affective, and conative image. Previous research has confirmed the positive relationship between cognitive and affective image (Baloglu & McCleary, 1999; Gil & Ritchie, 2009; see Proposition 1). Furthermore, both cognitive and affective image positively influence conative image (Pike & Ryan, 2004; Agapito, Valle & Mendes, 2013; see Proposition 2 & 3). For the untested multisensory image, researchers have suggested that it can influence the other three components respectively (Son & Pearce, 2005; Huang & Gross, 2010; Agapito, Mendes & Valle, 2013; see Proposition 4 & 5 & 6). Thus, the destination image construct is an interactive system.

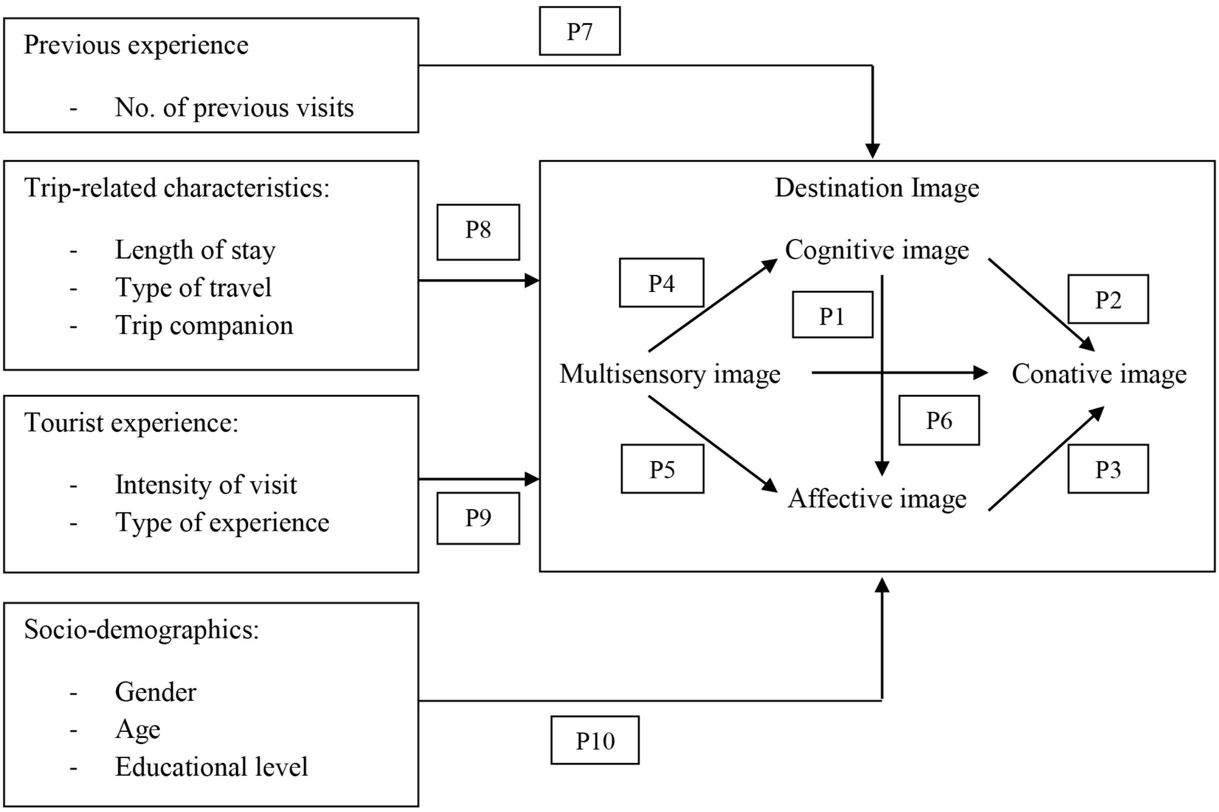

Figure 1: Conceptual Framework of Post-visit Factors and Destination Image

The independent variables suggest factors that influence destination image formation in the post-visit phase. Previous experience, trip-related characteristics, tourist experiences and socio-demographics help determine a complex and realistic destination image, and these factors influence revisit intention to the same destination (Fakeye & Crompton, 1991). These factors can categorise tourists into different target groups, compare differences in their behaviours and impressions, and help improve promotional strategies (Stepchenkova & Li, 2012; Baloglu, 1997; Beerli & Martin, 2004b).

For example, image variation may depend on the number of previous visits, which affects the level of knowledge and revisit intention (Fakeye & Crompton, 1991; see Proposition 7). How the trip is arranged will also influence destination image, for instance, tourists who stayed longer were better integrated with the destination and had a more favourable cognitive image (Prayag, 2009; see Proposition 8). The extent of a tourist's interaction with the destination and the type of experience in the destination will lead to the difference in cognitive and affective image (Beerli & Martin, 2004b; see Proposition 9). Lastly, socio-demographic variables are found to influence cognitive image in most cases (Baloglu & McCleary, 1999; see Proposition 10).

CONCLUSION

Academically, the proposed framework adds to the limited research on multisensory image and post-visit destination image formation. Practically, destination image gives destination marketers an overall look at the impressions of tourists on a destination. This multifaceted destination image construct will help destination marketing organisations present multisensory images in their promotional materials to develop the destination's impressions in the tourists' minds.

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CUSTOMERS' PATRONAGE OF SELECTED PHILIPPINE AND U.S. STORES OF A LOCAL QUICK SERVICE RESTAURANT CHAIN

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INTRODUCTION

The Philippine foodservice industry has become a competitive arena. With the influx of multinational foodservice companies, the playing field has become even narrower which explains why food service chains have to devise unique ways in order to be ahead of the competition. Usually, promo items and value meals are used to attract customers especially with the shrinking value of peso which resulted in the reduction of the disposable income of customers. Likewise, the wide array of menu choices due to the presence of big players has resulted in the ambivalence of customer preferences and/or patronage to foodservice establishments. Thus, a major challenge posed to foodservice establishment managers is how to maintain the loyalty of customers. Customer loyalty is highly volatile too with the barrage of information and images that we see in our television sets that feature different foodservice products and services meant to pick the interest of adventurous customers. Hanssen (1980) says that advertising persuades consumers that the right tastes for food is the result of some particular concept designed by marketing people. With the absence of a common ground for repeat business based on conducted studies, this research aims to determine other dimensions of customer patronage, possible intangibles such as cultural values. Traditional cultural values may be reflected in the products and services of quick service restaurants (QSRs) which encourage repeat business among customers (Guevarra, 2011).

A Quick Service Restaurant Chain (QSRC) has probably recognized this dimension when it cultivated an image that went against the traditional tenets of marketing by providing the Filipino brand of hospitality coupled with the observance of organizational values when dealing with customers. The company has done this by means of developing value-laden employees instead of providing only the usual promotional items as a marketing strategy. Being part of the biggest segment of the foodservice industry, the company is aware of the importance of being a cut above the rest. The QSRC's core values are intended to guide its store personnel when relating with customers. The questions however remain: Are these organizational values perceived by the customers? In what manner are these transmitted to them? What benefits do the company and the customers gain from these traditional cultural values? Thus, the general objective of the study is to determine the effect of organizational values on customer patronage of selected Philippine and the U.S. stores of a leading local QSRC and how said values correlate with customer and staff profile. Specifically, the study aims to a) Determine how organizational values are transmitted by the QSRC to its Philippine and U.S. customers; b) Evaluate the effects of the organizational values on the company's customers given a cultural set up/location; c) Establish any association between customer patronage and the profile of customers and staff, in relation to the transmission of organizational values through customer relations and d) Compare the customers' patronage of selected Philippine and U.S. stores. Using the above as points of reference, this study aims to compare patronage between US and Philippine-based customers.

METHOD

This is a case study using the leading QSRC in the Philippines as the subject. It used the qualitative approach in gathering data. The author specifically used the survey method or face-to-face interview. The quantitative method provided the statistical indicators and suggested generalizable correlation/association of the a.) customers' profile with their perception of the values in the QSRC' sproducts, marketing strategies and customer relations, and b) crew members' profile with their adherence to the organizational values in customer relations.

Convenience sampling was used to select 19 managers, 90 crew members and 150 customers from three company owned stores in the Philippines and the US while 33 crew members and 100 customers and 14 managers participated in the US. Focus Group Discussions (FGD) were also conducted in the Philippines with eight crew-participants, 12 customer- participants and 11 managers. Five QSRC officers and a former area manager were also interviewed as key informants. Data collection in the Philippines was conducted from July 2009 until January 2010. In the U.S., managers were interviewed on July 21, 2012 from seven stores. Customers were interviewed from October to November 2012. On October 16, 2013, the author interviewed crew members. The study used Descriptive Statistics to analyze the data and Chi square test for independence to establish the difference between the Philippine and U.S. customers in terms of how they perceived these values.

FINDINGS

The QSRC has eight organizational values namely: customer focus, frugality, humility to listen and learn, honesty and integrity, excellence, respect for the individual, spirit of family and fun and teamwork. Results indicate that the PH and US regarded the customer-respondents as traditional Filipino values which they grew up with. From these values, both groups of respondents believed that the QSRC practices most the following: teamwork, customer focus and honesty. The respondents claimed that the most effective methods of transmitting these values to the store personnel are teaching, either through formal or informal means, and integrating them in the Standard Operating Procedures. Regardless of location, the personnel seemed to have assimilated the QSRC's organizational values although some practices by crew members like calling each other "*kuya*" and "*ate*" was not observed from the US respondents. Despite this however, the U.S. respondents cited the sense of family as one of the major values that guides them in the workplace. It was evident however, that these values have helped ensure harmony in the workplace. Regardless of location, the QSRC values appeared to provide the same effect to the customers, with respect or *pagka-magalang* as the one with the most positive impression. The customer-respondents in both locations also perceived the same values from the following QSRC's operational components: products (*pagka-malinis* [cleanliness] and *pagka-makapamilya*[sense of family]), marketing (*pagka-makapamilya* [sense of family] and *pagka-matapat* [loyalty/dedication]) and customers relations (*pagka-magalang* [respect] and *pagkamatulungin* [teamwork/helpfulness]).

Results of cross-tabulation of data using Chi-square Test for Independence, showed that at 0.20 level of significance, the P.H. customers more likely observe *pagkamagalang* (respect). On the one hand, U.S. customers more likely observe *pagkamatulungin* (teamwork/helpfulness), *pagkamagalang* (respect), *pagkamaagap* (efficiency) and *pagkamatapat* (loyalty/dedication)than their PH counterpart. This result can be attributed more to the uniqueness of the QSRC from its competitors, in providing the brand of service that is very Filipino and that is replete with traditional values. Previous studies showed that these values were also perceived by the PH customer-respondents.

IMPLICATIONS OR CONCLUSION

In general, regardless of the location, customers continue to patronize the QSRC stores because of its image as an extension of the home to its customers. Specifically, it brings that sense of home to the migrant Filipinos in the U.S. and possibly, in every country where it operates. The sense of home is reflected through its products, promotional items and customer relations. The Filipino-ness of its products served as the main reason for repeat patronage. As a glo-cal company, the QSRC was able to hurdle the challenge of transmitting its eight organizational values across various cultures or specifically, the Filipino diaspora. These core values inspired and guided the employees in dealing with their co-workers and their customers. The concept of *pakikipagkapuwa* (relating well with others), as embodied in the asal core element of Jocano's (2000) value system governs these dynamics. More importantly, the crew-members also found significance in embodying and "living" these values in their daily lives. The corporation was able to make the core values, that are rooted on traditional values, a strong unifying force that melded its glo-cal operation together. This study showed that the QSRC was able to weave together the various value orientations and the environmental and cultural influences on its crew members as perceived by the customers.

RECOMMENDATIONS

Given the very good reception of the customers on the QSRC's value-based character of its operation, it is highly recommended that the organizational values be implemented to the other subsidiaries of the QSRC. Likewise, to a similar study can be conducted on franchise-owned stores to determine how the organizational values are accepted and observed by the store personnel.

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ANALYSIS AND CONTROL ON LIFE CYCLE OF ZHANGYE DANXIA GEOPARK TOURISM DESTINATION IN THE NORTHWEST OF CHINA

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Abstract: For any tourism destination, the life cycle is the basic law of its evolution. This paper uses the life cycle theory of Butler to synthetically analyze the tourism development of Zhangye Danxia Geopark of China on two aspects including tourism resources and tourism market structure. And then this paper predicts the tourist receipts of Zhangye Danxia Geopark over the next six years by the linear trend model. This paper also analyzes which life cycle stage it is in and explores some effective ways and methods to regulate and control its life cycle to achieve sustainable development of Zhangye Danxia Geopark based on the existing data of tourist receipts over the years.

Keywords: Tourism Area Life Cycle, qualitative analysis, quantitative analysis, strategies of regulating, Danxia Geopark of China , linear trend model.

STUDY OF INFLUENCE OF CULTURE TIGHTNESS-LOOSENESS ON EMPLOYEE SERVICE RECOVERY PERFORMANCE AT FIVE STAR HOTEL USING EXPERIMENTAL VIGNETTE APPROACH

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INTRODUCTION

The hospitality industry is commonly dominated by large international corporations in most regions (Brotherton & Wood, 2008) including Asia as the world's international hotel groups benefits from the strong brands built in the market. A recent report by Real Estate Malaysia (2014) stipulated that Malaysia's hospitality industry is experiencing healthy growth. With the influx of massive tourists into Malaysia, it attracts investments from multinational hotel chains to open more upscale international hotels with 4 star ratings and above in the next few years (Ng, 2013).

With regards to the highly competitive environment shared within the hotel industry especially the luxury hotels, merely satisfying a customer is no longer sufficient. The success of the industry depends considerably on how well it delivers consistent services every time (Patterson, Cowley & Prasongsukarn, 2006; Webster & Sundaram, 1998), to meet or exceed customers' expectations (Miller, Craighead & Karwan, 2000) as the quality of service is the only way to differentiate a hotel from its competitors due to the intangible nature of the service.

In spite of the efforts and precautions a company may put in to avoid errors or breakdowns during service delivery, failures are inevitable, especially in medium and high contact services such as the hospitality industry (Mattila & Cranage, 2005). Service failures are unavoidable due to human frailties (Kau & Loh, 2006). The consequences of service breakdowns can be alarming to the service providers as they may lead to customer complaints and bad word-of-mouth communication (Kau & Loh, 2006) thus inevitably reduces customers' loyalty whereby, in the worst case, erodes the company's reputation (Hart, Heskett & Sasser, 1990). Past evidence showed that a dissatisfied customer may share his or her negative experience with the service provider to 10 to 20 other people (Zemke, 1999). With the rise of the network society, sharing of information becomes even easier with the advancement of social media.

Since quality is immensely difficult to achieve in service organizations, it does not mean that poor service delivery should be tolerated as it may threaten the long-term survival of the business (Boshoff, 2005). This is essential as a well-enacted service recovery performance can overwhelm customers' disappointments and anger, and even save a relationship (Tax & Brown, 2000). In the service delivery, employees are central of the guest' experience (Karatepe, Uludag, Menevis, Hadzimehmedagic & Baddar, 2006; Karatepe & Uludag, 2008; Slåtten & Mehmetoglu, 2011) as it influences not only the quality of the service delivery but also service recovery (Yoo, Shin & Yang, 2006). However, the performance of employee in service recovery are highly dependent on the level of motivation and skill possess by the employees (Masuod & Hmeidan, 2013). With the intense competition faced by the hotel industry, ensuring employees perform their best service to customers has become one of the most important issues for service providers (Tsaur, Chang & Wu, 2004).).

Evidence showed that the ability of an organization in effectively dealing with customer problems is very much dependent on the employee as customer relationships are more closely associated with individual service provider than with the organization (Tax & Brown, 1998; Rust, Subramanian & Wells, 1992). With this realization, understanding the antecedents that influence employee's service recovery performance is very critical as it may influence motivation as well as productivity of the employee. According to Hoffman, Kelley & Rotalsky (1995), there are three main antecedents (organisation, employee and customer) that may influence employee's behaviour and their perception on his or her own performance in service recovery. From the review of the past studies, most of the studies seem to focus on examining employee antecedents (e.g. Ardahan, 2007; Boshoff & Allen, 2000; Ekiz, 2009; Yavas, Karatepe, Babakus & Avci, 2003) and organization antecedents (e.g. Ashill, Carruthers & Krisjanous, 2006; Ashill, Rod & Carruthers, 2008; Boshoff & Allen, 2000; Karatepe & Ekiz, 2004; Karatepe, 2012). Surprisingly, there is a lack of study that examines the impact of customer antecedents to SRP. Besides that, there are vast evidences proving the impact of culture tightness-looseness in nations that contribute to variances in customer complaining behavior and post recovery satisfaction (e.g. Li, Fock & Mattila, 2012; Mattila & Choi, 2012). However, studies that examine the influence of culture tightness-looseness in the field of service recovery performance are limited.

Hence, this study aims to examine the influences of organizational antecedents (reward system, guest focus and commitment, system, policy and procedures of recovery, training, organizational structure, empowerment, supportive management), employee antecedents (organizational's commitment, prejudgment towards customer's complaint and role ambiguity) and customer antecedents (profitability and rapport) on SRP in Malaysia luxury hotels. Besides investigating on the potential antecedents which contributing to employee's service recovery performance, this study also assesses the moderating impact of organization tightness-looseness on SRP.

METHOD

In order to study the causal relationship between the antecedents and employee service recovery performance, Experimental Vignette Methodology (EVM) is used in this study. In order to ensure the validity and reliability of the EVM, this study followed the guideline that was proposed by Aguinis and Bradley (2014), which is associated with planning, implementing and reporting the EVM study. This guideline is adopted as it is so far the best practice found, which was developed from the extensive review of multidisciplinary EVM studies. Literature review was conducted by the researcher to conceptualize the vignette and questionnaire. Both scenario and questionnaires were sent to the hotel managers for refinement. These managers were asked about the realism of the vignette compared to the real world settings and the suitability of the questionnaire in measuring the hypothetical situation. 12 hypothetical vignettes (3x2x2) between-subject experimental design was employed. The manipulated variables involved the types of failure (monetary failures, failed in service and lack of attention), magnitude of failures (High and low) and division in the hotel (Room and F&B). The research model was tested by using Partial Least Square-Structural Equation Modeling (PLS-SEM) approach with SMART-PLS 2.0 (Ringle, Wende & Will, 2005). software. In this study, a total of 570 respondents were involved in this survey. Each respondents was exposed to only one scenario (out of 12) with a complete set of questions.

FINDINGS

From 570 respondents, 326 was returned resulted in 57.2% response rate. A stringent data screening such as treatment of missing data and outliers, suspicious pattern of data, normality of data distribution and common method bias were conducted. From this total, 25 responses were discarded due to large proportion of missing data as well as suspicious data pattern. 301 valid responses from 326 participants were usable for further analysis. From 301 samples recruited, 140 were from Food and Beverage (F&B) Division which made up 46.5% of the respondents while the remained 161 (54.5%) were from Room Division that included concierge. Majority of the respondents were male (57.5%), age below 30 years old (60.8%), Malay (45.2%) and with less than 3 years working experience (58.9%). The similar pattern were found in both Food and Beverage (F&B) Division and Room Division. Since the research model is a hierarchical latent model, Two Stage approach was used in analyzing the structural model. In the first stage, PLS algorithm was conducted to examine the measurement model. In this stage, the validity and reliability of the constructs were evaluated. The latent variable scores of each constructs were then used as indicator for the higher-order constructs. In the second stage, the structural model of the study was assessing by running 5000 bootstrapping. Besides the direct effects of the structural model, the moderating effects of culture tightness-looseness on employee service recovery performance in different types of failure were assessed by using Product Indicator Approach. The results are presented in Table 1.

Table 1: Direct Effect and Moderating Effect Model

	Standard Path Coefficient	Standard Error	t-value	p-value	Bias Corrected accelerated (BCa) 95% Confidence Interval	
					Lower	Upper
CUL -> SRP	-0.022ns	0.082	0.265	0.396	-0.182	0.138
CUS-> SRP	**0.277*** **	**0.070**	**3.932**	**0.000**	**0.139**	**0.415**
EMPL -> SRP	0.115ns	0.085	1.355	0.088	-0.051	0.281
ORG -> SRP	**0.381*** **	**0.096**	**3.973**	**0.000**	**0.193**	**0.569**
MAG -> SRP	0.032ns	0.043	0.739	0.230	-0.053	0.117
TF -> SRP	-0.034ns	0.044	0.771	0.221	-0.121	0.053
TF * CUL -> SRP	**-0.101* **	**0.057**	**1.773**	**0.039**	**-0.213**	**0.011**

Note1:SRP is service recovery performance, CUL is culture tightness-looseness, CUS is customer antecedents, ORG is organizational antecedents, EMPL is employee antecedents, MAG is magnitude of failure, TF is Types of Failures, TF*CUL is the moderating effect of culture tightness-looseness on Types of Failures.

Note2: *, ** and *** indicate statistical significance at the 0.05, 0.01 and 0.001 levels respectively. ns indicates not significant at 95% confidence level. For t-value, t(0.05, 1999) = 1.645, t(0.01, 4999)=2.327; t(0.00q, 4999)= 3.092 (based on one tailed)

CONCLUSION

From the results, organizational antecedents (t=3.973, p<0.000) and customer antecedents (t=3.932, p<0.000) play an important role in influencing employee service recovery performance. The results showed that although types of failures does not show a direct effect to employee service recovery performance, however the influence of culture of tightness-looseness between the hotels strengthen the negative relationship between service recovery performance and types of failures.

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TOURISM INFORMATION SEARCH PROCESS OF SMARTPHONE USERS: MODEL DEVELOPMENT AND VALIDATION

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Grounded on a proposed conceptual framework, the objective of this study is to explore the proposed model's validity and determine whether it presents the behavior of smartphone users searching for tourism information. Specifically, it attempts to validate the model by testing the associated hypotheses. To test the theoretical model, a questionnaire was developed to collect data. The sample consisted of 326 university students who were eligible to be respondents. The data were analyzed using structural equation modeling that was based on the partial least squares (PLS) approach. The research findings provide a preliminary behavioral model to reveal the complexity and diversity of the TIS process in a sequential form with 10 episodic activities. The search characteristics of smartphone users are found to distinguish individual forms of search behavior from collaboration. The implications from both theoretical and practical perspectives are discussed.

Keywords: Mobile-based tourism information search, tourism information search process, tourism information search behavioral model, model validity.

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SUBJECT AREAS OF INFORMATION TECHNOLOGY AND TOURISM: FROM 2008 TO 2014

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Taking a bibliometric approach, research which examined information technology and tourism (ITT) were first identified by keyword search. Then, 410 records were analyzed by bibliographical coupling and yielded eight subject arrears. This preliminary finding revealed that usability, adoption, information behaviors and evaluation of ITT was the most popular topics from 2008 to 2014.

Keywords: information technology and tourism, subject areas, bibliometric approach

INTRODUCTION

Information technology and tourism (ITT) has become increasingly popular subject area. Correspondingly, researchers from different disciplines have been participating and contributing to ITT (Frew, 2000). The growth and diversity in ITT-related research involves several principle dimensions (Buhalis & Law, 2008). The most import output of these progress is the knowledge actually produced, as pointed out by Shafique, “studying the kind and content of the knowledge produced by a field can inform about the justification and contribution of the filed as well as its evolution and future prospects” (2013, p. 63). There is a need to learn about the subject matter and the disciplinary roots of knowledge base of the subject area as well as its evolution. Unlike other subject area of tourism field, literature generated by the ITT community has not yet been analyzed systematically to reveal its intellectual structure and knowledge base. Retrospective studies are limited to general literature reviews (Frew, 2000). Some more comprehensive reviews, such as those done by Buhalis and Law (2008), examine the contents of ITT-related articles and classify them into topic areas.

Such efforts, a division of the field into smaller subfields, is identified as “taxonomy of classification scheme for the field” (Tseng & Tsay, 2013). A taxonomy for ITT research would reveal the knowledge spectrum accumulated over years of contribution from scholar. To examine the changes in evolution of cumulated efforts, bibliometrics offers a powerful set of methods and measures (Borgman & Furner, 2002). Bibliometrics involves quantification of references and literature based on two perspectives’: (1) a particular group of people and (2) a particular of topic. The relationships between certain topics and group of people, thus, can be identified. Bibliometic approaches is recently used to map the subject areas in the field of tourism (Yuan, Gretzel, & Tseng, 2014). This paper aims to identify subject areas of ITT research and leading scholars who contribute to each subject area from the period of 2008 to 2014.

METHOD

Measurement of Similarity

Bibliographic coupling (BC) analysis was applied to identify the subject areas of ITT. BC is a bibliometric approach to detect similarity within a set of publications that share a common knowledge base. It could be used to quantify the relatedness of knowledge base between two articles (Kessler, 1963; Small & Koenig, 1977). To this effect, BC relies on references, which signal the knowledge base of a given article, rather than citations. The basic principle is that the more the same references two articles cite, the more likely the two articles are examining the same research topic (Tseng, Chang, Tutwiler, Lin, & Barufaldi, 2013). According to this assumption, topical similarities between each pair of articles can be computed based on the common references normalized by the individual references each article possesses. In our analysis, the Dice similarity (Salton, 1989) between two articles X and Y was used for computing their similarity:

$$\text{Sim}(X, Y) = 2^*|\ Ws \cap Xs|/(|Ws|+|Xs|)$$

where R(X) denotes the set of references cited by X, |R(X)| denotes the number of elements in R(X), and R(X)\R(Y) is the intersection of the sets of R(X) and R(Y). The value of this similarity ranges from 0 to 1, denoting from most dissimilar to most similar. As an example, if X cites 10 references and Y cites 15 references, and if there are 5 common references among them, then the similarity between X and Y is 2*5/(10 +15) = 10/25 = 0.4, or X and Y are bibliographically coupled with a measure of 0.4.

The process of analyzing and clustering bibliographical data consists seven steps: (1) data collection, (2) text segmentation, (3) similarity computation, (4) multi-stage clustering (MSC), (5) cluster labeling, (6) visualization, and (7) fact analysis. The details of each step can be found in the work of Yuan, Gretzel, and Tseng (2014)

Content Analysis Toolkit for Academic Research (CATAR) is a bibliometric freeware developed by Tseng for support both content and bibliometric analysis, visualizing results (Tseng, 2010). BC analysis is one of CATAR's functions. This function groups articles into concepts based on their common references. Then, the concepts will be grouped into topics, and grouped into knowledge domains. This is called MSC. Figure 1 illustrates the process of MSC. The detailed explanations of the methods and algorithms can be found in the works of Tseng and Tsay (2013).

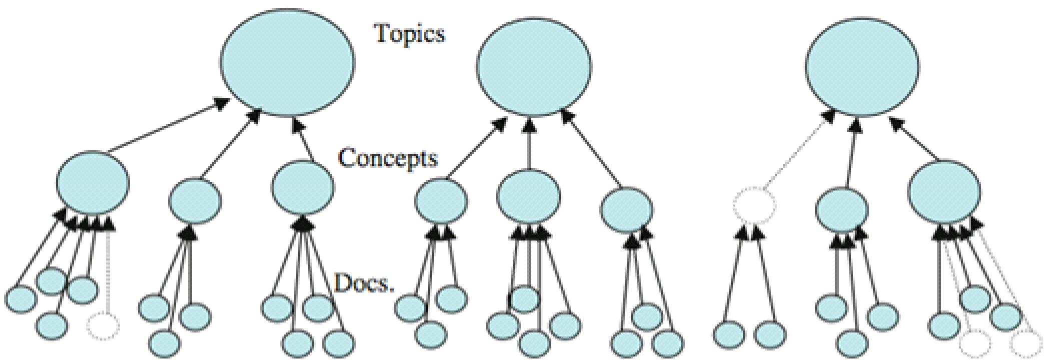

Figure 1. A conceptual sketch of the multi-stage clustering approach, where dashed white circles denote outliers (Adopted from Tseng and Lin, 2011).

Source of Bibliographic Data

To identify IT-related in tourism field, eleven tourism journals identified by Yuan, Tseng, and Chang (2014) were served as sources of bibliographic data. Bibliographic data and citation data were collected from WoK across a 6-year period of 2008-2014. For the 2014 alone, the WoK contained more than 13 million bibliographical records and more than one million articles appearing in over 7000 journals. These eleven journals included Annals of Tourism Research (ATR), Asia Pacific Journal of Tourism Research (APJTR), Current Issues in Tourism (CIT), International Journal of Tourism Research (IJTR), Journal of Travel Research (JTR), Journal of Travel & Tourism Marketing (JTTM), Journal of Sustainable Tourism (JST), Scandinavian Journal of Hospitality and Tourism (SJHT), Tourism Economics (TE), Tourism Geographies (TG), and Tourism Management (TM). Three steps involved in identify target articles (See Figure 2).

Those steps are explained as follow:

1. Records identified via a set of keywords, including: (1) social media, (2) artificial intelligent, (3) technology, (4) innovation, (5) web, (6) Internet, (7) extranet, (8) mobile, (9) wireless, (10) blog, (11) eWoM, (12) eCommerce, (13) eMarketing, (14) eCRS, (15) GIS, (16) GPS, (17) eComplaint, (18) augmented reality, (19) virtual community, (20) online, (21) eComplaint, (22) email, (23) big data, (24) data mining, (25) network, (26) mGovernment, (27) APP, (28) browser, (29) gamification, (30)mCommerce, (31) digital, (32) eStrategy, (33) ICT, (34) eSecurity, (35) podcast, (36) OR-code, (37) smartphone, (38) eDMO, (38) eBusiness, (40)eGuide, (41) security, (42) offline, (43) infocommunications, (44) business-to-business, (45) peer-to-peer, (46) mguide, (47) consumer-to-consumer, (48) business-to-consumer, (49) eTransaction, and (50) eDestination. Those keywords were suggested by domain experts (Buhalis & Law, 2008; Frew, 2000; Wang, Fesenmaier, Werthner, & Wöber, 2010; Y. Yuan et al., 2014).

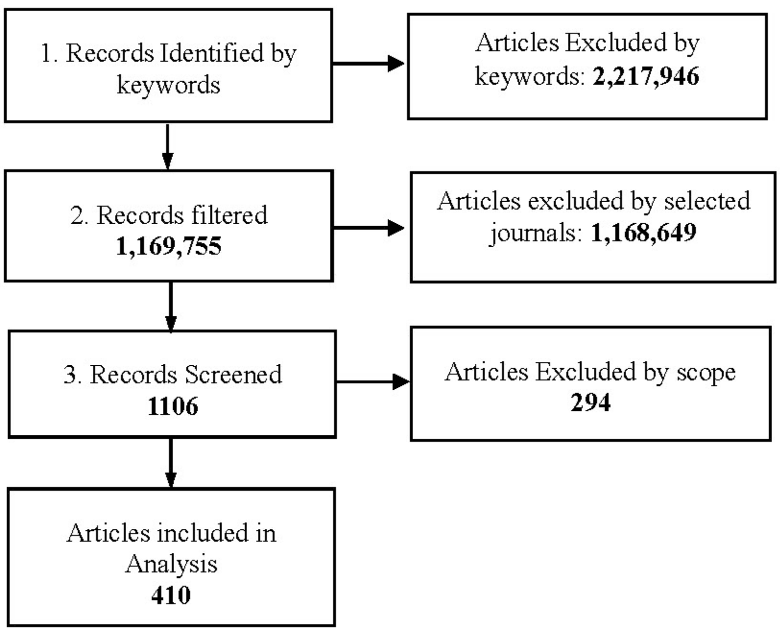

Figure 2. Articles Identified Procedure

2. Full-text articles assessed for eligibility.
3. Records screened by examining whether the content directly related to ITT.

Full records (including abstracts and cited references) were downloaded at April 6, 2015 and covered range from 2008 to 2014. This 6-year dataset include 410 papers.

FINDINGS

Our analysis starts with bibliographic analysis, which counts the number of references in common between papers, and can be taken as indictors to show the similarity of research topics. By doing so, 323 of the original 410 (due to the outlier removal during the MSC) were clustered into eight subject areas of ITT. The visualization of the relatedness of research focuses is presented in Figure 3, where every circle indicates a research topic and the size of the circle is designed to reflect the number of articles clustered in the topic. The more closely related topics, Circles presenting them are locate more closer to each others. As shown in Figure 1, Cluster 40 presents the most popular ITT topic. There are 197 articles under this topic. Cluster 91 contains 15 articles and is closely related to Cluster 40, while Circle 30 and Circle are two relatively independent topics from other topics.

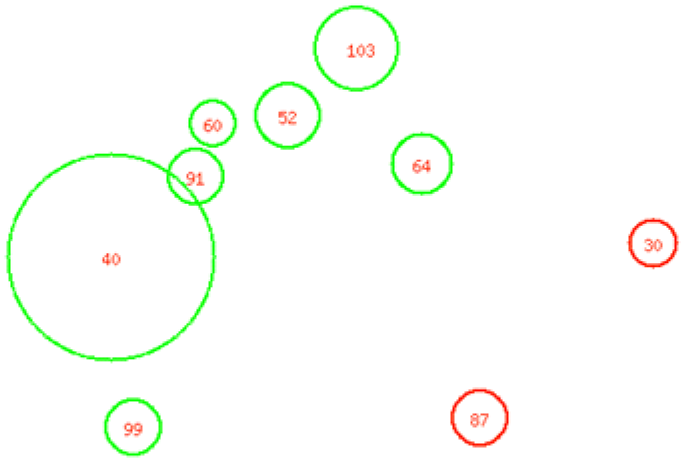

Figure 3 Topic map calculated from multi-stage cluster of eleven tourism journals

The cluster descriptors included in each subject area are listed in Table 2. Based on the descriptors, the eight research topics were then manually tagged by the themes for the ease of discussion. As seen in Table 2, these tags and their sub-topical descriptors were: (1) Usability, adoption, information behaviors and evaluation of ITT (UAIB); (2) Social media and co-creation of destination image (SMCD); (3) ITT and destination competitiveness (IDC); (4) Forecasting and modeling (FM); (5) Price of online package (POP); (6) Spatial movement patterns (SMP); (7) eDestination and networking (EN); and (8) eService and customer relationship (ECR).

Table 2. Topic categories in tourism research in 11 journals from 2008 to 2014

Code: Docs	Research focuses (Abb.)	Sub-topics (Number of articles grouped in the sub-topic)
40:197	Usability, adoption, information behaviors and evaluation of ITT (UAIB)	• Intention, technology, travel, model, online (39) • Search, information, travel, behavior, choice (30) • Image, review, online, travel, analysis (57) • Loyalty, advertisement, role, involvement, media (14) • Experience, technology, tourism, impact, tourist (14) • Adoption, travel, factor, internet, tourism (28) • Website, evaluation, usability, destination (15)
91:15	Social media and co-creation of destination image (SMCD)	• Passion, embody, imagery, modernity (5) • Tourism, social (10)
52:20	ITT and destination competitiveness (IDC)	• Tourism, disability, destination, management (12) • Decision-making, visitor, destination, model, tourist (8)

30:11	Forecasting and modeling (FM)	• Demand, forecast, tourism demand, system, outbound tourism (7) • Multi-channel, online distribution of airline, long and short (4)
87:15	Price of online package (POP)	• Price, room, travel, agency, online (8) • Analysis, hotel (7)
103:33	Spatial movement patterns (SMP)	• Spatial, tourist, flow, inbound (11) • GPS, track, visitor, tourist, pattern (18) • Tourism-dependent, investment decision, open source (4)
64:17	eDestination and networking (EN)	• Tourism, country, service, tourist (12) • Network, evolutionary economic geography (5)
99:15	eService and customer relationship (ECR)	• eSrvice recovery, storytelling (4) • Self-service, importance-performance, migrant, encounter (5) • Orientation, management, value, customer, relationship (6)

Table 2 reveals that the topic of UAIB, which examining the changes in information behaviors and travel decision-making process, and IT adoption and usage was ranked as the most published in the field of tourism research. UAIB comprises of seven sub-topics, including (1) modeling the intention of online interactions and using behavior for travelers and tourism employees; (2) travel information search behavior and choice; (3) image formation of online review and analysis; loyalty; (4) advertisement, involvement, and media; (5) impact of technology on tourism experiences; (6) adoption and implementation of ITT; (7) evaluation of usability destination Website. Total publications in this subject area amounted to 55% of 323.

SMP came as the second, mainly focus on the use of GIS to analyze and map out tourist spatial movement patterns. There are three sub-topics clustered into this topic, including analyzing tourist flows, tracking visitor, and assisting tourism-dependent investment decision. In addition, FM examined the forecast of the demands of inbound and outbound tourism and online distribution got the least attention.

Table 3 indicates the numbers of articles by topics published in the 11 tourism journals from 2008 to 2014. The topic of UAIB was ranked as the most published for all of the 11 journals. The topic of SMP was mainly published in *TG* and *TM*. Four journals, *IJTR, JTTM, JTR* and *TM* published the most *ITT* research, while *JST* published none.

Table 3 Numbers of articles by topics in the 11 tourism journals from 2008 to 2014 (n = 338 articles)

Topics	ATR	APJTR	CIT	IJTR	JTTM	JTR	JST	SJHT	TE	TG	TM
Usability, adoption, information behaviors and evaluation of ITT (UAIB)	10	11	8	24	53	26	0	3	5	4	52
eService and customer relationship (ECR)	0	0	0	0	6	0	0	0	0	0	0
Spatial movement patterns (SMP)	0	0	0	0	4	4	0	0	0	11	8
Forecasting and modeling (FM)	0	0	0	0	0	0	0	0	5	0	4
Price of online package (POP)	0	0	0	0	5	0	0	0	0	0	3
eDestination and networking (EN)	3	0	3	0	0	0	0	0	0	0	5
Social media and co-creation of destination image (SMCD)	6	0	4	0	0	0	0	0	0	0	0
ITT and destination competitiveness (IDC)	0	3	3	0	0	3	0	0	0	0	3
Total	19	14	18	24	68	33	0	3	10	14	75

A total of 802 authors have made contributions in ITT research during the years from 2008 to 2014. The top ten contributors are, Robert Law, Dainel R. Fesenmaier, Bing Pan, Dimitris Buhalis, DY Kim, Ulrike Gretzel, CK Lee, Zhang Xiang, IP Tussyadiah, and X Li. They accounted for 12.3 percent of publications within the past 8 years. Nearly 85 percent of contributors only published one articles in ITT research. This suggests that ITT is a very new area in the field of tourism research. The contribution of authors in each topic area can be seen in Table 4. Author contributed less than 2 articles not presented in here. Apparently, the topics of UAIB, SMP, FM, POP, and SMCD attracted more attentions of scholars, while the topics of IDC, EN, and ECR might not yet be thoroughly explored.

Table 4 The representative authors in the eight topics of ITT research from 2008-2011

UAIB	n	SMP	n	FM	n	POP	n	SMCD	n
Law, R	19	Shoval, N	5	Song, HY	2	Law, R	6	Gretzel, U	2
Fesenmaier, DR	9	Mckercher, B	4			Li, G	3	Lee, W	2
Buhalis, D	8	Birenboim, A	3						
Xiang, Z	7								
Kim, DY	6								
Tussyadiah, IP	5								
Lee, CK	5								
Pan, B	5								
Gretzel, U	5								
Chung, N	5								
Stepchenkova, S	5								

* Author contributed less than 2 articles not presented

CONCLUSION

This study provides an easy approach to examine emerging research topics from time to time for research review and to provide future research direction. Also, the finding enable young scholars who are interested in ITT research could easily identify key contributors and subject areas. Finally, some validity issues need to be mentioned. The s identified by the keyword search is in the danger of including non-ITT related articles. Thus, expert opinion is called for to exclude those false documents.

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SERVICE QUALITY, SATISFACTION AND REVISIT INTENTION TO RURAL TOURISM DESTINATION

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INTRODUCTION

The significances of tourism sector have remarkably grown as a key contributor to the both economics and social health either throughout the world. Simultaneously, there are more and more visitations in natural rural tourism areas, especially in developing countries (Nair & Azmi, 2008). Malaysia is seen as having the potential to develop rural tourism since Malaysia is considered as a country which is having a large number of local communities (Lo, Songan, Mohamad, & Yeo, 2013) with different arts and cultures.

Even though the Ministry of Tourism in Malaysia has been actively involved in promoting community-based activities, however it would certainly be meaningless when they are promoting these events but do not cater to the tourists taste or their expectation fulfillment in their every travel experience (Salleh, Omar, Yaakop, & Mahmmod, 2013). Especially there is an increasing competition from other tourist destinations in well-known cities or reputable holiday resorts in West Malaysia such as Pulau Langkawi, Pulau Rendang, High Cameran Highlands. Hence, rural tourism destinations are faced with the challenges of providing a high level of service to the visitors to ensure they have the intention to return to the destinations.

The concept of service quality has been studied extensively in a variety of service industries, with growing research attentions on the tourism area but mostly focuses in the context of the sport tourism or urban tourism (Abas & Mohd Hanifah, 2014; Boley & McGehee, 2014; Tzetzis, Alexandris, & Kapsampeli, 2014). It is believed that customers' satisfaction is directly link to service quality since customer satisfaction begins from a result of service transactions perceived by the tourists. Satisfying the tourists' needs is crucial since its impact on their expectations and will affect the intentions of next destination selection decision (Fuchs & Weiermair, 2004). Therefore, there is evidence in the context of urban tourism that service quality play a main role on visitors' satisfaction and their intention to revisit the destination (Cronin, Brady, & Hult, 2000; Tzetzis et al., 2014). However, these relationships in the context of rural tourism still remain undefined and relatively unexplored.

By holding this believe, this study aims to explore the impact of current service quality from different dimensions of rural tourism services and present a conceptual framework for measuring tourist satisfaction and intention to revisit, hence to provide a comprehensive tool for understanding the key factors of destination competitiveness and quality improvement. Shonk and Chelladurai (2008) proposed a multi-dimensions industry-specific model which has four main dimensions: 1) access quality, 2) accommodation quality, 3) venue quality and, 4) contest quality to measure service quality. The major trust of this study is these four dimensions are able to evaluate aggregate perceived quality by customers toward different services provided by local service industries.

CONCEPTUAL FRAMEWORK

This study proposes a multi-dimensional model of service quality applicable to visitors (See Figure 1: Service Quality Dimensions in Rural Tourism). The multi-dimensional nature of rural tourism has already been advanced in the extant literature (Shonk & Chelladurai, 2009). The framework as shown in Figure 1 consists of three main constructs-the independent variables, moderators and the dependent variables. The independent variables consist of access quality, accommodation quality, venue quality and the contest quality of rural destination, whereas the moderator is local communities' attitudes. The dependent variables are tourists' satisfaction and revisit behavioral intention on rural tourist destinations. Hence, the following conceptual model was constructed:

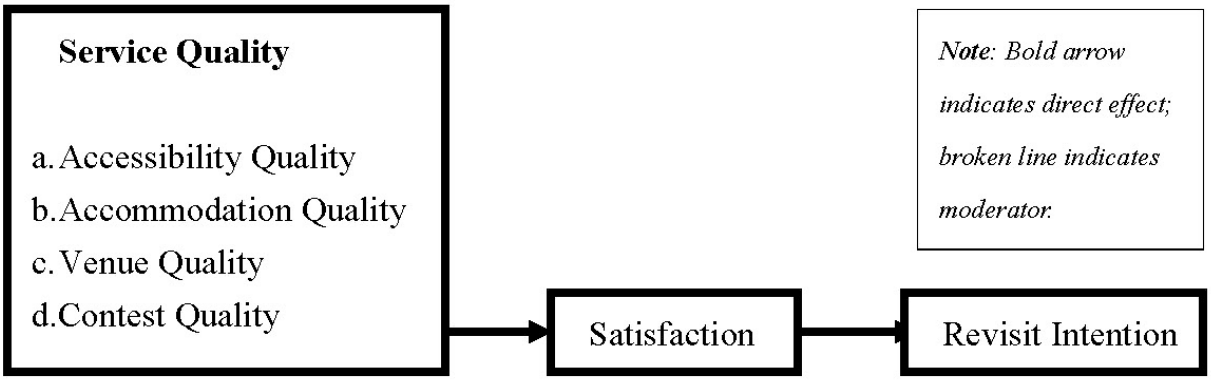

Figure 1: Service Quality Dimensions in Rural Tourism

HYPOTHESES DEVELOPING

H1: Accessibility quality is positive related to customer's satisfaction.
H2: Accommodation quality is positive related to customer's satisfaction.
H3: Venue quality is positive related to customer's satisfaction.
H4: Contest quality is positive related to customer's satisfaction.
H5: Overall satisfaction influences tourists' intention of revisit.

METHOD

In this study, a few rural tourism sites in Sarawak (e,g., Bario Highland, Long Lamai and Annah Rais) will be chosen since these places are the popular rural tourism destinations in Sarawak and these places are gaining their reputations as tourist destinations. In order to access the research model developed (figure 1), SmartPLS 2.0 (M3) (Chin, 1998a, b, 2010) will be applied in this study used to analyze the data collected based on path modelling and then the bootstrapping (Chin, 1998).

FINDINGS

The relationships between service quality and customers' satisfaction are very important to the rural tourism industries since dissatisfied visitors seldom complain, but rather simply choose another service provider as their purchasing choice (Ebrahimpour & Haghkhah, 2010; Haghkhah et al., 2011; Hansemark & Albinsson, 2004). According to Agbor (2011), the relationships between service quality and customer satisfaction are very dynamic. Based on the previous researchers' findings, the better service quality received by customers, the higher of the degree of customer satisfaction he or she will perceive (Tian-Cole, Crompton, & Willson, 2002). Besides that, customers' satisfaction is conducted to influence future behavioral intention. The possible explanation to this relationship is when tourists perceived high satisfaction in the current visit are able to provoke positively the tourist' likelihood of their individual repeat visit and indeed, it may influence others when they are promoting their own positive perceptions towards the trip and their second visit intention (Darnell & Johnson, 2001; Mat Som & Badarneh. 2011).

IMPLICATIONS OF THE STUDY

This model can be served as theoretical background which is able to assist in surpassing the gap between the claim for complex and multidisciplinary knowledge, which are needed for the functioning of the destination management on the one side, and the extent of knowledge can be found in rural destinations on other side. Apart from that, the proposed model could be modified as primary agendas and a prerequisite for rural tourism industries to enhance customer satisfaction. It can help to improve suppliers' understanding in the visitors' needs and which element of a destination offer needs improvement.

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PERCEPTIONS AND TRAVEL MOTIVES OF YOUNG ASIAN STUDENTS

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INTRODUCTION

Studying travel behaviour and motives of the university students continues to be an area of interest to both tourism researchers and tourism marketers. This segment is proving to be a social group with complex and unique travel behaviour (Limanond, Butsingkorn, & Chermkhunthod, 2011; Kim, Hallab & Kim, 2012; Chen, 2012). Travel experience amongst the students has been on the increase influenced by discounted travel and tour packages for students, international student exchange programmes, and a general push by universities to send students abroad for cultural and educational experiences. Past travel experience to a destination could impact their future travel decision and choices (Kim et al 2012). The literature also suggests that perceptions of tourists about a destination impacts their travel behaviour and choice of destination (Bonn, Joseph & Mo, 2005; Beerli & Martin, 2004; Chon, 1991; Echtner & Ritchie, 2003). In examining the role of motivations, prior travel experience, social ties and destination choice in pre-trip attitude of the American university students, authors Nyaupane, Paris and Teye (2011) find that academic motivations and social ties influence students' destination selection for study abroad programme with social motivation emerging as the most important factor that impacts attitude towards the destinations prior to the travel. Such information is significant in determining pre-trip perceptions of young students which could well grow into adulthood. Authors Ballantyne, Gannon and Wells (2012) suggest in their findings that as a university student even a short-term study related travel has shown to impact on their attitude, awareness and cross-cultural perceptions.

Though several studies have recently explored the travel motives and perceptions of young university students highlighting significance of the student travel segment and also uniqueness associated with their travel attitudes and perceptions, research on Asian students' travel motives is scarce and in relation to students from Thailand almost non-existent in the tourism and hospitality literature. Based on this premise the current study contributes to the literature by informing travel motives and attitudes of the Thailand university students generally and their perceptions about New Zealand as tourist destination particularly. Several studies related to a particular destination have been published, such as American students thinking of travel beyond Europe (Deresiewicz, 2009), students travel behaviour from the UK and China (Xu, Morgan, & Song , 2009), students' travel behaviour in terms of travel/tourism preferences, transportation, housing, food and entertainment were compared between the US, South Africa and Israel by (Shoham, Schrage, & Eeden, 2004), choice intention of students to travel to Mauritius (Phau, Shanka, & Dhayan, 2009), experiences of Norwegian students abroad (Wiers-Jenssen, 2003), Chinese students' perceptions about Australia (Wang & Davidson 2008), perceptions of international students about Malaysia (Shan, Shah, & Suat, 2013).

METHOD

Growing income level of the middle class in Thailand has also generated interest to visit tourism destinations abroad (Chaipinit & Phetvaroon, 2011). In last seven years the number of outbound tourists has doubled suggesting a growth rate of 15% per annum (Thailand Development Research Institute cited in Chaipinit & Phetvaroon, 2011). With a population of approximately 63 million and a change in perception of the Thai people that travelling is no longer a luxury but a beneficial and productive activity has given boost to the outbound tourism.

The research sample was composed of 420 tertiary level students from Thailand. In order to assess young Thailand students' attitudes towards New Zealand as a holiday destination, young university students were chosen as a sample as they not only represent the youth of Thailand but also a segment which is expected to grow professionally and earn a better disposable income comparatively. We used a structured questionnaire to gather data from our sample. In order to develop the structured questionnaire we extensively reviewed the existing literature in the tourism management area. We also interviewed three academic and management experts in the field to help developing the questionnaire. Following Churchill's (1979) recommendation we asked three experts in the area to assess the content validity of the questions and constructs. The questionnaire was originally written in English and translated into Thai Language by two bilingual experts. Yet, in order to enhance questionnaire's consistency we followed Van de Vijver and Leung's (1997) translation procedure.

The following hypotheses have been developed to test and propose implications from this study:

H1: the more the Thai students challenge their abilities and skills on their holidays, the higher they perceive New Zealand as an attractive destination to experience adventure.

H2: the more the Thai students challenge their abilities and skills on their holidays, the higher they perceive New Zealand as an attractive place to experience the Maori Culture.

H3: the more the Thai students challenge their abilities and skills on their holidays, the higher they perceive New Zealand as an attractive destination to experience natural beauty.

H4: the more the Thai students go on holidays to explore new experiences, the higher they perceive New Zealand as an attractive destination to experience adventure.

H5: the more the Thai students go on holidays to explore new experiences, the higher they perceive New Zealand as an attractive destination to experience the Maori Culture. H6: the more the Thai students go on holidays to explore new experiences, the higher they perceive New Zealand as an attractive destination to experience natural beauty.

Because of the complexity of the specified structural model we used structural equation modeling with maximum likelihood method to test all relationships simultaneously (Amos 20.0). The overall chi-square for the structural model was 91.57 ($p<0.001$) with 37 degrees of freedom (df). Byrne's (2001) recommendation of using additional fit indices to chi-square in the case of large samples was adopted. We also analyzed the comparative fit index (CFI=0.969), Tucker-Lewis fit index (TLI=0.954), incremental fit index (IFI=0.955), and root means squared error of approximation (RMSEA = 0.059). All fit indices (including RMSEA; IFI; CFI; TLI) fell within the recommended range values (Browne & Cudeck, 1993; Vandenberg & Lance, 2000; Byrne, 2001). We can advocate that the estimated model was acceptable.

FINDINGS

Table below presents the path analysis results and hypotheses of the specified structural model.

Path analysis of the Structural Model and Hypotheses Results

Linkages in the model	Standardized parameter estimates		Hypotheses Results
	Estimate	t-value	
H1) To explore my abilities and skills → à search for adventure	-0.215	1.752*	R
H2) To explore my abilities and skills → à experience the Maori culture	-0.349	2.454**	R
H3) To explore my abilities and skills → à experience natural beauty	-0.128	-1.092	NS
H4) To explore new experiences → à search for adventure	0.857	6.687***	S
H5) To explore new experiences → à experience the Maori culture	0.974	6.504***	S
H6) To explore new experiences → à experience natural beauty	0.864	6.891***	S

Note: * p<0.10, ** p<0.05, *** p<0.01, R – Rejected, S – Supported

DISCUSSION AND IMPLICATIONS

The current study adopts the Leisure Motivation Scale to determine the travel motives and level of interest in touristic activities of young Thailand university students. A conceptual theoretical model is proposed highlighting six hypotheses. The hypotheses test relationships between exploring individuals' abilities and skills with adventure, Maori Culture and natural beauty. Likewise exploring interest in new experiences and their relationship with adventure, Maori Culture and natural beauty. In summary, the results based on the six hypotheses testing the relationship of the two theoretical constructs in the model i.e. to *challenge my abilities and skills and to explore new experiences* suggest that the young Thai university students do not perceive New Zealand as a destination where they can challenge their abilities and skills while on a holiday to experience adventure or Maori Culture. On the other hand when they are looking to explore new experiences they do perceive New Zealand as a destination to experience adventure, Maori Culture and natural beauty. These findings not only report an interesting situation but also suggest that promotion of New Zealand as destination to challenge abilities and skills in experiencing adventure, Maori Culture should become a travel motive for them to visit New Zealand. Several studies have noted that young travellers enjoy thrill which challenges their abilities (Dotson, Clark, & Dave, 2008; Swarbrooke & Horner, 1999; Hallab, Price & Fournier, 2006; Pizam et al., 2004, Bywater, 1993).

So what is the significance and implications of this study?

The distinctiveness of the study is embedded in the fact that it explores travel motives of young Thai generation towards holidaying. Comparatively the literature is full of studies done in the Western context on young travellers' motivations to travel. Within the context of young travellers from Asia, studies are scarce and in relation to Thailand almost non-existent. From this perspective the study adds to the literature on travel motivations. On the theoretical front the study has adapted the Leisure Motivation Scale to develop and test constructs through a proposed theoretical model. These constructs and their results are unique in relation to travel motives of the young Thai market segment generally, and in relations to New Zealand specifically. Considering this from a marketing point of view, exploring new markets is the key for all destination marketers to sustain economic gains from tourism, the current study adds information about an unexplored market segment. Hence, suggesting implications for destination marketers to get to know about this new emerging market segment.

Like any other study, the current study also has limitations in form of small sample size, subjectivity in responses hence cannot claim to be wholly conclusive. The results should be considered in light of this limitation. However, the study provides some value through its findings for other researchers for comparative studies and suggests further research with a larger sample size and focus on cultural and other leisure related issues.

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FACTORS ARE AFFECTING INTERNATIONAL TOURIST'S DECISION ON CHOOSING VIETNAM AS A DESTINATION

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INTRODUCTION

Nowadays, Tourism is one of the sectors to help the economic growth. Forecast of world tourism sector's income shows that it will continue to grow substantially in the coming years, which was reaching 1 billion in 2012 and 1.8 billion by 2030 and Vietnam tourism is gradually improving and powerful munitions. In 2010, Vietnam ranked 14 in the Asia-Pacific region so with this new ranking results, Vietnam has increased by 9 degrees comparison with the report in 2009 (Travel & Tourism Competitiveness Report 2011, World Economic Forum). The competitive advantage of Vietnamese tourism are indicators of price competition in the travel and Tourism Administration (ranked 16/139), that have the potential in Vietnam tourism industry. Besides, the availability of labor force, Vietnam ranked 33 over 139 countries and for the cultural resource ranked 33 over 139 countries (The Travel & Tourism Competitiveness Report, 2011). For National Long-term tourism growth, Vietnam ranked 12 over 181 countries rated by (WTTC). Vietnam is various resources and the culture is very interesting. In 2012, Vietnam has been designated by UNESCO as a world heritage, that are including two natural heritages, cultural heritage, seven cultural heritages and intangible heritage. Vietnam transportation systems are relatively easy for international tourism selection because much transportation to choose that is very convenient to select the tourist types.

The elements are important to identify the factors of international tourist come to Vietnam with the advantages and special products. That is the main reason for the traveler can decide to select Vietnam as a Destination. Besides, Vietnam Prime Minister and different institution contributes and implemented many strategies including private sector ensuring the needs of every tourist to meet the satisfaction when travelling to Vietnam.

METHODOLOGY

This research will use this method of selecting information by quantitative methods. With the use of questionnaires to gather information, questionnaires sent to international travelers including questions related to issues in research.

This research was conducted in Vietnam's largest city - Ho Chi Minh City that is one of the largest tourist centers of Vietnam. This city is one of those cities with strong tourism growth for international tourists and it is full of elements of a tourism city of the world. The locations have many tourists coming that are the airport, hotels, tourist spots, shopping center, etc. This place is very easy to approach international tourists for collect the data related to the research, and that will help to collect data objectively for the tourists around the world.

As expected number of questionnaires will be 300 samples. I will use to investigate via online with the international tourists to Vietnam. From that can find out their needs when choosing Vietnam as destinations in the future. Before distributed the questionnaire to the tourists, I used pre-test methods to evaluate the clarity and effectiveness of the questionnaire. Then, the questionnaire would be adjusted based on the responses of tourists. With the number of trials were 20 respondents. SPSS 17.0 statistic software was applied to analyze the data. Descriptive statistics, factor analysis, Correlation, ANOVA, and Logistic Regression were used.

FINDINGS

Demographic factor

For Age, in indicating that the international travelers who are more than 30 years old tend to choose the types of Entertainment and Food and Custom and Cultural. For Education, the high-educated international travelers who travelled to Vietnam are more likely to choose the types of Entertainment and Food and Custom and Cultural. For Occupation, in indicating the travelers are Professional more likely to choose Custom and Cultural types. With Length of Stay, in indicating the travelers who travelled to Vietnam more than 8 days had more likely to choose types of Natural Scenery and Custom and Cultural. Nationality in indicating the travelers from Western countries are more likely to choosing Natural Scenery Types. Income Levels, in indicating that the international travelers who have average Income Level are more likely to choose the types of “Natural Scenery" and “Custom and Cultural”. With Alone of Travel Partner, in indicating that the international travelers who travelled alone are more likely to choose Custom and Cultural Types. Marriage status has not affected the international traveler to select their Destinations.

Traveler Motivation Factors

In total 24 items, traveler motivations have “for cultivating/ enhancing the relationship in family”, “visiting place family came from”, “for reliving past good times”, “visiting friends and relatives”, “experiencing new and different lifestyles”, “learning new things, increasing knowledge”, “seeing and experiencing a foreign destination”, “escaping from busy job”, “escaping from immutable life”, “seeking physical indulgence”, “for having fun or being entertained”, “going places friends have not been”, and “talking about trip after return”; these are the main international traveler’s motivations to Vietnam. In the logical analysis of data shows, that the international travelers who have Novelty Motivations and Enhancement of Kinship Motivations are more different to choose Natural Scenery types. However, with Novelty Motivations, the Novelty Motivations of international travelers are more likely to choose Natural Scenery Types and the Enhancements of Kinship Motivations of international travelers are less likely to choose Natural Scenery

With the international traveler who travelled to Vietnam have Novelty Motivation are less likely to choose Custom and Cultural Types. Because Vietnam, which is a friendly country and cultural diversity, will help tourists can have more comfortable and pleasurable feeling. Besides, the travelers who travelled to Vietnam have Escape Motivation and Prestige Motivation is more different to choose Entertainment and Food types. Because the travelers have Escape Motivations are more likely to tend Entertainment and Food types if they. Moreover, if the international travelers have Prestige Motivation, they will choose the types of Entertainment and Food. Because Vietnam is considered as one of the country famous, where have many beautiful and unique cultural, entertainment, resort and cuisine in the world.

In this section, relaxation motivations have no significant into this analysis. That’s mean, the travelers who travelled to Vietnam less likely to choose Relaxation Motivation in the Destination types.

Vietnam Image factors

In total 22 Vietnam Image items have “many interesting cultural activities ”, “competitive commodity price.”, “warm and friendly in general”, “is a good place for shopping”, “a clean environment”, “no language barrier in Vietnam”. In indicating that the international travelers who have Vietnam Images are “Friendly social environment” and “culture, history, art and atmosphere” would more likely to choose the type of Custom and Cultural and Natural Scenery.

IMPLICATIONS OR CONCLUSION

The research topics of the factors affecting international tourists choose Vietnam as a destination. This study is mainly to find out the factors affecting tourists when choosing a travel destination. It has provided evidence of the factors affecting international tourists choose Vietnam as the destination such as: Traveler Motivation, Vietnam Image, and Demographic. The study has the factors affecting the choice destination of international tourists. These factors play very important roles in reflecting the reality of international tourists to Vietnam. Thus, this study provides evidence for the Theory Implications and Practical Implications of International tourists to Vietnam. Thereby the purpose of study is providing a realistic view of the Motivation of tourists travel to choose Destinations. Study provides practical implications on the international tourists as well as understanding Demographic factors make the choice destination. Thereby this study also provides for the tourism industry of the evidence to be able to understand more about tourists and attract more tourists. Including the Types of Travelers Motivations which are more likely to tend (Relaxation, Escape, Novelty, Prestige, Enhancement of kinship); which activities and traveler's needs when tourist to Vietnam (Landscape; Culture, history, art & atmosphere; Well-developed general infrastructure; Friendly social environment.)

This study provides evidence partly reflects the needs, habits, preferences and differences of each groups when travel to Vietnam. Therefore, to create conditions for attracting international tourists more and the tourism development for Vietnam and this study has identified the importance of Demographic of International Tourists. Vietnam should build more tourism programs, tourism products, tourist attractions to suit each groups as Age, Gender, Occupation, Income, and Level of Education... in accordance with the behaviors and dynamics of international tourism. With visitors to the Motivation of Novelty, they often prefer destinations related to the Natural Scenery, and Custom and Cultural. Therefore, we should build more tourism products and tourism programs to enhance understanding and explore the unique natural, cultural and custom of Vietnam

Studies provide evidence of International Tourist's Demographic to help form many tourism products to suit to each visitor groups and Studies have provided much evidence affecting international tourist's Destination Choice and thus this evidence provides much information to the Vietnam tourism industry and from that can use to build more tourism programs and unique tourism products to attract and promote the image of Vietnam to international tourists.

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COMMUNITY BASED CSR FOR THAILAND'S COMMUNITIES

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INTRODUCTION

The announcement and launch of the UN Global Compact in 1999, aimed to invite different organizations to participate in an international agreement comprising of ten principles with regards to four main issues. These included human rights, labor standards, the environment and anti-corruption, so as to inspire responsible corporate citizens. ("CSR and the UN Global Compact - 10 Principles", 2012), Corporate social responsibility (CSR) has been considered one aspect of the promotion of these aforementioned issues and has also helped to reduce the effects of global climate change as an additional benefit.

Co-operation with an emphasis on CSR has been observed across the world, for example during a meeting in February of 2009, the Association of Southeast Asian Nations (ASEAN) agreed to commit to the continued incorporation of CSR principles in organizational operations by using one of four approaches deemed important as described previously with one being to support this development using community as a base. ("ASEAN Promotes CSR.", 2009) while the meeting of the Asia-Europe Meeting (ASEM) in October 2009 agreed to push member countries to act to promote CSR both at national and international levels ("CSR on the stage at the 209 Asia-Europe Meeting (ASEM).", 2009).

Generally CSR within Thailand is predominantly carried out by privately owned organizations but in order to gain support for the development of genuine community based CSR within Thailand, this research will use the concept that a community will carry out CSR for themselves. The researcher selected the Ton Tan community located in the Amphoe Saohai district, of Saraburi province as a case study, since the community is willing to participate in the research mentioned. The findings of the study will provide valuable information to help develop guidelines for community based CSR in Thailand into the future.

METHOD

Data for the study was collected using a variety of methods. Firstly a questionnaire was provided collecting data from 350 samples having an age of 15 or above and secondly by interviewing ten community leaders. Additional methods included participant observation and reviewing community documents in order to study the different contexts of the Ton Tan community, such as economic, social, cultural, environmental and sufficiency economy characteristics. This was followed by a focus group discussion and a public hearing to allow members of the community to join in establishing the guidelines for their community based CSR, in accordance with their context and the requirements of the majority of the community. The research was conducted over a six month period with the evaluation serving to improve approaches to subsequent community based CSR activities; in order to maximize the appropriateness of community based CSR within the Ton Tan community.

FINDINGS

As the cultural context of the Ton Tan community is prominent, in which continued adherence to customs and traditional Tai Yuan cultural practice, combined with agricultural dependence and simple lifestyles, this tends to dominate over all other contexts. As a result, the main economic careers continue to be agricultural and there is little other opportunity to create additional income, however the main income is considered sufficient. The social context of the population showed characteristics in close similarity as those described in the sufficiency economy philosophy. In terms of the environmental context, characteristics were shown at a good level and on the characteristics of the approach towards implementing the sufficiency economy demonstrated only minor problems.

The Ton Tan community together determine the community based CSR of their own community by co-operating with other agencies, as follows; Ton Tan School, community radio, Wat Ton Tan temple. Wat Khao Keow Won temple, the Ton Tan-Prayatod district council, the nursery centre of Wat Saraburi temple, Saohai District Agricultural Office, Saraburi Provincial Agricultural Office and Dusit Thani College. It was found that the community based CSR of Ton Tan community had three dimensions spanning sixteen projects as shown in Figure 1.

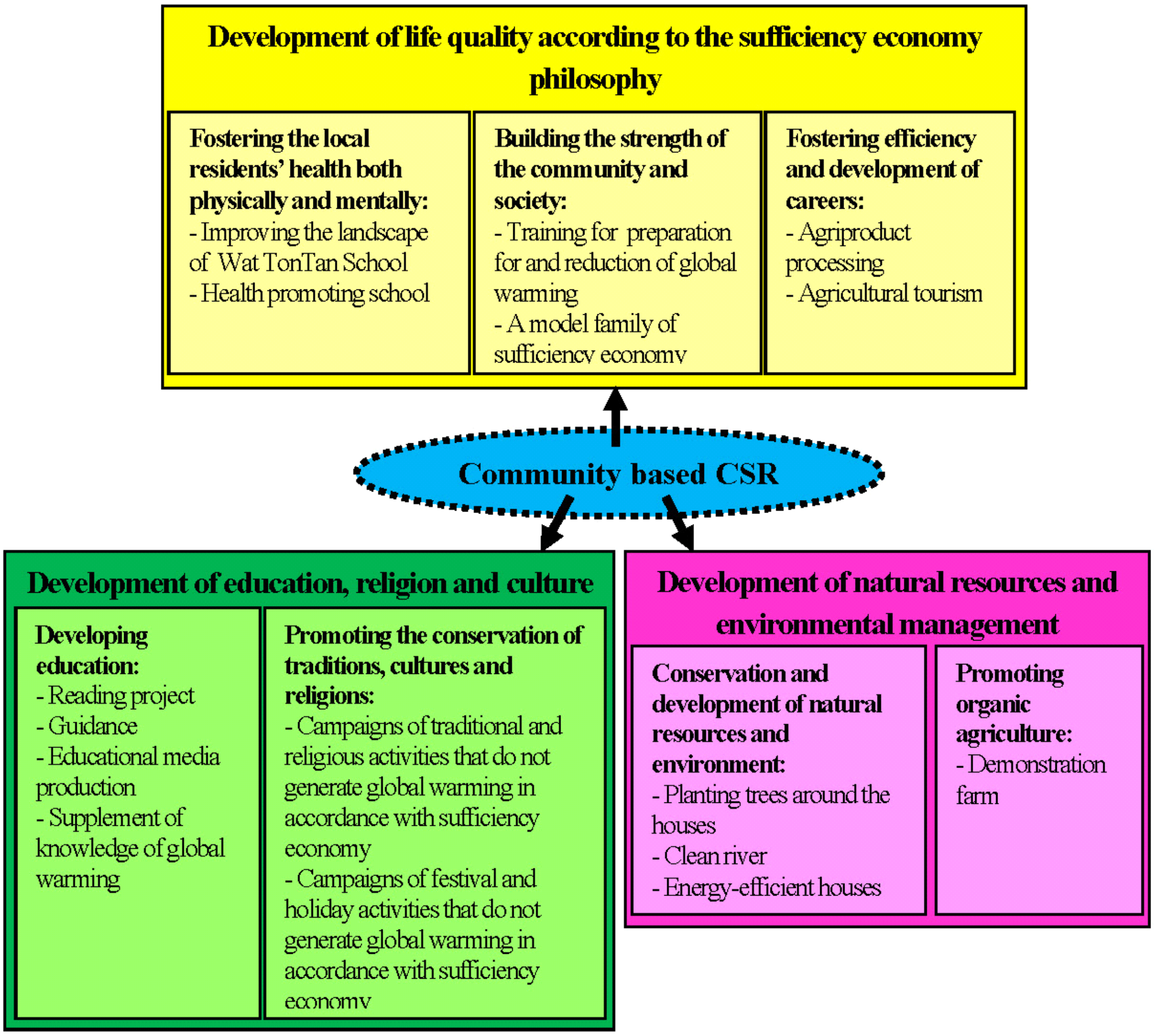

Figure 1. Community based CSR of the Ton Tan Community

From Figure 2, it can be observed that community based CSR of the Ton Tan community is separated into two main divisions with the larger incorporating fourteen of the projects, considered CSR 'in process' which is conducted during normal working hours, with the remainder carried out outside these hours and considered CSR 'after process' ("Divisions of CSR", 2008). If separating the community based CSR of the Ton Tan community by orders and types (Kotler and Lee, 2005, p.23; 2009, p.294), two orders and four types can be observed with the majority nine projects being Corporate – driven CSR (that is, CSR using resources within an organization) include Community Volunteering, Socially Responsible Business Practices, and Developing and Delivering Affordable Products and

Services and another seven projects being Social-driven CSR (that is, CSR using resources outside an organization) and include Corporate Social Marketing and the overall results following the project conducted over six months, community based CSR can be successfully applied within each project, with the results shown as being satisfactory and improving the context within the community in five trends.

Figure 2. 2 Divisions, 2 Orders, and 4 Types of Community based CSR of the Ton Tan Community

From Figure 2, it can be observed that community based CSR of the Ton Tan community is separated into two main divisions with the larger incorporating fourteen of the projects, considered CSR 'in process' which is conducted during normal working hours, with the remainder carried out outside these hours and considered CSR 'after process' ("Divisions of CSR", 2008). If separating the community based CSR of the Ton Tan community by orders and types (Kotler and Lee, 2005, p.23; 2009, p.294), two orders and four types can be observed with the majority nine projects being Corporate – driven CSR (that is, CSR using resources within an organization) include Community Volunteering, Socially Responsible Business Practices, and Developing and Delivering Affordable Products and Services and another seven projects being Social-driven CSR (that is, CSR using resources outside an organization) and include Corporate Social Marketing and the overall results following the project conducted over six months, community based CSR can be successfully applied within each project, with the results shown as being satisfactory and improving the context within the community in five trends.

IMPLICATIONS

The results of this case study indicate that through co-operation in the study by the community, the community has recognized the context of their problems and set guidelines for community based CSR within their community, as well as demonstrated willingness towards CSR 'in process' during normal working hours and Corporate – driven CSR, so has resulted in people within the community participating with and being willing to work with other agencies which can enable different control, conduct, achieve targets, provide opportunities for improvement for the community and can match the requirements of the majority of the community.

This research suggests that if community based CSR of the Ton Tan community is to develop and be perfected, the government needs to create agencies with the direct responsibility for it and to take the community based CSR of the Ton Tan community to apply within other communities, which could be started by using it with communities with similar context, problems and internal readiness before commencing. However for communities with very different contexts from the one studied, it is suggested to define new approaches to community based CSR for those particular communities themselves, however the process described within this research is able to be used.

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EXPLORING POTENTIAL OF COMMUNITY-BASED ECOTOURISM DEVELOPMENT FOR SUSTAINABLE LIVELIHOODS IN RAMSAR SITE, LOWER KINABATANGAN, SABAH, EAST MALAYSIA

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Ecotourism may be regarded as a tool for human's awareness to protect the natural environment and resource so called protected area in line with the vision of sustainable development. Since ecotourism is rely on natural resources and setting in rural areas, thus community participation is considered as a main method to achieve sustainable ecotourism development as well as to enhance local community sustainable livelihoods. This study was aimed to investigating the potential of community-based ecotourism development in RAMSAR site, Lower Kinabatangan area of Sabah, East Malaysia. The Lower Kinabatangan Segama Wetlands (LKSW) area (the RAMSAR site) covers 78,803 hectare and consists of 3 forest reserves: Trusan Kinabantangan Forest Reserve (40,471 ha), Kulamba Wildlife Reserve (20,682 ha), Kuala Maruap-Kuala Segama Forest Reserve (17,650 ha). In terms of land use, in addition to forestry, a major activity is agriculture, especially large scale oil palm. For this reason, forestry management has planned to minimize the impact of land development of RAMSAR site and it was become a Buffer Zone for conservation area.

There are six villages along RAMSAR site of Lower Kinabatangan area covered in this study namely Abai Village, Bongon Village, Mumiang Village, Pitas Village, Tundon Bohangin Village and Sri Ganda Village. Major economic activities of the area surrounding the RAMSAR site has been logging, oil palm and tourism, with the last two sectors dominating the landscape in more recent years and presently. Nevertheless, the populations within the RAMSAR site and a few villages nearby have somehow not benefited greatly from the latter two industries, except for tourism (ecological tourism) which has emerged since the early 2000 and is slowly taking root. In terms of sustainable livelihood, majority of the villagers were depending on natural resources in the RAMSAR site of Lower Kinabatangan area. To some extent, however, majority of the villagers were still living below the poverty lines. Therefore, RAMSAR site areas are no longer rich with marine resources and fishing activities because of seasonal pollutions and threats by trawlers fishing. Under this condition, the livelihoods of the villagers from these six villages need alternative socio-economic activities to be called 'community-based ecotourism activities' such as homestay programme. The fieldwork was conducted between September to November 2014. This study use 'multiple data collection methods' such as in-depth and focus group interviews, households survey through questionnaire and field observation in order to explain the research findings. In-depth interviews of key respondents were made with local community leaders (formal and informal). Formal leaders are those officially appointed by the government, namely the village head (ketua kampung) and members (especially the chairman) of the village department, Welfare and Security Committee (Jawatankuasa Kemajuan, Kebajikan dan Keselamatan Kampung-JKKK). Informal leaders refer to non-selected leaders including those involved in non-government organisations (NGOs) and influential figures and respected elders. In this study, a member of the Koperasi Pelancongan Mukim Batu Puteh (Kopel Bhd) was interviewed for his important contributions to the eco-tourism project at Abai. The main objective of the in-depth key respondent interview was to explore in more detail,

the themes and issues that have emerged from both the survey and the Focus Group Discussions (FGDs) which earlier respondents have not been able to explain. In this instance, eight in-depth interviews were held. On the other hand, field observations were made throughout the study regarding local community life in terms of social, economic and political dynamics.

During data collection, the researchers spent 14 days at Abai homestays and 3 days at Sri Ganda homestays. Due to lack of accommodation (e.g. homestays) at Mumiang, Bongon, Pitas and Tundon Bohangin, the researchers only spent a day or two at each village. Secondary data through journals, magazines, maps, government reports, legislations, newspapers, online database and books were used to support the primary research findings. Subsequent to sampling, all data sources were independently analysed using parallel mixed analysis strategy and the results were integrated in the interpretation phase to address the objectives of the research.

The research findings show that Abai Village has successfully developed a homestay programme compared to the other 5 villages namely Bongon, Mumiang, Pitas, Tundun Bohangin and Sri Ganda. Moreover, the homestay programme was recently launched in Sri Ganda village in September 2014. Many villagers in the other 4 villages have expressed their interest to become 'homestay operators'. There are many ecotourism potential products could be developed in these villages along the RAMSAR site such as river boating in mangrove areas, wildlife viewing, fishing, participating in local cultural performance such as dancing, singing and eating. Thus, the findings of this study is significant to stakeholders in tourism industry in Lower Kinabatangan area. The ecotourism operations could introduce some appropriate strategies in order to develop sustainable ecotourism activities. Moreover, this study also attempts to identify the potential of ecotourism products within the 6 Villages in this RAMSAR site. Finally this article concluded and suggested that stakeholders should provide finance and capital incentives, empowerment to local community to control resources to ensure local community participation in ecotourism development could sustain their future livelihoods.

IMPACTS OF TRANSIENT VACATION RENTALS (TVRS) ON THE HOST COMMUNITY

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INTRODUCTION

The transient vacation rental (TVR) accommodation segment has exploded over the last decade, with websites like VRBO, HomeAway, AirBnB, Flipkey, and myriad others offering millions of listings of private rental properties for potential travelers. TVRs are defined as any portion of a private home, townhouse, apartment, condominium, or other private dwelling that is rented to an individual or individuals for less than 30 days. While traditional bed and breakfast (B&B) properties have long been popular in destinations across the globe, the TVR segment has provided an opportunity for anyone with a spare room or unit to host travelers in their private dwellings. The permeation of TVRs into the accommodation market has brought tourists en masse into a variety of areas that they may have otherwise gone unexplored, likely leading to a variety of impacts unique to this accommodation segment.

The impacts of tourism have been studied at great length, and researchers have created an extensive list of positive and negative impacts that may occur in tourism host communities (Sharpley, 2014). Tourism impacts have been found to vary based on a variety of intrinsic (e.g., distance from tourism zone or interaction with tourists) and extrinsic factors (e.g., quantity and type of tourism or tourism density) (Andereck, Valentine, Knopf, & Vogt, 2005; Nyaupane, Morais, & Dowler, 2006; Sharma & Dyer, 2009; Sheldon & Var, 1984). The location of TVRs in individual housing units rather than commercial buildings means this type of accommodation likely results in resident exposure and interaction with tourists in different ways.

The recent emergence of TVRs has led many decision making bodies to regulate them with little knowledge about their positive and negative impacts on the host community. Popular media outlets have reported a variety of negative reactions to TVRs, especially in areas with highly competitive housing markets like Hong Kong, Honolulu, and New York City. Several communities have recently passed laws or ordinances banning the operation of TVRs (Tam, 2013), while others have applied rental regulations to achieve land use goals and promote neighborhood sustainability with mixed results (Gottlieb, 2013; Pindell, 2009). This research seeks to address the lack of understanding about how TVRs affect the communities in which they reside positively and negatively through the lens of stakeholder theory.

Stakeholder theory can be summarized as a descriptive, instrumental, and normative decision-making approach that attempts to consider the legitimate interests of all stakeholders involved in an issue (Donaldson & Preston, 1995). While stakeholder theory originated in the business discipline, it has been applied successfully to the tourism industry, including sustainable tourism development and destination planning (Byrd, 2007; Sautter & Leisen, 1999). A basic understanding of positive and negative impacts of TVRs on a varied group of stakeholders will provide tourism planners and policy makers with a grounded starting point from which to initiate decision making processes on the management of TVRs in their communities. Based on the previously reviewed literature, a research question was crafted to guide this study:

Research question: What do stakeholders of Oahu, Hawai'i perceive as impacts of TVRs?

METHOD

The island of Oahu, Hawai'i was chosen as a study site because of the long history of TVR use on the island and recent contention over the regulation of TVRs on the island. According to the Hawai'i Tourism Authority (HTA), there were 4,411 individually advertised TVR units on the island of Oahu in 2014, comprised of an estimated 9,103 bedrooms (Hawai'i Tourism Authority, 2014). The county of Honolulu, which encompasses the entire island of Oahu, has been grappling with the proliferation of TVRs for quite some time. An ordinance introduced in 1986 effectively banned any new TVR or B&B properties. Any properties operating as TVRs or B&Bs prior to the ordinance were given non-conforming use permits. As a result, of the estimated 4,411 TVR units advertised on Oahu in 2014, only 828 currently are 'legal' through non-conforming use permits. The remaining 3,583 TVR units are not operating legally within the land use ordinance of Honolulu County. Regulators have cited the difficulty of enforcing the current ordinance as the reason for the proliferation of illegal TVR properties. Currently, land use compliance officers are required to confirm the illegal use of TVR properties through personal interaction with the owner or renter of the property. There are currently 4 bills under consideration by the Hawai'i state legislature concerning the regulation of TVRs.

As this study was exploratory in nature, in-depth interviews were utilized to provide a depth and understanding of TVR impacts on Oahu communities that would be unreachable through a scale based survey instrument. A series of 14 semi-structured, in-depth interviews were conducted with individuals from the following stakeholder groups: residents of various island neighborhoods, TVR owner/operators, neighborhood board members, anti-TVR groups, elected officials, community advocates, business owners, and public officials with knowledge of regulation and enforcement of TVRs on Oahu. Despite efforts to access travelers who had stayed in TVRs, researchers were unable to interview anyone from this stakeholder group due to restrictions by TVR websites' privacy and terms of use agreements. In addition, the TVR owner interviewed was not willing to provide access to their customers, citing privacy concerns. Researchers used purposive snowball sampling, starting with a group of 3 local stakeholders identified through personal acquaintances and local newspaper articles about TVRs on Oahu. Interviews were conducted until saturation was reached (Patton, 2002).

Researchers loosely followed an interview script consisting of 8 questions, each with several probes depending on the direction of the conversation. Interview questions were designed by the research team to explore impacts in economic, sociocultural, and environmental categories. Interviews were audio recorded, with permission, and later transcribed. Researchers also took notes by hand during each interview. Three of the fourteen interviewees were asked to review their interview transcripts for accuracy as a validity check. NVivo qualitative data analysis software was used to conduct thematic analysis of interview transcripts (Lincoln & Guba, 1985). A single researcher conducted thematic analysis of each interview and a second researcher independently confirmed thematic coding. Coding discrepancies were discussed until a mutually agreed upon theme was reached.

FINDINGS

Overall, a total of four positive impact themes and four negative impact themes emerged from thematic analysis of interview transcripts. Positive impact themes included authentic tourist experience, economic benefits, personal benefits, and attracting conscientious travelers. Negative impact themes included economic impacts, change in sense of community, traffic/crowding, and issues with property values and availability of housing. This abstract will focus on a small sample of these themes.

Interview data revealed that impacts of TVRs are different than impacts of other forms of accommodation because of their location:

"This whole issue is really about zoning. Myself and probably anyone who opposes vacation rental, do not oppose [all] vacation rentals. As for myself, I like them, I support them. I'm a user of them. What they oppose vacation rentals in residential zoning. Vacation rentals in resort zoning or commercial zoning, I don't think anyone has an issue with them and I think they are an important product in the tourism industry. But the issue is residential zoning. That's kind of really the core issue."

The location of many TVR properties in residential areas was the root of several positive and negative themes. Interviewees said that by staying in TVRs, visitors may be getting a different, more positive experience than if they stayed in traditional accommodations:

"I think [staying in a TVR] exposes people to a part of Hawai'i that may not be seen now outside of Waikiki or anywhere else in the state in the more tourism populated areas…[If] they go down to Waikiki and they stay in a high price hotel and they can't move because of the traffic and number of pedestrians, they may not have such a good opinion of Hawai'i."

Conversely, some thought that the location of TVRs in residential areas damaged the sense of community and social capital in neighborhoods:

"In fact, there is anxiety because of next door, who's going to move in next? It's really odd because I never thought about that. Now I'm thinking, God, I care about having a neighbor, I care about knowing who's next to me and what their name is, where do they work, you know?…This thing is changing the sense of place of the neighborhood. It's changing the feel of it with almost a revolving door of strangers."

In terms of economics, interviewees identified both economic benefits and drawbacks of TVRs on Oahu. On the positive side, tourists who stay in TVRs may be patronizing businesses they otherwise would not:

"I would say that the restaurants and shopping [benefit]. We are not a hotel, it's not like there are 500 rooms. The impact is small but sure, they get exposure to local restaurant that may not typically have been visited by somebody that was staying at Waikiki - like the Thai restaurant down the street."

On the negative side, the way TVRs are rented has implications for property values and taxes in many areas, especially as physical space is limited on the island of Oahu:

"An important thing is property values, housing. I really think that it affects the supply of housing, especially rental houses…A lot of these people who are renting these rental houses can get more money from the tourists versus what they can for the permanent renters. So it takes away from the permanent renters. You go crazy trying to find a place to rent around here."

CONCLUSION

The proliferation of TVRs has been swift, and many tourism destinations are struggling to create regulations and policy regarding this relatively new form of accommodation. This research provides a first look into stakeholder identified impacts brought about by TVRs in their communities. Many of the impacts identified by stakeholders interviewed in this research are a result of their situation primarily in residential areas. On Oahu, interviewees said that TVRs provide an opportunity for tourists to see lesser known areas and distribute the positive economic impacts that come with them. Conversely, interviewees also thought the proliferation of TVRs in residential areas negatively affected housing prices and availability of rental units, and deteriorated the sense of community in neighborhood areas. This research provided an opportunity for a variety of stakeholder's input, and their views can help policymakers understand what is happening on the ground level of communities. One possible policy solution is to create enforceable regulations that limit the density of TVR properties in residential areas so that the positive economic impacts and alternative tourism product availability can be balanced with maintaining sense of community and rental housing prices for residents. Further impacts and implications will be discussed in the full paper and presentation.

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RISK PERCEPTION CONCERNING DIFFERENT HAZARDS: A STATED CHOICE MODEL APPLIED TO TRAVEL DECISIONS

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INTRODUCTION

Tourism-related literature contains various works regarding the issue of travelers' risk perception deriving from life-threatening hazards, considering the topic from different point of views (e.g. Lepp & Gibson, 2003; Kozak, Crotts & Law, 2007; Jonas, Mansfeld, Paz & Potsman, 2011; Seabra, Dolnicar, Abrantes & Kastenholz, 2013; Schroeder, Pennington-Gray, Kaplanidou & Zhan, 2013). Despite the growing number of papers analyzing this matter, related studies in general do not treat the preferences and behavior of individuals when they choose to spend holidays facing the possibility to expose themselves to potentially dangerous situations.

In this work, we examine how the different perception of specific, potential life-threatening events influences the decision to go for holiday or not to travel. In particular, we are interested in capturing how individuals process the eventuality of four life-threatening events (terrorist act, natural catastrophe, political uprising and epidemic) in a leisure travel context and we aim at discovering eventual differences in the individuals' perception for each event and the respective influence on choice.

In tourism literature, one can find works considering different and specific risk factors and travelers' concern regarding these (Jonas et al, 2011; Pizam et al, 2004; Reisinger & Mavondo, 2005). With our research, we analyze the role that psychological traits have on choice decisions. In addition, we are also interested in determining how individual differences explain hazard-specific perception. Our research proposes an empirical approach, adopting an established methodology that is relatively new in the specific topic we considering.

METHOD

In order to pursue our research objectives, we run a study at the University of Lugano, Switzerland, recruiting a sample of students and administering a structured questionnaire. Collected data regards several aspects concerning respondents' past experience about tourism and dangerous situations as well as perceptions on potential life-threatening events. A total sample of 295 individuals was retained for analysis among which 43% are females, 34% are Swiss and 51% Italian, 21% are master students, 18% has travelled at least once to Southeast Asia.

A stated choice experiment was part of the proposed questionnaire: participants were presented with the options to travel to two (hypothetical) holiday destinations set in the South-East Asia or not to do it. The first two options are characterized by different attributes (Figure 1 - the cost is expressed in Swiss Francs) and each individual were presented with 12 choice scenarios.

	Country A	Country B	Don't travel
Length of trip	10 days	10 days	
Cost (flight + accomodation)	2'000 CHF	2'000 CHF	
Trip organization	do-it-your self	pre-planned full-package by agency	
Risk factor	terrorist act	epidemics	
Level of alert	low	medium	
Choice	○	○	○

Figure 1. Example of choice scenario

In order to analyze our data we implemented an Integrated Choice and Latent Variable (ICLV) model, a special case of the family of Hybrid Choice Models (Walker, 2001). This methodology generates latent variables to capture constructs difficult to observe and, hence, measure, as hazard-specific risk realization. Adopting the classical discrete choice framework and integrating latent constructs in it, we simultaneously assess the significance and impact of event-specific risk perception on the decision process and the formation of risk perception constructs themselves. More specifically, adopting variables pertaining to respondents' socio-demographics, past experiences and hazards evaluation, we formulated four equations for different latent variables, one per each hazard type, and integrated them in the choice model (Figure 2). Such variables were interacted with the hazard type attribute and included in the equation of the "do not travel" option. The model was estimated with the method of simulated maximum likelihood (Train, 2009).

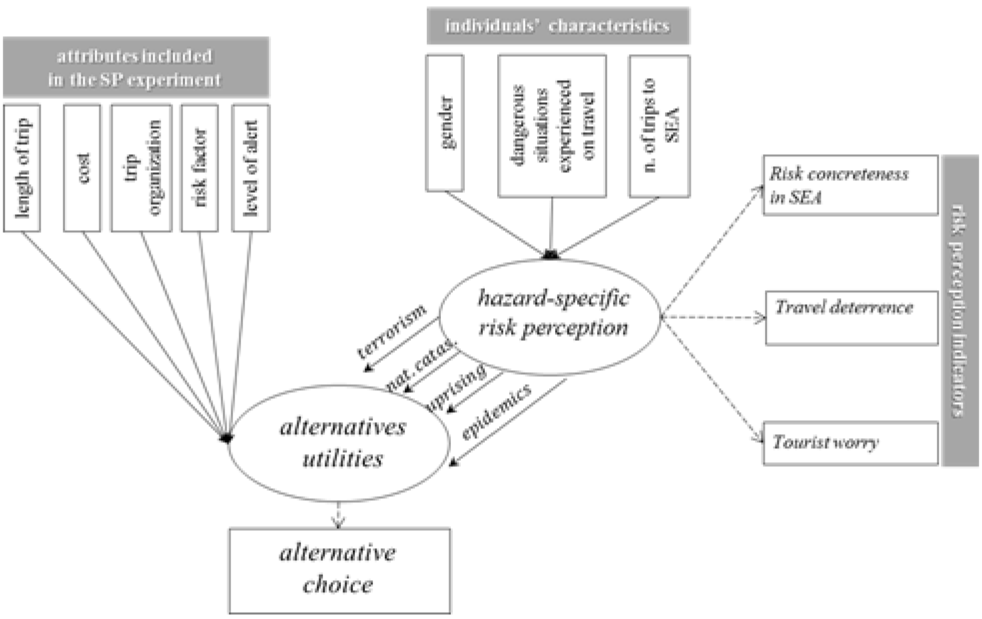

Figure 2. Path diagram for the ICLV model

FINDINGS

Preliminary estimates show a sort of "hazard ranking". Respondents' perceptions related to the four dangerous events impact differently on choices to travel: the strongest effect was detected for political insurrection, with this event affecting more than others the probabilities of people choosing not to travel. On the contrary, the lowest effect is attributed to terrorist act (Table 1).

Table 1. Impact of hazard-specific LV on choice probability of «Do not travel» option

Hazard type	Estimate	Std. err.	p-value
Terrorism	0.159	0.0523	< 0.01
Natural catastrophe	0.162	0.0517	< 0.01
Political uprising	0.277	0.0658	< 0.01
Epidemics	0.183	0.0452	< 0.01

Estimates regarding the influence of individuals' traits on risk perception show interesting results. Female respondents are generally more risk averse than males and this is true for each hazard type with high levels of statistical significance. Moreover, past travels to SEA reflect on a mitigation of the risk perception but this is true only in the case of epidemics. Concerning the previous experiences of dangerous situations, it results that having lived situations in which a terrorist act or an epidemic interrupted or negatively influenced a past travel tends to decrease the hazard-specific risk perception (for the epidemic case evidence is weakly significant). We found no significant impact as far as the catastrophe and political uprising cases are concerned.

IMPLICATIONS

Our analysis shows how different crisis affect individuals' consideration and processing of holiday options in potentially dangerous destinations. Psychological traits have a central part in explaining the choice dynamics and risk perception changes with a set of individuals' characteristics.

Even though our approach relies on stated preferences and precise policies are difficult to outline, the analysis we present may be helpful to policy makers interested in restraining the negative impact that such events may have on the imagination/perception of travelers – especially in sensible places like South-East Asia.

Empirical evidence helps determining the image perceived by (potential) tourists of a virtually dangerous destination. Practitioners may shape suitable communication policies to attract tourists in response to negative incidents at destination, adopting different strategies to deal with diverse situations (Seddighi, Nuttall & Theocharous, 2001; Seabra et al, 2013). For example, dealing with the consequences on tourism demand caused by a recent turmoil should lead to very persuasive marketing campaigns and interventions on prices.

Moreover, even if our work is particularly focused on the pre-trip choice phase, presented analysis may be useful to set up reception practices dedicated to visitors at destination, considering the different sensibilities individuals may show towards the presence or insurgence of potentially dangerous situations.

In addition, a better comprehension of such issues may be useful to authorities releasing messages to alert travelers on potential risks present in certain destinations.

Limitations regarding the study are surely to be found in the restricted and demographically homogeneous sample of respondents, preventing us from drawing conclusions generalizable to a different population.

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TRIP BEHAVIOR AND CARBON EMISSION AMONG HIGH SPEED RAIL TRAVELERS

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INTRODUCTION

Tourism brings a series of benefits such as stimulation of the local economy, the increment of foreign exchange reserves and the creation of city images; however, it also makes environmental impacts to a country. The carbon emission of tourism is estimated around 5% worldwide, and that has grown continuously (UNWTO, 2007). With the strong travel demand, tourists produce considerable amount of greenhouse gas (GHGs) worldwide. As a result, new conceptual travel pattern called slow tourism has risen to control the tourism carbon emission. Slow travel means that tourists prefer to slow the paces in destination, appreciate local culture, travel though the landscape during itinerary, and use low carbon intensity transport especially (Dickinson, Lumsdon et al., 2011, Lumsdon and McGrath, 2011). Besides, temporality, travel distance, travel speed, and length of stay also play key factors of travel behavior to determine the travel modes of tourists (Girod, van Vuuren et al., 2013; Dickinson, Peeters, 2014).

By the advanced technology, new mode transportation, high speed rail (HSR) fulfills the travel demand and achieves the objective of reducing the carbon emission. HSR also significantly reduces the travel time between original and destination. In spatial sentiment, the phenomena is called "shirking continent" which could take you further in the same travel time (Givoni, 2006). Due to the advantages of innovative infrastructure such as scheduled service, comfort physical facilities, and high speed, travel becomes more enjoyable and easier (Cheng, 2010; Chen, Haynes, 2014). As a result, two kinds of derived demands including induced and shift demand are created by HSR. By the changes of demand, we can definitely find the fluctuation of carbon emission as the result of HSR.

With HSR, travel behavior may be altered by time redistribution. Due to the travel time between original and destination has fixed, therefore, there is more disposable time in destination if other things remain the same. Furthermore, there is an inseparable relationship between time availability and job status. However, burring interval is existed among leisure and working nowadays. New conceptions of time such as timeless time, fragmented time as well as space of flows are proposed (Klein 2004, Castells 2011). Therefore, holiday entitlement, flexibility to arrange vacation, and extra working hours also make influences on travel decision (Dickinson and Peeters 2014). Owing to the time redistribution, travel behavior would be changed among HSR customers had different time availability and sensitivity. There exists an interest transformation of travel behavior among tourists had different time availability, especially when mentioned to the emergence of new modes of transport.

This study aims to examine relationships between time availability, travel behavior changes, and the transport carbon footprint among HSR customers. Two core research purposes are explored. First, the travel behavior changes as a result of taking HSR is traced by examining the modification of induced demand, travel time, travel frequency, travel distances, modes of transport choices, and the slow travel pattern at the destinations among HSR customers. Behavior changes are then differentiated based on people's time availability, for which the working status- the blue collar and white collar, working hours, holiday entitlements, and flexibility to the working places are expected to be different.

The second purpose is to trace the relationship between behavior changes and the transportation carbon footprint for the journal as a result of HSR. Transportation carbon footprint is measured by the carbon emission for the intercity transportation and within destination transport. The modification of tourism transport carbon footprint for the whole journey can clarify the role of HSR for benefiting or accelerating the GHGs emission in the tourism development process.

METHOD

The research framework includes three relationships in this study. 1) The relationship of time availability and the use of HSR for domestic travel. 2) The relationship of HSR and the travel behavior changes. 3) The relationship of travel behavior changes and tourism transport carbon emission.

The operational definition of each variable is provided as tolling. Firstly, understand the changed travel behavior as result of HSR within tourists who had different time availability is the first purpose. The time availability is measured by seven elements including job status (blue and white collar) , working hours per week, need to work outside the official hours, holiday entitlement, the flexibility to arrange holidays, the blocks of time out of work and the schedule of travel groups. Besides, the travel types can be distinguished into slow and fast travel in terms of four components including travel distance, temporality, travel speed and length of stay in this study. Finally, the calculation of carbon emission can be separate into intercity and inner-city carbon footprints, and we use scenario design in terms of travel making decision to compare the carbon emission with the emergence of HSR by different travel. Based on the proposed research framework, the following hypotheses are examined.

H1: HSR leads to travel behavior changes among their customers.
H2: Behavior changes are different among HSR customers had different time availability.
H3: The transportation carbon footprint of HSR customers will be different from the baseline, where the HSR is not available for services.
H4: The transport carbon footprint of HSR customers had different time availability will be distinct.

Besides, this study uses the bottom up approach to calculate the tourism transport carbon footprint. Three parameters are required in the bottom up approach, including the transportation mode for each stop on the journey, the distances between stops, and the carbon intensity for each transportation mode. For the first two parameters, visitor survey will be implemented as an approach for calibration. The mean carbon emission of various transports publishes by M.O.T.C. in Taiwan.

Domestic tourists whose travel purpose is leisure oriented and use HSR at least one way for journey are the target sample. It excluded business travelers are bounded by their job responsibility and may not exhibit flexible travel decisions. The survey is too complex to answer in paper form. Therefore, on site interviews will be conducted by tablet computer on the HSR train during the period from February and March 2015. Quota sampling would be used to obtain the first hand data in eight stations of HSR. Total 400 responses are expected to collect.

EXPECTED FINDINGS

This study is under the phase of data collection, and it will be finished before the middle of March. After the data collection, the data analysis will be done before the end of March. The expected findings will be shown as follows. Firstly, HSR definitely leads travel behavior become faster among tourists. Secondly, behavior changes are different among HSR customers had different time availability. The tourist who had high time availability and job status would prefer to travel slower. Thirdly, the transport carbon emission of HSR customers will decrease from the baseline, where the HSR is not available for services, especially in intercity part. The inner-city transport carbon emission would be delineated due to more time disposable, so that tourists can travel slower than before. Finally, the transport carbon emission of tourists who had high time availability and job status would lower than others. The tourism carbon emission generated by HSR customer would be proffered in bubble graph to clarify its distribution in Taiwan.

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IMPACT OF INTERNATIONAL TOURISM RECEIPTS ON CAMBODIAN ECONOMY AND WELFARE: A CGE ANALYSIS

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The tourism industry has a special unique characteristic that makes it different from other sectors in the economy, involving many people and covering a wide range of activities necessary for fulfilling tourist demand. Cambodian tourism has been significantly increasing in the last decade following the various available means of transportation, developed infrastructure, and modern communication technology which not only enable the flows of the intra-regions but also bring the world become closer. Particularly, the international tourist arrivals in Cambodia increased to 4.2 millions in 2013 which was six times as high as 0.7 millions in 2003, generating international tourism receipts of US$2.55 billion in 2013 (MoT, 2014). The 735,000 direct jobs equaled to 8.9% to total employment was created in 2013 from this industry (WTTC, 2014). Notably, the investment amount was 42% of the total investment in 2007, and it was remarkably up to 77% in 2008, and 68% in 2009 (CDC, 2013).

Several studies of the tourism industry were done in various countries by using a Computable General Equilibrium model, Input-Output model, Tourism Satellite Account, and regression. Some showed the unidirectional causality relationship from tourism development to economic growth in Nicaragua, OECD countries, Antigua, Barbuda, Cyprus, Latvia and Slovakia, and European Union (Chou, 2013; Croes & Vanegas, 2008; C.-C. Lee & Chang, 2008; J. W. Lee & Brahmasrene, 2013; Schubert, Brida, & Risso, 2011). Meanwhile, bidirectional relationship between tourism development and economic growth was proved in some countries including Taiwan, non OECD countries, and Italy (Kim, Chen, & Jang, 2006; C.-C. Lee & Chang, 2008; Massidda & Mattana, 2012). Most researchers were more interested in international tourism than a domestic one based on one most important reason for foreign currency inflow. Their findings illustrated the power of international tourism expansion to generate employment, government revenue, welfare, and expansion of tourism-related sector output. However, it put pressures on local non-tourism-related sectors, primary and secondary exports as well as increase the import for tourism goods.

This study introduces a 10% international tourism demand on tourism-related industry to view the impacts of international receipts in the tourism industry on the economy and welfare of Cambodia. In this scenario, tourism expansion with the increased expenditures from international tourists will play as a shock to the model so as to see the changes of output, employment, and welfare of the people in various income groups. Two main objectives will be observed—the sectoral and factoral effects, and welfare effects. More scenarios of fiscal policies were added as the options for the government to manage international tourism revenue.

The study employs a Computable General Equilibrium (CGE) model, in particular a standard static PEP 1-1 model and a Social Accounting Matrix (SAM) table 2011 of Cambodia. The model closure includes the nominal exchange rate as the numeraire; fixed current account and current government expenditures; exogenous world prices, labor supply, and inventory changes; open and small economy. The SAM 2011 of Cambodia was constructed by the aggregating from Micro SAM 2011 of Dyna et al. (2014) together with Cambodia Socio-Economic Survey 2011 to get the income and expenditure pattern of households by quintile. The SAM 2011 consists of four activities, four commodities, three types of labors and capital, three types of taxes, and five household types by quintile from 1 (the poorest) to 5 (the richest). Due to the shortage of the share of each tourism activity to each industry output in Cambodia, the author assumed them based mainly on the consumption characteristics of international tourists and other countries experiences such as Singapore, Canada, and New Zealand (Income and Expenditure Accounts Division, 1999; Meng, Siriwardana, & Pham, 2013; Ministry of Business, Innovation and Employment, 2013). As a result, the tourism-related industry came up with five services and four industries with the percentage of each sector output as the followings:

Lodging	96%
Food and beverage services	41%
Transportation services	30%
Retail trade	10%
Other services	10%
Clothing and wearing apparel; and leather products	10%
Food, beverage, and tobacco	5%
Electricity, gas, and water	5%
Products of wood and paper product	5%

The simulations were designed into 4 scenarios and run by using GAMS. The simulation 1 was assigned for a 10% increase in demand of tourism-related industry by international tourists. The simulations 1a to 1d involve four particular fiscal policies after international tourism expansion including subsidies to agriculture sector, industry sector, service sector, and income subsidy. The export world price was used as a tool for a 10% international tourism expansion while indirect tax of each sector together with income tax were the means for the four fiscal policy scenarios.

The findings of this study show that an international tourism expansion helps increase the output of tourism-related industry by 1.84% and other intermediate inputs for tourism, such as agriculture sectors by 0.23%. This mechanism raises the prices of all sectors, including agriculture, industry, services, and tourism-related industry, and also pushes up wage rates in all sectors, especially for low-skilled labor by 4.37% and medium-skilled labor by 4.14%. Nevertheless, it puts pressure on exports of agriculture by -2%, industry by -1.74%, and services by -1.86%, and it increases all import volume, especially in agriculture by 5.04%. However, the reduction in agriculture exports does not affect the economy much, since their share of total exports is just 1%. Regarding welfare effects, the total welfare increases by 1.45%. Among them, the welfare of quintile 1 rises by 3.64% followed by 2.07% of quintile 2, 1.68% of quintile 3, 1.48% of quintile 4, and 0.97% of quintile 5. The marginal effect of international tourism expansion illustrates the significance of this industry. The US$1 of international tourism receipts contributes to US$1.62 of real GDP, US$0.35 of total investment, US$0.15 of export, US$1.47 of import, and US$1.31 of household welfare. More specifically, the income and consumption effects exemplify the positive impact on household welfare.

With regard to the four scenarios of fiscal policy, a subsidy to industry serves the best of all. This policy raises real GDP, and produces a least drop in export volume, especially industry sectors, which are negatively affected by the international tourism. It also helps the economy import less than before. This policy creates cheaper industry output, which is an export-oriented sector, therefore raising demand of this sector which employs much low- and medium-skilled labor. As a result, the wage rate and rental rate of this sector expand vastly, generating relatively higher income for the poor households in the bottom three quintiles. Higher income enables households, especially the poor, to consume more, resulting in comparatively higher welfare for poor households. In simple terms, a subsidy to industry is a relatively pro-poor and pro-economy policy which the government should strongly consider during a period of international tourism expansion. In contrast, a subsidy to services shows the worst scenario of all because it causes all macro indicators, including real GDP, investment, and exports to drop. Though it helps raise output demand of services, it puts more pressure on other sectors. Furthermore, services engage mostly high-skilled labor from the rich households, leaving the poor behind the benefits. The total welfare effect produced by this policy is very small. Hence, this policy should not be recommended.

In conclusion, this study demonstrates the outstanding contribution of international tourism receipts to Cambodian economy and welfare. More specifically, income and expenditure effects prove to be a remarkable contribution to household welfare. International tourism industry in Cambodia is relatively pro-poor due to the larger welfare growth of the bottom quintile. Hence, the government should pay more attention to the development of this industry.

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LOCAL FESTIVAL VISITOR'S MARKET SEGMENTATION BASED ON VALUE PARADIGM

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INTRODUCTION

Local festivals are one of the fastest growing sectors in the tourism industry. The local festival is a high value tourism product that requires relatively small capital investment and less manpower to increase visitors' satisfaction compared to a physical development of tourism destination. In addition to that a local festival is also known as a very useful method to enhance destination's image and bring positive economic effects (Park, 2006).

Although, however the number of local festival has rapidly increased, several problems such as similarity, imitation, vague identity, no reflection of local culture, poor service quality, has occurred at the same time (Kim, 2000).

In order to solve these problems and improve visitors' satisfaction, analyzing the internal value of festival visitors which enable us to understand underlying motivation and psychological needs of visiting festivals, can be helpful (Lee & Pan, 2002; Pitts and Woodside, 1986).

The purpose of this study is to analyze market segmentation of festival visitors using value paradigm, a key criterion for judging behavior, preference, taste, and the decision of human beings.

METHOD

In order to achieve the research goals, two hypotheses were generated. They were:

H1: Festival visitors' benefit sought types are significantly different according to the segmented group based on the value paradigm.

H2: Festival visitors' demographic profiles are significantly different according to the segmented group based on the value paradigm.

To measure a value paradigm of festival visitors a 31 item Likert scale, adopted and modified from VALS2 scale, was used (Michael, 1993). Benefit sought was measured using the 21 item Likert scale suggested by Ko (2005)

The field survey was conducted in the period of the 11th Eobang(i.e. fishing village) festival, Gwangalli, Busan, South Korea. A total 308 valid questionnaires (female 51%) were collected and used for the final analysis.

FINDINGS

The main statistical methods used for the analysis were: exploratory factor analysis, cluster analysis, and ANOVA. At first stage, two EFAs were conducted to provide construct validity of the scales and find dimensions of the value paradigm and benefit sought concepts.

Five dimensional structure (challenge seeking, trend leading, creation pursuit, variety seeking, self-satisfied) of value paradigm and a four dimensional structure (relaxation & recreation seeking, experience seeking, novelty seeking, involvement seeking) of benefit sought were found to be valid.

As a next step, a cluster analysis using the factor score of the value paradigm was conducted to segment visitors into different value paradigm groups. Four clusters (i.e. passive life oriented, active life oriented, challenging-creation oriented, self satisfaction oriented) were yielded and proved to be significantly different through the ANOVA test.

Lastly, ANOVA tests using benefit sought and demographic profiles were conducted to examine the hypotheses. In the findings, benefit sough type was found to be significantly different across the groups segmented by value paradigm. The active life oriented group showed high scores on all the dimensions of benefit sough while the passive life oriented group showed low scores across all the four dimensions. The demographic profile of visitors was also found to be significantly different in terms of sex, marital status, education level, and income according the value paradigm groups. And thus, both H1 and H2 were supported. The profiles of value paradigm groups are summarized in Table 1.

Table 1. Value paradigm group profiles

Group	Passive-life oriented (n=77)	Active-life oriented (n=77)	Challenging-creation oriented (n=59)	Self-satisfaction oriented (n=95)
Value Paradigm	creation pursuit	challenge seeking trend leading variety seeking self-satisfied	challenge seeking creation pursuit variety seeking	variety seeking
Benefit Sough	Low all dimensions	relaxation & recreation seeking experience seeking novelty seeking involvement seeking	relaxation & recreation seeking involvement seeking	relaxation & recreation seeking
Sex	male(53.2%)	female(53.2%)	male(64.4%)	female(63.2%)
Marital status	married(64.9%)	married(64.9%)	married(50.8%)	married(50.8%)
Education	L	M	L	H
Household income	L	M	L	H

IMPLICATIONS OR CONCLUSION

Local festival visitors were divided into four groups according to their value paradigm. These groups are passive life oriented, active life oriented, challenging-creation oriented, and self satisfaction oriented.

The findings of the study showed that the both benefit sought type and the demographic profile of visitors were significantly different across value paradigm groups.

These results indicate that market segmentation based on the value paradigm can provide marketers useful information for building a target marketing strategy of a local festival.

This study has following limitations. First, only one specific local festival was subjected to the field survey. Second, convenience sampling method was adopted for the study due to the limitation of resources. Therefore, the result of this study can not be generalized at this stage and a further study with more festival cases using sophisticated sampling method needs to be conducted.

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THE SABAH TOURISM BRAND: SENSE OF PLACE IN A MULTICULTURAL MELTING POT ON THE ISLAND OF BORNEO

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INTRODUCTION

Place is ultimately the essence to a tourist destination because its identity serves to deliver desired and promised experiences (Allan, 2014). Places with good reputation are highly competitive in securing a place's travel worthiness (Morgan, Pritchard, & Pride, 2011). It has been argued that a place can be a brand (Anholt, 2010; Clifton, 2014) and a place name is the brand (Pike, 2005). Like a product or service, a place needs a brand to evoke tourists' awareness. A brand serves as unique characteristics to differentiate one from all other competitive offerings (McLaughlin, 2011; Wood, 2000; Cretu, 2011), and attract consumers' attention with brand promise (Anholt, 2009). Destination branding recognizes a place's cultural heritage, understands local communities, appreciates how a shared sense of place (SOP) is constituted and experienced (Campelo, Aitken, Thyne, & Gnoth, 2013), and creates memorable and emotional bonds between tourist and the destination (Othman, Wee, & Hassan, 2014). Sabah, Malaysia is located on the island of Borneo and tourism is a key contributor to its economy. This paper introduces SOP literature encompassing the related concepts of place attachment, place identity, and place dependence (Jorgensen & Stedman, 2006), which explain the establishment of emotional bonding (Dias, Ribeiro, & Correia, 2013). Next, the four constructs SOP model: time, ancestry, landscape and community (Campelo, Aitken, Thyne, & Gnoth, 2013) is adopted to examine how the local communities perceive their relationship with the state. Although SOP is viewed from both internal and external perspectives, this study emphasizes the internal perspectives by examining local communities' experiences of living in Sabah (Anholt, 2009). This study examines SOP by seeking to understand how local residents derive meaning from place, in this case, Sabah. With this understanding, the study seeks to show that these internal perspectives of SOP could contribute to the Sabah tourism brand development and make the state more competitive. The study highlights how the SOP concept applied to Sabah brand could create the balance between both achieving marketing goals (e.g. enhancing country's economic) and protecting stakeholders' interests (e.g. preserving nation identity) (Morgan, Pritchard, & Pride, 2011).

METHOD

Due to the exploratory nature of the research questions, qualitative content analysis was chosen as the research method. The data required was textual and extracted from journal articles, websites, blogs, and online news portals to examine and provide a preliminary understanding about the concept of SOP among *Sabahans* in general. Using the Campelo et al (2013) four construct model, data was extracted from these documents and coded under the headings time, ancestry, landscape and community.

FINDINGS

Generally, results from the analysis show that *Sabahans* have a strong hold of SOP toward the state. As the concept of SOP explains an emotional attachment and bonding is generated from the interaction between people and place. Anholt (2009) suggests that it is a concept that involves all aspects of place, including the people, products, culture, heritage, natural resources, environment, and the place. Based on the SOP model, findings support the four construct model for the internal perspectives as held by the local people. “Time” is described by how natural resources and weather determined the farming background of the local people (for example the *Kadazandusun*) and created the history of the Harvest Festival. “Ancestry” is explained by how the ancestors of the *Kadazandusun* (the story of headhunters) and Chinese (the legend of Mt. Kinabalu) settled in Sabah. The peoples of Sabah, described as Sabahan, are multicultural (including the *Kadazandusun, Bajau, Murut, Rungus,* and over 30 other ethnic groups) and Sabah is a melting pot of culture and heritage. This multiculturalism in Sabah allows people from different ethnic groups and religions to sit and eat together. Inter-racial marriage is one of the reasons attributed to this heart-warming and open-minded attitude. Respect and integration can be found everywhere in Sabah with a simple smile from the face of every Sabahan. Churches can be found near temples and mosques, while festivals are celebrated together by all different ethnic groups.

“Landscape” is enlightened by the symbolic value and power of Sabah in connecting and uniting the communities. The backdrop and grandeur of Mount Kinabalu and its symbolic meaning for the *Kadazandusun*, as well as to all *Sabahans* provides an established identity. The mountain is depicted on the state flag, songs have been composed, and the mountain is intricately woven into local SOP. “Community” is defined by how the shared “sense of belonging” is established in a culturally diverse state from the common spoken language – Bahasa Sabah, a form of Bahasa Malaysia spoken with a lilt and phrases unique to Sabah. Their enthusiasm and passion in delivering their cultural identity is shown in the widely spoken word “bah” added by every Sabahan as a suffix in almost all sentences. In general, despite some ancient customs and traditions that are no longer practiced among the communities, the strong hold of SOP among Sabahan makes them the ambassadors of this destination. Whenever the local people are asked who they are, they will answer “*urang Sabah bah*” instead of “Malaysian”, which indicates that in fact the local people feel extremely proud to be Sabahan.

IMPLICATIONS

Based on the above findings, it is suggested that *Sabahans* have come to share the same understanding, possess a shared sense of place, sense of community, and sense of belonging to Sabah. These findings could be used to further strengthen the Sabah tourism brand which currently promotes places as nature, adventure, culture with less emphasis on the elements of SOP. By instilling elements of SOP into the place brand, the Sabah tourism brand could gain by promoting the image and reputation of Sabah as a destination where the local people share a close relationship between time, ancestry, landscape and community. Additionally, this paper suggests that in order to make the Sabah tourism brand more competitive, it is necessary to assess how *Sabahans* perceive tourism and involve them in the revision of place branding. It is also suggested that tourists will want to visit places where locals have a strong SOP and Sabah can only gain from adding this ingredient to its tourism brand.

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EXPLORING JAPANESE POSTGRADUATE STUDENTS' STUDY DESTINATION CHOICE: THE CASE OF AUSTRALIA

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INTRODUCTION

Australia has become a popular destination the third most popular worldwide — for international students pursuing higher education (Group of Eight Australia, 2014b). The Australian government has recognised education as its fourth largest export, following iron ore, coal and gold (Group of Eight Australia, 2014b). In 2013, a total of 526,932 international students were studying in Australia, an increase of 72% over 2003, and 44% of them were enrolled in a higher education sector (Group of Eight Australia, 2014a).

The growing international student market in Australia has drawn attention from tourism scholars. International students often travel within Australia during their stay, and their economic contribution to the Australian tourism industry has been widely recognized in the tourism literature (e.g., Glover, 2011; Pearce & Son, 2004; Tekle, Ali-Knight, & Pope, 2002). International students are also stimulating the industry by attracting visiting friends and relatives (VFR) tourists: the number of VFR tourists is closely related to the number of international students in the country (Tham, 2006).

This study focuses on Japanese international students in the Australian higher education sector. The number of Japanese students studying abroad has been declining in the past decade, although the global market for international students has expanded in recent years (OECD, 2014). This decrease in Japanese students has been felt in Australia's higher education sector: there were 3,150 enrolments in 2003 and only 1,730 enrolments in 2013 (Group of Eight Australia, 2014a). Seeing this decline as a major problem for fostering and securing Japan's global competitiveness, the Japanese government implemented a strategy in 2013 to increase the number of Japanese students studying abroad to 120,000 students by 2020 (cf. 60,000 students in 2010) by developing support systems, strengthening English education and increasing financial support (Prime Minister of Japn and His Cabinet, 2013). A potential pool of students for study abroad programs could emerge from another recent phenomenon in Japanese higher education over the past two decades, a dramatic rise in the number of students undertaking postgraduate programs. In addition more people who have several years of industry experience have started to pursue postgraduate studies in Japanese universities (Ministry of Education, Culture, Sports, Science and Technology, 2013). These phenomena suggest that, although the number of Japanese international students has decreased in general and in Australian universities in particular, Japanese international students may represent a strong market for Australian higher education in the future, which should be addressed by the tourism literature.

This paper presents preliminary findings from an ongoing research project on Japanese international students in Australia. It particularly focuses on their reasons for choosing to study at Australian universities in order to gain a basic understanding of the current trends in the market before exploring their travel behaviour during their time spent in Australia.

METHOD

This study adopted a qualitative approach to explore Japanese students' reasons for coming to Australia to pursue higher education. A snowball sampling method was used to recruit participants and semi-structured interviews were conducted with Japanese students studying in Australian universities in South East Queensland. Since data collection of this study commenced in February 2015, only qualitative data collected from seven respondents who participated in this study in early February were analysed for this paper. The seven participants — five female, two male — were from three different universities in South East Queensland and they were either currently undertaking or had recently completed coursework postgraduate programs. The majority of the participants were majoring in business or economics. The interviews were recorded after obtaining permissions from each participant and transcribed for data analysis. Transcribed data were then analysed using a thematic analysis technique (Braun & Clarke, 2006). A push-pull model was used to explain the extracted themes, as this model has been extensively adopted and widely recognised as a useful framework for exploring international students' destination decision-making not only in Australia but also in other countries such as the UK and Taiwan (Foster, 2014; Lee, 2013; Mazzarol & Soutar, 2002; Yang, 2007).

FINDINGS

In analysing the data collected from semi-structured interviews, participants' reasons for coming to Australia as postgraduate students were observed and six themes were extracted. The themes were then categorised into three push factors and three pull factors. The three push factors include 'enhancing career', 'acquiring a degree from a foreign university' and 'improving English'. The first factor, 'enhancing career', was expressed by all participants as an important factor motivating them to pursue Australian postgraduate programs. The second factor, 'acquiring a degree from a foreign university', was also related to the first push factor. Most of the participants had several years of industry experience in Japan before commencing postgraduate study and they believed that acquiring a degree from a foreign university would enable them to be more competitive in the job market than graduates of Japanese postgraduate programs. This factor accords with a study identifying the quality of university programs as a significant push factor for students deciding to study abroad (Mazzarol & Soutar, 2002). The third factor, 'improving English', was also connected to the participants' future career intentions, given that employers often favour candidates with good English language skills, but many participants were also eager to improve their English language skills to enhance their social lives, since it would allow them to access some of the rich sources of information available in the world.

On the other hand, the three pull factors include 'living environment', 'familiarity with Australia' and 'competitive tuition fee'. Interestingly, no participant mentioned the possibility of obtaining a permanent resident visa after completing a degree, which was found to be one of the most important pull factors for Chinese postgraduate students in Canada (Chen, 2007). Australia's safe society and warm climate were often cited by participants as important factors in selecting a university and study destination. This study was conducted in South East Queensland, which is located in a subtropical climate zone; therefore, the warm climate may not be applicable to other major Australian cities such as Melbourne and Canberra. This pull factor is consistent with the findings of Mazzarol and Soutar's (2002) study that the environment, including climate, is an important pull factor for international students. In addition, Australia's relaxed lifestyle was favoured by many participants. Completing a postgraduate program requires at least a one-year stay in a destination; thus, participants carefully considered the living environment at potential study destinations. The second factor, 'familiarity with Australia', was also often expressed by participants. More than half of the participants had been to Australia on a family trip or a short-term study program before starting their postgraduate study. Interestingly, one female participant had two years of experience living in Australia as a working holiday maker. This working holiday experience led her to do a postgraduate degree in Australia. This phenomenon of students returning to Australia for further study after completing a working holiday experience was also reported in a past study (Nagatomo, 2008). The third pull factor that emerged from this study was 'competitive tuition fee'. The cost of higher education for international students in Australia is relatively high. The average cost of a postgraduate program is between $20,000 and $37,000 per year, depending on the area of study (Study In Australia, n.d.), which is far more expensive than undertaking postgraduate degree programs in Japanese national universities. However, many participants stated that tuition fees in American and Canadian universities, which most participants also considered as potential study destinations, are more expensive than comparable Australian universities. Since the participants of this study were all considering studying abroad in various destinations, many participants expressed that Australia's competitive tuition fees influenced their decision. The competitiveness of tuition fees was also identified as an important pull factor in study destination decisions in previous studies conducted in Australia and Malaysia (Nachatar Singh, Schapper, & Jack, 2014; Yang, 2007).

CONCLUSION

This study presented preliminary findings from an ongoing qualitative study with Japanese international students in Australia. Using qualitative data collected from Japanese postgraduate students, their major motivational factors for coming to study in Australia and underlying reasons for their decisions were observed and categorised into three push factors and three pull factors using a push-pull framework.

As discussed earlier, this study has recently commenced and data collection for this study is expected to be completed by mid-2015. Due to the limited sample size available at the time of data analysis for this paper, this study only used data collected from seven postgraduate students from three universities in South East Queensland. Given that choosing an international study destination is often a complicated process (Fang & Wang, 2014), the findings of this study may be specific to Japanese students at the postgraduate level. Future study will also include data from undergraduate students and students in English Language Intensive Courses for Overseas Students (ELICOS) programs for a more comprehensive understanding of the Japanese international student market in Australia. In addition, future studies will also explore their travel behaviour, including VFR travel during their stay in the country, to understand their contribution to the Australian tourism industry.

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SPATIAL EQUITY IN ASIAN CITIES: URBAN ATTRACTIONS AND THEIR CONTESTIBILITY

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Does the delineation between tourist spots and public spaces promote social inequality? (Albalate & Bel 2010). Past answers to such questions have been largely aspatial, chosing to focus on monetized metrics. Since then the role of space in social capital formation has been investigated through such notions as spatial equity. Such conceptualization of social capital formation are but one of many strands of investigation stemming from a spatially-integrated social science (Goodchild, Anselin, Appelbaum & Harthorn 2000, Kwan, Janelle, & Goodchild 2003). Taking cues from such efforts, this paper focuses on the possibility of city tourism externalities and their contribution to spatial equity at Asian cities. How does urban tourism benefit the public? What is the degree of spatial fragmentation between the accomodation and tourism product zones? Can a framework based on contestable spaces lead to a better understanding of tourism-induced spatial equity? Seeking answers to these questions, the paper explores the connection between spatial equity and spatial contestability through tourism externalities.

Tourism externalities is a well investigated area in the literature (McPheters, & Stronge 1974, Hall 1999), and externality-based understanding of spatial equity follows as a consequence from the need to gauge the total impact of tourism policy (Dwyer & Forsyth 1997, Chao, Hazari & Sgro 2004). Through the notion of externalities urban tourism impacts social equity, and ultimately, social capital (Ohnmacht, Maksim & Bergman 2009). Assessing spatial equity, the spatial variant of social equity, is complicated by the multilocal (Hilti 2009) nature of Asian cities, characterized by spatial infusion (Shian-Loong & Bouchon 2014) and spatial superimposition (Shian-Loong 2012). The cosmopolitan nature such cities, with a mesh of space (Hilti 2009), makes it hard to disentangle tourism from public spaces and to identify tourism externalities that attribute to spatial equity. A framing of this problem in terms of spatial contestability make it tractable, especially from a governance perspective. The way forward becomes more evident for instance in the consolidattion of fragmented tourists attractions in a city (Kuala Lumpur Structure Plan 2020 [KLSP 2020], points 272, 273).

Spatial contestability is often the result of agglomeration (Hotelling 1929), as is the case the growth of city's core (Starrett 1978). However increased contestability based on similarities may lead to crowding out whilst a contestability rooted in differentiation may consequentially strengthen spatial equity. Hence a framework based on contestability is chosen to facilitate future urban governance objectives, being motivated by the recent work of Manaugh, Badami & El-Geneidy (2015) on spatial equity and transport policies.

METHOD

A visual methodology is utilized to investigate accessibility differentials between tourism and public spaces in order to gauge the degree of spatial equity. Superimpositions in the form of map overlays are used, analogous to a "gap analysis" of the distribution of tourism products/accommodation and the extent of inaccessibility. The comparative mapping of accessibility between the public and tourists establishes a starting point for a clearer understanding of the interplay between urban spatial structures, spatial externalities, contestability of tourism spaces within Asian cities. Contestability is gauged through space-time accessibiity. The paper assumes that space-time accessibility is a transformation form latent to manifest mobility and that it is a function of proximity or affordances of spaces relative to the public and tourists.

To analyze the relative spatial accessibility for tourists and locals the research considers the degree of fragmentation and dispersion. Fragmentation can be reformulated as a "less space more time" problem. Fragmentation tends to tip the spatial balance in favor of the public. In which case the challenge is to enhance the meaningfulness of space. Dispersion can be reformulated as a "more space less time" problem. Dispersion tends to tip the spatial balance in favor of tourists. In which case the challenge is to enhance the authenticity of spatial experiences.

FINDINGS

To achieve a sense of comparison and continuity with previous research the result of the research most compared to relevant aspects of past research (e.g. ADB 2014). And following from ADB (2014), one or more Asian cities from the following list were chosen as samples:

- Kuala Lumpur
- Ho Chin Minh City
- Metro Manila
- Seoul
- Shanghai

The generalizability of the research and its estimation of spatial equity may be limited by the following:

- The use of different points of references in space may over/underestimate spatial equity, for the choice of points will determine the point of origin and destination. For instance, given similar destination points, the public originate from their residences, visitors from their hotels.
- Source maps generated for different time frames may require the choice of a base year of comparison that affects the
- The number of points acting as gateways and interchanges may actually expand the possible intra-city points of origin and destination.

IMPLICATIONS OR CONCLUSION

Positive externality of tourism may determine the net social welfare or social savings achieved through greater spatial integration. The next step forward is a numerical metric to complement the visual methodology employed in this research. If social equity be the cornerstone of social capital, and spatial equity be a special instance of social equity, then a space-time accessibility metric, for example, the ratio of categories of spatialization to the longest time spent in each, may perhaps be the closest to a "Gini coefficient" for spatial equity.

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A NEW IDENTITY OF FARMERS DOING EDUCATIONAL TOURISM

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INTRODUCTION

Although farm visiting is gaining popularity as a type of experience-oriented tourism, this new service has not yet become an economically viable activity for farmers. In this context, the educational services, i.e., the educational externality in agriculture, should be internalized as a new pillar of farm business eventually.

For this purpose, in the author's view, it is not enough to solely address this issue from a technical aspect, such as improving skills, we also need to approach it from the aspect of the operator's identity, a factor that has been addressed rarely in the arena of rural tourism. Farmer's identity stipulates his/her behaviour and identity matters when farmers try to diversify farm activity especially toward tourism related ones that are new to them. This is because if farmers have an appropriate identity that allows them to have a wider scope for a new tourism activity, which enables them to see a new opportunity and to develop a new tourism activity better than those who do not.

From this perspective, this paper statistically compared differences between Educational Dairy Farms (EDF), i.e., a well-organized dairy farmers' network that provides educational services to visitors in Japan, and ordinary dairy farms by focusing on the views and experiences of the next-generation successors because the next-generation successors are more suitable for the evaluation of identity formation than those of older generations. For empirical evaluation, the author considered three different farmers' identities depending on how farmers deal with the educational activity; 1) providing no educational service, 2) voluntarily providing the service, and 3) seeking viability of the service. These three cases correspond to the traditional identity, transitional identity, and enlarged identity, respectively. The author theoretically clarifies how these identities are connected with the level of internalization of the educational externality.

METHODS

First, this paper sets a theoretical framework from a perspective of Identity Economics. Economic analysis on identity has been extensively conducted by series of Akerlof's studies (2000, 2002, 2010). Identity normally stipulates behaviour of people. Akerlof, however, did not conduct quantitative evaluation. In tourism research, theoretical and empirical investigations on identity in the arena of tourism are mostly limited to issues related to cultural and heritage tourism or gender issues. Especially, identity issues in connection with externality have not been examined, yet. Thus, this paper explored the significance of identity from an economic perspective by incorporating externality, which is benefits to the society that are generated along with main economic activities. This paper defined that the educational tourism activity conducted by farmers generates externalities and the degree of internalization of externalities depends on what type of identity farmers have. The author considered three different types of identity: the traditional identity for ordinary dairy farmers, the transitional identity for those of EDFs seeking partial internalization, and the enlarged identity for those of EDFs seeking full internalization, which means the orientation toward a new business. This paper characterized the features of these three identities. We found that charging behaviour for the educational services is an objective criteria that draws line between the transitional and enlarged identities among EDFs.

Second, based on the theoretical consideration, I empirically conducted statistical tests, Chi-squared and t tests to compare the successors' attributes and farm diversification behaviours between EDFs and ordinary dairy farms. A binary probit model was applied to statistically evaluate factors that potentially influence a farmer's behaviour toward charging for educational services between the traditional and enlarged identities among EDFs.

Data were collected by a questionnaire survey directed only toward EDFs that were mainly run by families to narrow data variation. Although the majority of EDFs are family farms, the EDF program also includes public ranches, ranches run by cooperatives and the dairy industry, college ranches and agricultural high schools. These types of non-family farm were not included in the present survey. The survey was implemented jointly with the Japan Dairy Council, which selected farms and is the founding body of this survey. The survey was sent by surface mail from the author's office to 248 farms and returned between September and December 2012. The response rate was 141 farms (56.8%). Over the same period, another questionnaire was distributed by surface mail to ordinary dairy farms through regional dairy cooperatives, which selected 470 mainly family-run farms across the country for comparison with the EFDs. The response rate was 48.5% (228 farms).

FINDINGS

Theoretically, this paper clarified how farmer's identity connected with the internalization behaviour of the educational externalities provided by dairy farmers. Thus, the three different types of identifies were consistently explained with the three-stage process toward the internalization by an economic framework: from the stage at no recognition of the educational externality, then the volunteer stage with partial internalization and finally the stage at the completion of internalization. It is safe to say that the formation of wider perspectives such as the enlarged identity among dairy farmers are necessary for the sustainable viable development of educational tourism in agriculture.

Empirically, first, the statistical test results revealed that as compared with the ordinary respondents, the EDF respondents ran larger farms of a more corporate nature with more female involvement, were more positive toward diversified activities, and had more active job-training experience abroad. These facts indicate that the EDFs respondents had a wider perspective on dairy activities the ordinary dairy farmers who are considered to have a traditional identity.

Second, as a result of the probit estimation model, a number of factors were revealed to be influential, indicating that it is crucial both to widen operators' perspective through social learning opportunities and expansion of human networks and to establish skills of farm management. The study also clarified that female operators and experienced operators have a more positive attitude toward charging for the educational activity. Therefore, these aspects are effective factors that lead to the development of an enlarged identity.

CONCLUSION

The theoretical and empirical results give an effective insight into the tourism research arena and policy design. Because simply technically looking at the charging issue does not provide a solution to the viability of the educational service in the farm sector, it will be necessary to redefine an operator's identity in line with the sustainable development of educational activity in the farmyard, in addition to improving technical skills for that activity. For this purpose, it is effective to design support measures toward widening the perspective of young operators, providing more job-training opportunities especially for learning farm management skills abroad, and nurturing female facilitators.

Thus, it is safe to say that we need to consider all of these comprehensive measures in the continuing development of educational tourism in agriculture. Especially, support measures will be more effective if stepwise expansion of identity is considered in addition to conventional training to improve technical skills. The conceptual framework and empirical implications here can be applied to human-resource management in tourism research more widely, so that further research should be continued in the future.

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WORK-LIFE BALANCE TOWARDS JOB SATISFACTION AND TURNOVER INTENTION OF FEMALE HOTEL EMPLOYEES IN GENTING, MALAYSIA

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The global hotel industry is facing the problems of attracting and maintaining their skilled employees, especially female employees, due to the long working hours and heavy workload. At present, work-life imbalance is identified as one of the possible reasons for turnover as well as health and mental problems of employees. Work-life Balance (WLB) is recognized as one of the top five important challenges in human resource management, which needs to be further addressed and researched. Therefore, this research adopts hotels as a study background to examine the influence of work-life balance on female employees' job satisfaction and turnover intentions. Moreover, this study also intends to assess the difference in work-life balance, job satisfaction and turnover intentions based on managerial level of the respondents. A theoretical framework and six hypotheses are developed based on the intensive literature review. Data is collected from 279 female employees working in four selected hotels under Genting hotels and resort group. As per the analysis, five out of six hypotheses are accepted. A strong correlation is found between work life balance, job satisfaction and turnover intentions. However in terms of significant impact of the variables, work life balance had a significant impact on job satisfaction and an insignificant impact on turnover intentions. Moreover, job satisfaction had a significant impact on turnover intentions. Additionally, a significant difference was also observed in the respondents' perceptions of work life balance, job satisfaction and turnover intentions as per their managerial level. The present results demonstrated that when female hotel staffs perceive better work life balance, they are more satisfied and are more likely to work with their current employer. Finally, theoretical implications of the research findings and practical recommendations are offered for stakeholders' consideration.

Keywords: Work-life Balance, job satisfaction, turnover intention, managerial level, female employees, Genting hotels, Malaysia

GREEN TRAINING (EMPLOYEE-TRAINING PROGRAM FOR SUSTAINABLE TOURISM): THE CASE OF EL NIDO RESORTS

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INTRODUCTION

In successful sustainable resort models, employee training and education is vital in providing holistic employees geared towards sustainability. Gough and Scott (1999), in their paper, Education and Training for Sustainable Tourism, agreed that education and training are important to the achievement of sustainable tourism (Cater and Goodall, 1992; Ham Sutherland & Meganck, 1991; Johnson, 1998, as cited by Gough and Scott, 1999) and sustainable development (UNESCO & UNEP, 1996, as cited by Gough and Scott, 1999).

This paper explores a case study of a training program geared towards sustainable tourism. The BE G.R.E.E.N. (Guard, Respect, Educate El Nido) Training Program of El Nido Resorts (ENR) is a unique example of training program geared towards sustainable tourism. This exploratory case study explored this topic (1) to expound on the sustainable training program practiced in Philippine resorts, specifically in El Nido Resorts; (2) to be able to provide a background analysis on the importance of sustainable training program in resort operations, especially in the Philippines; and (3) to advocate sustainable training practices for Philippine resort operators.

METHOD

This exploratory case study on the BE G.R.E.E.N training program of El Nido Resorts utilized the framework developed by James and Thomson, 1989 (as cited by Gough and Scott, 1999). James and Thompson (1989, as cited by Gough and Scott, 1999) said that there seems to be a need for a theoretical device, which permits environmental education processes to continue in the face of contradictory perceptions of their purpose.

A questionnaire survey, using purposive sampling, was utilized and was given to Manila-based current or past employees of El Nido Resorts for this exploratory case study. A total of thirty-five (35) questionnaires were electronically sent to current and former Manila Sales Office-based employees. Of the thirty-five (35) questionnaires sent, thirty-two (32) were successfully filled-out, garnering a 91% response rate.

Data were then analyzed using descriptive statistics and content analysis.

FINDINGS

The respondents were mostly female (80%), aged 20-25 years old (60%), and has worked at El Nido Resorts for at least one year but less than three years (60%). All of the respondents were assigned at the Manila Sales Office – Sales and Marketing Department.

100% of the respondents were able to undertake the BE G.R.E.E.N. training program primarily because it was a pre-requisite for employment. 60% of the respondents have undertaken the program more than one (1) time but less than three (3) times. All respondents (100%) took the training in the Manila Sales Office only, primarily because this was where they were assigned. Most respondents (80%) took the program more than one (1) year ago, since most of them have been employed for more than one (1) year but less than three (3) years.

Based on the length of the training program, conduct of training, essential inputs learned, reason for conduct, perception of sustainable tourism, need for similar program for other resorts as units of analysis, the content analysis yielded the following:

The program, as of the moment, is too long. This might be because it is spread in five-half-day lectures. As one respondent pointed out, this is because the training, since it was conducted in Manila, was dependent on the availability of trainers from the site.

Accordingly, the conduct of the training program was deemed appropriate. The current set-up is a lecture/classroom style on five topics related to the vision of the ENR, mainly focused on the conservation of the natural environment.

The respondents deemed that the inputs generated were essential. The inputs, focused on environmental sustainability, were of great help to the program participants, as they apply these concepts to their daily lives.

The respondents agreed that the training program was conducted and focused on sustainable tourism. Topics, such as waste reduction or marine resource protection, were in line with the principles of sustainable tourism development.

Due to the program, respondents said that their perception of sustainable tourism broadened and expanded.

The respondents believed that the program should also be initiated in other resorts, especially in island resorts. Aside from that, the concept of sustainability should not only be a promotional tool, but rather, it should be part of the total vision of the resort. The respondents stated that companies who trumpet sustainable practices should be serious about it.

Using the framework used in this research, it can be inferred that El Nido Resorts and their employees, as a result of the training program, are Individualists and Egalitatarians (James and Thompson, 1989, as cited by Gough and Scott, 1999). The individualists are individuals or groups believe that 'nature is benign' (James and Thompson, 1989, as cited by Gough and Scott, 1999) and so entrepreneurs invest in tourism development. Egalitarians, on the other hand, are those that see nature as 'fragile and ephemeral' (James and Thompson, 1989, as cited by Gough and Scott, 1999) just like groups that resist damaging development on the natural environment.

IMPLICATIONS OR CONCLUSION

In summary, based on the findings on the research initiated, it can be inferred that the BE G.R.E.E.N. (Guard, Respect, Educate El Nido) training program conducted by the El Nido Resorts in Palawan, is an effective tool that promotes sustainable tourism to the resort employees. Aside from being a form of corporate social responsibility (CSR), the training program is an essential tool for employee empowerment and participation in the organization's commitment to sustainable tourism practices. The research also yielded the fact that other related tourism establishments should practice and promote similar advocacies.

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THE VALUE EFFECTS OF CHANGES IN LEVERAGE: EVIDENCE FROM THE TRAVEL AND LEISURE SECTOR

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INTRODUCTION

The primary aim of this paper is to examine whether changes in financial leverage are value relevant in the travel and leisure (t&l) sector. This is particularly important given that it is well documented that the t&l sector is capital intensive when compared to other industries (lee and jang, 2007; muradoglu and sivaprasad, 2014). This is a result of the fact that companies in this sector require a relatively high level of capital for their fixed asset components, such as airplanes (for airline companies), buildings, operating systems, furniture, and restaurant equipment, where the acquisition of these assets ordinarily involves the securing of external financing.

METHOD

The analysis is conducted using a sample of all firms listed in the t&l sector of the amex, collected from bloomberg, for the period between 1980 and 2012. The final sample comprises a total of 173 firms and 2,047 firm-years for the period between 1993 and 2012. The stock returns for each company are estimated monthly, using the percentage change in consecutive closing prices adjusted for dividends, stock-splits and rights issues (fama, et al., 1969), while for the calculation of the annual stock returns, we take the average of the monthly stock returns. We begin the analysis by[1] , examining whether changes on leverage have an impact on stock returns as follows:

$$R_{i,t} = \alpha + \beta_1 \triangle Lev_{i,t} + \epsilon_t \tag{1}$$

Where $\Delta Lev_{i,t}$ denotes the change in leverage for firm i at time t.

Following this, and given that stock returns could be influenced by other factors, as a first robustness test, we look to determine whether stock returns are influenced by changes in leverage in addition to firm size, the price-to-book ratio, market risk and the effective tax rate, hence:

$$\begin{aligned} R_{i,t} = \alpha + \beta_1 \triangle Lev_{i,t} + \beta_2 Size_{i,t} + \beta_3 PB_{i,t} \\ + \beta_4 Risk_{i,t} + \beta_5 Tax_{i,t} + \epsilon_t \end{aligned} \tag{3}$$

Where $\Delta Lev_{i,t}$, $Size_{i,t}$, $PB_{i,t}$, $Risk_{i,t}$ *and* $Tax_{i,t}$ denote the change in leverage, firm size, price-to-book, market risk and effective tax rate for firm i at time t.

1) Note that the each model is estimated using OLS panel estimators with fixed effects.

It is also well documented that the market premium, size and distress, defined as $(R_M - R_F)$, *SMB* and *HML*, respectively, in the fama-french three-factor model (fama and french, 1993) as well as carhart's (1997) momentum factors have an important influence on the variation in the stock returns. For this reason, as our second robustness we incorporate these as follows:

$$E(R_{i,t} - R_{f,t}) = \alpha + \beta_1 \triangle Lev_{i,t} + \beta_2 (R_{m,t} - R_{f,t}) + \beta_3 SMB_t + \beta_4 HML_t + \beta_5 Mom + \epsilon_t \quad (4)$$

Where $(R_{i,t} - R_{f,t})$ and $\Delta Lev_{i,t}$ denote the expected excess return and the change in leverage for firm *i* at time *t*; SMB_t denotes the difference between the average returns on small and big market capitalisation stocks; HML_t denotes the difference between the average returns on high and low book-to-market stocks; and, finally, *Mom* denotes the difference between high and low return stock portfolios.

In order to further analyse the value effects of changes in leverage on stock returns, we categorised the firms based on the corresponding level of leverage. Quintile 1 includes firms that have a leverage figure of between 0% and 20%, quintile 2 of between 20 and 40%, quintile 3 of between 40% and 60%, quintile 4, of between 60% and 80%, and, finally, quintile 5 of 80% to 100%. In order to perform the analysis, we re-ran the models in equations (2) through (4) for each quintile

FINDINGS

The results from our first model, which corresponds to equation (2), above, indicate that changes in leverage have a significant and inverse effect on stock returns, where decreases in leverage will have a positive effect on stock returns.

When we add other firm characteristics, as a robustness measure, as outlined in equation (3), above, we find that the results are robust in that decreases in leverage still have a significantly positive effect on stock returns, where firm size and the effective tax rate are also significant. Interestingly, however, when we apply the fama-french plus carhart four factor model (fama and french, 1993; carhart, 1997), see equation (4), the relation disappears though the coefficient is negative, where this may be due to factors beyond the change in leverage.

Next we divide the sample into quintiles ranked according to the leverage of the firms in order to gain a better understanding of how different maagnitudes of changes in leverage would affect firm performance. We then re-run the regressions, using equations (3) to (4) across the sub-samples. We find that, although changes in leverage are only value relevant for firms with leverage levels of between 20% and 40% and between 80% and 100%, changes in leverage have greater value relevance for high levered firms than for medium levered firms. Interestingly, when we apply the fama-french plus carhart four factor model, outlined in equation (4), in our sub-analysis, we find that, in contrast to the results for the overall sample, changes in leverage are now found to be value relevant for firms with leverage levels of between 20% and 40% and between 80% and 100%, where, again, highly levered firms exhibit greater benefits from changes in leverage than the medium levered firms. One possible explanation for this could be bankruptcy risk, as financial distress is found to have a significant impact on stock returns, as indicated by the difference between the average returns on high and low book-to-market stocks being significant and positive.

IMPLICATIONS OR CONCLUSION

This paper examined the issue of the value relevance of changes in leverage in the t&l sector of the amex.to this end, we ran a regression of changes in leverage on stock returns, subsequently incorporating other firm characteristics and the fama-french plus carhart four factor model in order to test the robustness of our results. Our preliminary findings indicated that changes in leverage were indeed value relevant. Following this, we sub-divided our sample into five quintiles and repeated the process to determine in which firms changes in leverage were most value relevant. We found that changes in leverage were value relevant for medium and highly levered firms, where highly levered firms benefited most from decreases in leverage. We argue that since the t&l sector is capital intensive, firms can use these assets as collateral to find external financing; however, when their subsequent debt level reaches a certain point, the consequent bankruptcy risk increases leading to stock returns decreases. We therefore argue that this changes in leverage are most value-relevant for highly levered firms in the t&l sector

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EXPLORING THE CONSTRAINTS FOR TAIWANESE TO PARTICIPATE IN PRISON TOURISM : A CASE STUDY OF GREEN ISLAND HUMAN RIGHTS MEMORIAL PARK

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INTRODUCTION

Since 1993, people are attracted to heritages which have a history of disaster or death (Bristow & Newman, 2004). And this phenomenon was observed and defined as "Dark Tourism" by researchers (Lennon & Foley, 2000; Stone, 2006; Stone & Sharpley, 2008). There are many types of dark tourism suppliers. Some are sites in memory of the tragic history, such as Jewish Museum Berlin to the memory of Holocaust. Others are locations that horror events "might" have happened where tourists want to seek a scary opportunity for pleasure, for example, Bran Castle in Romania, which is believed that Dracula the vampire lived in. Among all these kind of dark tourism suppliers, the first activity to be developed as a tour product was visiting decommissioned prisons, which is called "Prison Tourism".

Prison tourism sites include well known correctional facilities which are not used, such as Robben Island in South Africa (Strange & Kempa, 2003); Alcatraz in San Francisco, America (Loo & Strange, 2000); and Abashiri Prison in Japan. Most of these prison ruins are preserved as a "museum" to offer tourist a glimpse of what a prison might have been like (Ross, 2012). According to the Eastern State Penitentiary website, there are at least 95 prison museums all over the world (Eastern State Penitentiary, 2014).

Prison museums offer not only places for tour and recreation, but also the value of education, reflection, and preservation of culture. Since Japanese colonial period, many prison heritages have been retained in Taiwan as well, for instance, Chiayi Prison Museum with its unique architecture, and the outcomes of white terror (i.e. Jingmei human rights memorial park and Green Island human rights memorial park). Taiwan has the conditions to devel prison tourism, but the prison museums in Taiwan are not as famous as Alcatraz or Robben Island. Taiwanese tourists even don't know there are prison museums in Taiwan.

Although there have been some researches on the prison museum phenomenon, it is mainly composed of selective case studies (Levy, 2001; Strange & Kempa, 2003; Maxwell-Stewart, 2013). Only Ross created a database which provides a broad overview on prison museums in 2012. Previous studies concentrate on positive attractive factors like prison tourists' participative motivation and experiential benefits (Levy, 2001; Young, 1996; Wilson, 2008). However, factors that inhibit or prohibit the participation of prison tourists have yet been written. According to Rittichainuwat (2011), Asian tourists have a social custom that will deter tourists from traveling to disaster-hit destinations. Hence, this research attempts to explore the constraints on prison tourism and to find out whether Taiwanese tourists have special constraints to participate prison tour or not.

METHOD

First of all, this study examined cases of prison museums and reviewed scholarly literature on prison museums, prison tourism, and travel constraints. On the basis of the structural factors of leisure constraints of Alexandris, Tsorbatzoudis, and Grouios (2002), constraints on dark tourism of Rittichainuwat (2011), and constraints of museum of Tian, Crompton, and Witt (1996), this study presented the concept of the constraints for Taiwanese to participate in prison tourism. Next, the in-depth interviews were given to confirm the questionnaire items.

The research setting of this study was Green Island human rights memorial park in Green Island, Taiwan, where the political convicts were imprisoned during the white terror period. Therefore, the researcher interviewed four tour staffs of Green Island human rights memorial park, two Cultural workers in Green Island, two hosts of hostel in Green Island, and two Taiwanese tourists with a purposive sample. The open-end questions were asked to identify travel constraints that would stop Taiwanese they knew from visiting the decommissioned prison. The responses were recorded and the most frequent keywords would be selected to develop the questionnaire items. After experts check and revise the questionnaire, the questionnaires will be issued by convenience sampling to figure out Taiwanese's recognition of the constraints on prison tourism.

FINDINGS

Some special keywords were revealed from the in-depth interviews. Most of the respondents consider that "taboo" is the main constraint for Taiwanese to participate in prison tourism. Taiwanese believe that being in a prison will bring them bad luck, and they feel uncomfortable to have fun at the places where someone had miserable experience. It corresponds with the concept "Beliefs in ghosts", which was revealed from previous research of Rittichainuwat (2011). "Politics" is the new concept that can be found through the interview because some of these prisons were used to jail political convict, but Taiwanese are sensitive to politics and are not interested in it. However, some people won't go visiting a prison just because they don't know the existence or any exhibition of the prison museum. Normal leisure constraints such as "time" and "transportation" can be found in the interviews as well. Since prisons are usually set up in secluded area, "transportation" might be a major constraint on prison tourism. These constraints will be integrated into a questionnaire, checked and revised by experts, and then distributed to Taiwanese tourists.

IMPLICATIONS or CONCLUSION

Prison tourism is a very important rising tourism field, but the constraints on it haven't been researched. This study is trying to examine the constraints for Taiwanese to participate in prison tourism, and establish a scale of the constraints on prison tourism to provide a foundation for future research. In order to identify the Taiwanese's recognition of the constraints on prison tourism, the questionnaire will be distributed to Taiwanese tourists. And the differences of recognition of the constraints on prison tourism between Taiwanese tourists will be analyzed. Based on the conclusion, the situation of the development of prison tourism in Taiwan can be explored more. Managerial implications are discussed. Finding out the constraints on prison tourism and remove it will be the emphasis for management to extend the market. Useful suggestions are provided for applications as well.

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CONSUMERS' ATTITUDE TOWARDS LOCATION-BASED ADVERTISING: AN EXPLORATORY STUDY

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ABSTRACT

Creation of product and service awareness is a continuous practice among firms, and manufacturers'. This is because consumers' purchase intention varied and this depend on available information about products in the market. Different media such as television and radio were used in the past to informed consumers about products and market changes. In recent times, internet and mobile devices opened new methods for promotion of services. One of these is location-based advertising. The study utilized focus-group interview and found that consumers attitude towards location-based advertising still an issue due to disclosure of personal data and individual locations. The implications for the study and future research were discussed.

Keywords: Consumers, consumers' attitude, Location-based service, Location-based advertising, Mobile devices, Internet services.

THE USE OF SOCIAL MEDIA BY TOURISM-ORIENTED REAL ESTATE AGENCIES IN PHUKET, THAILAND

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INTRODUCTION

The advance of web 2.0 has given everyone the freedom of thought and freedom to express their opinions via the Internet and interact in cyberspace. Social Media platforms and tools allow users to share contents, recommend products and tell about their positive and negative experience with companies (Brown and Hayes, 2008). Companies have resorted to the adoption of behavioral and sociological studies in order to collect this pertinent data and to further the corporate understanding of consumer purchasing patterns. Kaplan and Haenlein (2010) suggest that the concept of Social Media is a top of the agenda for many business executives today. Social media are being adopted as a profitable tool by existing and beginning entrepreneurs who seek expansion of their business, including the real estate companies.

After facing drop in home sales around the world after 2008, real estate professionals have been forced to utilize their offline skills in an increasingly social way online by using photo and video sharing to enhance listings (Swallow, 2010). After then real estate business has been transformed by technology, specifically by social media sites. Consumers are searching online for information and resources during the increasingly complicated real estate purchase process. They are also sharing content and opinions before, during and after their real estate transaction (Swallow, 2010). Riley (2012) also argued that it is now part of the norm for social media to grant buyers access to more unfiltered information, real-time search capabilities and instantaneous access to their real estate professionals. Information for buying or selling decisions can be shared across social media platforms, making this process more collaborative. Hill (2013) discusses that social media can be a powerful tool to the communication of information about properties including business promotion, and expects social media usage to continue to grow and be an integral part of the real estate process with clients. Increased usage of social media is anticipated to build upon their trusting relationships, create even better connections, and enable them to provide more resources for their clients (Riley, 2012).

Nowadays, every real estate agent, real estate investor, house buyer, house seller, distressed property owner, and everyone else can use the internet and find what they are looking for. People are no longer restricted to working with real estate agents and relying on Multiple Listing Services (MLS) listings to find a house. They are not restricted to working with their bank to get an approval for a mortgage, running around from one open house to another, being swayed by pressure tactics and relying on others to purchase or sell a home (Kolat, 2008). Chan (2011) discusses that "Real Estate used to be a private transaction between a realtor and client. However, it is increasingly now a shared social experience for a community. Open house visitors upload photos of what they saw, buyers blog about their inspection, sellers search Twitter streams for mentions of their house, agents get rated online. Today's buyers and sellers rely heavily on social media". Barbera (2011) argued that the real estate industry is actually one of the most tech-savvy industries today. The necessity to cover numerous territories and the demand to provide all-inclusive services makes the real estate professional highly dependent on the technologies available to them.

The National Association of Realtors (2012) found that for 41% of US home buyers the first step in the home-buying process was looking online for properties. This dependency has pushed many real estate professionals to pay attention on new technologies and quickly become familiar with the various ways to maximize their time and build their businesses by attracting new buyers, sellers and investors. The bi-product of this trend has been a strong demand from the real estate industry for technology companies to continue efforts to build faster, more efficient and more effective real estate marketing.

In spite of the increasing use of social media in the real estate business, there have been relatively few academic surveys on the subject, and practically none related to the thriving real estate market in the popular resort destination of Phuket, Thailand. Phuket has become Thailand is most mature resort property market (Phuket Real Estate Overview, 2011). It is also one of the few premium markets for resorts and retirement sector in Asia. Since the turn of the century Phuket has become an increasingly popular investment choice for homes, second homes, investment properties and retirement villas (Smith, 2011). The competitive market has challenged property marketing managers to find out how they can gain market share and integrate with the innovation of technology of web 2.0. The Phuket real estate industry is an integral part and underlying infrastructural basis of the tourism sector, as well as of many other sectors in the economy (Phiromyoo, 2011). This research investigates the use and importance of social media by Phuket tourism-targeted real estate industry and explores how Phuket real estate managers can use social media as an effective marketing tool for foreign buyers and investors.

METHODOLOGY

Data were collected in May-July 2014 through interviews with twelve companies in the real estate business, including real estate developers, agencies and consultants. Eight of them were Thai-owned companies, and the other four had foreign owners. Purposive sampling method and snowball sampling were adopted to select companies active in social media marketing. Face-to-face semi-structured interviews were conducted with real estate managers from real estate companies in Phuket, with interview questions adapted from Bullas (2010), Diga & Kelleher (2009) and Gros (2012). The main topics of the interview included questions pertaining to the extent to which real estate managers considered various marketing communication to be effective in terms of increasing overall revenue for their business and the importance of social media for their operations. Content analysis was employed to analyse the data.

FINDINGS

The marketing tools used by the real estate agency companies are: 1) Company websites; 2) Brochures, newspapers, magazines and printed advertising; 3) Specialised commercial websites and banner advertising; and 4) Social media. Ten of the twelve interviewed companies used social media, and six of them said it is their main marketing tool. It was considered attractive because of its low cost (on average about 3 percent of the marketing expenses), ease of use, proximity to consumers and its trendiness.

The real estate companies used social media for various purposes, as follows:

1. Facebook: Use for real time updating of information such a new product, new promotion in time, etc., and also as a company's brand ambassador to communicate with prospective and existing customers to create their brand recognition, to perceive their opinion and perceptions, and as a window for customer linking to the company.
2. YouTube: Use for doing public relations and promoting information of company by short video presentations to their customers. YouTube videos are created to broadcast companies' products, promotions, activities, etc.
3. Instagram: Use for uploading photos and pictures of houses, villas, condominiums, and other properties they have in list.
4. Twitter: Use for sending short messages to customers related to their new products coming, promotions updated, interesting information, etc., to create relation engagement between companies and customers, to build a referral network, or to promote brand by attracting attention to recent accomplishments, new listings, or events.

5. Pinterest: Use for creating pages aimed at promoting their companies online, such as storyboards showcasing their work and activities. They have the freedom to display their work using their creativity and personal style creating portfolios that can be seen and shared by other Pinterest users. This allows consumers to check out their work, prior to contacting them. Pinterest intends the web design to support "style conscious retailers," where customers can visualize products within a consumer context.

Most real estate agency managers interviewed handle the social media engagement with customers, monitor and organize it by themselves. Most of them attempt to respond to all positive and negative comment of customers. In cases of positive customer reviews, companies reply to express thanks to them, not present them any reward for their good review. And in case of negative review or feedback, companies will try to provide a polite excuse or explanation, and give a telephone number to that customer for more discussion.

Regarding problems with the use of social media, about half of the respondents identified the following issues:

- Staff may lack knowledge and understanding of the company policy in terms of what should be published in social media, thus publishing useless or harmful posts in social media.
- Staff use unclear message and focus only on persuading customers to select company's services, and may create miscommunications with customers.
- Staff are late in updating news or information about the company, thus wasting customers' time and resulting in customers unfollowing companies' page.

One manager said: The use of social media has both negative and positive effects to the company's brand; if staff or manager use it out of company's objectives, not control their brand position, not control their irritability to the client comments, it can take business down quickly.

Most interviewed managers mentioned that social media is not a direct sales direct tool and it cannot generate sales per se, but it helps them with marketing to promote their brand and increase sales indirectly. Most of interviewed managers pointed that social media can offer effective tool to access information, advice, and engage in professional collaboration but cannot be a final customer's decision tool; rather, it provides an advice to assist customers making a decision. Asked about how they measure the effectiveness of social media use on their business, respondents said that they either looked at the number of "Likes" or followers, or used questionnaires for their customers.

CONCLUSION

The results of the survey revealed that most real estate companies used social media for one of the following reasons:

Loyalty creation: Companies are able to update their clients and loyal customers with special discounts, offers, and marketing endeavors. They can join the client's conversation to show that they are listening, and clear up miscommunications, thus enhancing customer loyalty to their product or brand.

Brand building: Company can build a reputation for their brand around their company's values, benefits, and benefit from the advantages of their express content, photos posting, video sharing and other means of making consumers acknowledge their brand.

PR and Viral Marketing: Companies can use social media to increase the number of available communication channels and facilitate real time conversations between companies and customers. This enhances the role of mouth-to-mouth marketing. Creating content that has viral potential is at the focal point of a social media PR strategy. Companies let the loyal community access their news and let them be part of the company's media channel. This can be a powerful social media strategy engaging in meaningful conversations with the audience on platforms, and also sharing useful content while efficiently guiding the client to perform specific actions that ultimately propel company brand and business forward.

Keywords: social media, real estate, marketing communication, Phuket

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A STRUCTURAL EQUATION MODEL OF THE EFFCT OF BOOKING APPS TOWARDS ON HOTEL BRAND IMAGE: A SMARTPHONE USER PERSPECTIVE

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ABSTRACT

This paper aims to combine the technology acceptance model and theoretical insights of marketing from the inter-disciplinary approach to establish a structural equation model about how the experience of online booking smartphone apps affect the image of hotel brands within external variables and perceived online experience variables. The expected findings could be that trust, perceived enjoyment, and social influence have significantly influenced the using experience of online booking smartphone app. Moreover, this effect is through perceived usefulness and perceived ease of use. Finally, the online using experience has significantly effect on the brand image of hotels.

Keywords: Technology Acceptance Model (TAM), Smartphone Apps, Online Experience, Brand.

INTRODUCTION

Mobile technologies have been employed by tourism and hospitality industry to meet consumers' pursuit for more convenient obtain service and product. Especially for the smartphone users, they would prefer to use the smartphone apps about travel reservation rather than computer software. Given this situation, the function of smartphone apps in tourism and hospitality industry attracted much attention in recent academic study. Brown and Chalmers (2003) have indicated that smartphone and its applications appear to offer great potential to assist tourists by providing access to online information at anytime and anywhere. Besides, as one of the fastest growing media market of the history on consumption technology (Newark-French, 2012), the smartphone has impacted globally in whole tourism industry (Love, 2005) following with the data record by Wang et al. (2010) that nearly 45 million smartphone users in the United States have experienced smartphone apps in their journey. Thus it is a remarkable phenomenon deserved in-depth explore with broader conceptual implication from managerial perspective.

Some of the scholars have already noticed the smartphone apps as the channel for tourism and hospitality industry to deliver the image and brand of their product and service to the smartphone users, in there, to the potential guests and furthermore to influence those users' behavioral intention. Ha (2004) indicated that the higher brand familiarity and image are the elements constituted better online experience and therefore leads to higher possibility of purchase decision (Ha & Perks, 2005). Moreover, online experience through mobile technologies is changing the branding world with high speed as well (Morgan-Thomas & Veloutsou, 2013). According to the above brief introduction, this paper will mainly focus on the experience of online booking of hotel service and product by smartphone apps users to explore the potential effective connection between the online experience, behavioral intention and brand image.

LITERATURE REVIEW AND HYPOTHESES

This paper aims to combine the technology acceptance model and theoretical insights of marketing from the inter-disciplinary approach to establish up a structural equation model about how the experience of online booking smartphone apps affect the image of hotel brands within external variables and perceived online experience variables. Based on literature review, trust, perceived enjoyment and social influence have been adopted as external variables based on previous researches (Davis et al., 1992; Swan & Trawick, 1988; Venkatesh et al., 2002). The perceived usefulness, perceived ease of use and the consumers' using experience of online booking smartphone apps have been defined as the perceived online experience variables (Davis, 1989; Li & Wang, 2010, No & Kim, 2014). The brand image is explained to be constituted with two components: online brand familiarity, online using satisfaction (Ha & Perks, 2005; Morgan-Thomas & Veloutsou, 2013; No & Kim, 2014).

Trust has been defined as a multi-faced factor in many industries, ranging from psychology to sociology (Siau & Shen, 2003). Rempel et al. (1985) indicated that the psychologist prefers to explain the trust as the tendency to trust others, while the sociologists define trust as cognition about trustee. Rousseau et al. (1998) defined the trust as perception about others' attributes and the desire to become susceptible to others, and the consumers can solve their uncertainty with higher motivations based on the high level of trust. What's more, trust has been identified to have significant impact on the new information technologies adoption, and it has been widely argued in the IS and E-commerce research (McKnight, Choudhury, & Kacmar, 2002; Gefen & Straub, 2003; Gefen, Karahanna & Straub, 2003). Jarvenpaa, Tractinsky, and Vitale (1999) suggested that trust is one of the main reasons for the consumers to adopt e-commerce environments. Moon and Kim (2001) noted the trust as the important element of influencing consumers' behavior in the uncertain environments. Pavlou (2003) explained the trust as the extent that the consumers are willingly to be vulnerable to the E-vendors under the consideration of the online retailers' characteristics. Kim (2012) indicated that the trust in the online business includes two processes: initial trust and ongoing trust. The initial trust has been established after the first satisfied purchase behavior, and the ongoing trust is developed consequentially.

Due to this paper aims to investigate the online booking smartphone apps, the mobile transaction can be regarded as the most important elements in the smartphone apps. Based on the previous researches (Lu, Yu, & Liu, 2005; Zhou, 2013), the mobile payment is the service that enable consumers complete the transaction process over the mobile network or wireless communication technologies through using the mobile devices. Hence, the trust also plays an important role in the online booking activities. Jain (2014) pointed out the trust can be regarded as the significant determinant of adopting mobile transaction activities. Fumiko and Bradford (2014) also defined the trust as one of the core factors in the mobile transactions.

As No and Kim (2014) indicated the theories and models which applied to the computer network may be suitable to smartphone apps, this paper aims to applied the theories of trust on the computers to the online booking mobile platform. The relationship between trust and the perceived variables have been widely discussed in the previous researches (Mcknight et al., 2002; Gefen et al., 2003; Pavlou, 2004). Gefen et al. (2003) integrated trust with original TAM model to explain the usage of online shopping website, and trust has been identified to have a positive influence on the perceived usefulness (PU). Chandra et al. (2010) pointed out that the consumers' trust in the mobile payment system has both influenced the perceived usefulness (PU) and the behavioral intention. Hence, this paper has proposed the hypothesis to explain the relationship between PU and trust:

H1: Trust has a significant influence on the perceived usefulness (PU).

The perceived enjoyment has been widely argued in the IS researches (Venkatesh, 2000; Van der Heijden, 2004; Kim et al., 2013). Webster and Martocchio (1992) defined the perceived enjoyment as playfulness, which refers to the intellectual or cognitive playfulness while interacting with the microcomputers. Venkatesh (2000) has defined the perceived enjoyment as "the extent to which activity of using a specific system is perceived to be enjoyable in its own right, aside from any performance consequence resulting from system use". Furthermore, Kim et al. (2014) have defined the perceived enjoyment as the emotional factor to influence the service quality of tourism information provide on the website.

Some of the researches demonstrated that the perceived enjoyment has a positive influence on the consumers' intention to adopt new information technologies (Teo et al., 1999; Moon & Kim, 2001; Van der Heijden, 2004). When the technology innovation is fun and playful to use, the consumers are more likely to adopt and continue to use in the future. Van der Heijden (2004) has empirically identified the perceived enjoyment has influenced the consumers' intention to use the hedonic information systems. Song and Han (2009) also demonstrate the positive relationship between perceived enjoyment and intention to use the online shopping websites.

The perceived enjoyment also influences the consumers' intention to adopt smartphone apps. Nysveen et al. (2005) indicated the perceived enjoyment has significant influence on adopting mobile chat applications. Khedhaouria and Beldi (2014) pointed out the perceived enjoyment has influenced the consumers' intention to use the mobile chatting apps. Based on the previous researches, two hypotheses have been proposed:

H2: Perceived enjoyment (PE) has a significant influence on the perceived usefulness (PU).
H3: Perceived enjoyment has (PE) a significant influence on the perceived ease of use (PEOU).

This paper defines the social influence as the degree to which an individual perceives that important others believe he or she should use the new system. Venkatesh et al. (2003) defined the social influence as an integrated item based on the subjective norm (TRA, TAM2, TPB/DTPB and C-TAM-TPB), social factors (MPCU), and image (IDT). Thompson et al. (1991) explained the social influence as the internalization of the related subjective culture, and the agreements made with others in specific situations.

Undoubtedly, smartphone apps have influenced the people's daily life. The impact of social influence on the behavioral intention to use information systems has been widely argued in the previous researches (Gefen et al., 2003; Kumar & Benbasat, 2006). Lee and Nass (2004) demonstrated the significant effect of social influence on the website content credibility. The smartphone apps are especially popular among the young groups, and they are more likely to be influenced by the social environment. Friends and relatives also intend to recommend the mobile apps when the satisfied experience has been obtained, and they also intend to use mobile apps in the daily life as the cognitive usefulness has been formed. Based on the previous researches, hypothesis has been proposed:

H4: Social influence (SI) has a significant influence on the perceived usefulness (PU).

Davis (1989) defined the term of perceived usefulness (PU) as the degree to which a person or a group believe using an information system would enhance the job performance. The perceived usefulness has been applied as one of the core factors in the information technology adoption theory in many IS researches (Venkatesh et al., 2003; Limayem et al., 2007; Zhu et al., 2012). Liu et al. (2010) indicated the perceived usefulness has significantly influenced the users' intention to adopt the online learning systems, and Zhu et al. (2012) pointed out the perceived usefulness has also influenced the adoption of online games.

The perceived ease of use has been defined as the degree to which the prospective user expects the potential system to be free of effort (Davis, 1989), and it also has been applied as the core parts in the adoption theory with the perceived usefulness. Davis et al. (1989) indicated the perceived ease of use is the important factors of influencing the intention to use information system. Benbasat and Wang (2005) demonstrated the perceived ease of use has a significant impact on the online recommendation usage.

In this paper, the perceived usefulness is defined as the degree to which a travelers believe that using online booking smartphone apps will help attaining gains in the travel activities, and the perceived ease of use is defined as the degree of ease associated with the usage of online booking smartphone apps. Amin et al. (2007) pointed out the positive relationship between perceived usefulness and use intentions in the mobile banking, and Ramayah and Suki (2006) also identified the positive relationship between the mobile computer usage and perceived variables. In addition, the perceived ease of use has been empirically identified to have a positive influence on the perceived usefulness (Davis et al., 1989; Venkatesh et al., 2003; Liu et al., 2010).

No and Kim (2014) have first introduced the travelers' online experience in the smartphone adoption theory, and the E-SAT theory has been applied to explain the travelers' online experience of adopting smartphones in the travel activities. Smartphone apps can be regarded as the tool to view the travel website on the smartphones. Thus, the theory of website effectiveness may be suitable to explain the travelers' online experience and satisfaction of using mobile apps.

This paper aims to adopt the concept of ICTRT model to explain the travelers' experience (Li & Wang, 2010). There are five functional constructs in the ICTRT model, including information, communication, transaction, relationship and technical merit. Smartphone apps in the tourism category may provide tourism information, good interaction with travelers, transaction function such as booking hotels and restaurant, relationship management to maintain travelers' loyalty, and proper technical design to perform a competitive image to the users. Thus, the ICTRT theory may be suitable to explain the travelers' online experience of smartphone apps. Based on the previous researches, hypotheses have been proposed:

H5: The perceived usefulness (PU) has a significant influence on the consumers' online experience.
H6: The perceived ease of use (PEOU) has a significant influence on the consumers' online experience.
H7: The perceived ease of use (PEOU) has a significant influence on the perceived usefulness (PU).

Online brand familiarity has been defined as the construct which is related to the time spent in processing the brand information, regardless of the type of processing involved (Baker et al., 1986). Alba and Hutchinson (1987) indicated the brand familiarity reflects a consumers' level of direct and indirect experience with a product. Furthermore, Ha and Perks (2005) referred the brand familiarity as the variable accumulated by consumer's experience, which contains the favorable knowledge about the website.

The researches focused on the relationship between online experience and brand image are very limited. Based on the previous researches, the online brand familiarity is mostly defined as the brand-related experience accumulated by the consumers (Alba & Hutchinson, 1987; Lane, & Jacobson, 1995; Li & Biocca, 2005). The brand familiarity has influenced brand evaluations (Sundaram & Webster, 1999) which includes the purchase intention and brand attitudes. Huang et al. (2004) pointed out the well known brand name and online experience can reduce the consumers' perceived risk of online shopping. Both the positive brand attitudes and lower perceived risk of online shopping contributes to the positive brand image. In addition, a positive relationship has been found between online brand experience and online brand familiarity (Ha & Perks, 2005). Based on the previous researches, hypotheses have been made:

H8: The consumers' online experience has a significant influence on the consumers' online brand familiarity.
H9: The consumers' online brand familiarity has a significant influence on the consumers' online brand satisfaction.
H10: The consumers' online brand familiarity has a significant influence on the hotels' brand image.

The construct of online brand satisfaction has been defined as the result of consumers' online experience of using the mobile apps. Kim (2005) indicated the satisfaction as one consequence of the positive emotional and cognitive states after a pleased online surfing experience. Nghiêm-Phú (2014) found the experience to be the antecedents of the tourists' satisfaction.

The researches focused on the online satisfaction and brand image is also very limited. Veloutsou (2007) pointed out two relationships which connect the consumers and the brand: the emotional connection and the communication. The consumers who have closed relationship with the brand intend to provide and receive information from the company. Morgan-Thomas and Veloutsou (2013) have explained the relationship as the positive influence on the brand quality, satisfaction, and the consumer loyalty. O'Loughlin, Szmigin and Turnbull (2004) indicated the successful brand always accompany with the positive shopping experience. The consumers who have satisfied experience intend to continue use the online booking smartphone apps in the future journey, and the consumers' loyalty and satisfaction towards the specific brand will also be improved. Moreover, the consumers' loyalty and satisfaction contributes to the positive brand image. Thus, hypotheses have been proposed:

H11: The consumers' online experience has a significant influence on the consumers' online brand satisfaction.
H12: The consumers' online brand satisfaction has a significant influence on the hotels' brand image.
H13: The consumers' online experience has a significant influence on the hotels' brand image.

Figure 1 demonstrates the theoretical model of this paper:

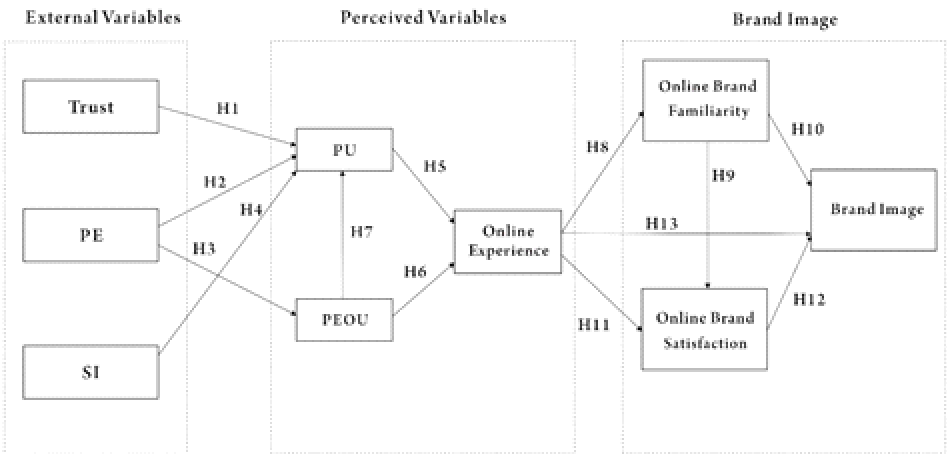

Figure 1. Theoretical model

METHOD

Based on the literature review, this paper defines the original instruments. Fifteen experienced smartphone app users have been asked to participate in the pretest process. After the pretest, few questions will be removed based on the participants' opinions, and a new questionnaire will be refined for the main field test. In the main field test, online investigation towards on those apps users with the structural questionnaires which the Likert five grade scale is used to obtain data for this quantitative analysis. All the participants are recruited by a professional research organization, Questionnaire Star (http://www.sojump.com/), and all the participants should have at least one year experience of using online shopping and booking smartphone apps. Meanwhile, the structural equation modeling (SEM) will be applied to test the model significance and the hypotheses. The measuring items of this paper are obtained from previous researches with literature support.

POSSIBLE FINDINGS

As this paper is still working in progress, the expected findings could be that trust, perceived enjoyment, and social influence have significantly influenced the using experience of online booking smartphone app. Moreover, this effect is through perceived usefulness and perceived ease of use. Finally, the online using experience has significantly effect on the brand image of hotels.

MPLICATIONS

From the theoretical level, the possible contribution of this paper may fill the theoretical gap of indentifying the impact of online using experience on the brand image in the context of smartphone apps. With regards to the managerial implication for tourism and hospitality industry, this paper may demonstrate the importance and the strong connection between users' online experience of smartphone apps and the hotel brand image, which managers should pay much more attention on the improvement of online experience by their guests. The variables which have been identified their significant influence on this issue could be considered as the possible aspects that guide managers for further efforts towards on online booking smartphone apps.

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A COMPARISON OF DESITNAITON PICTORIAL IMAGES BETWEEN DMOs' WEBSITES AND PINTEREST: A CASE OF DESTINATIONS IN JAPAN

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INTRODUCTION

Travel and Tourism industries are affected and noticeably transformed by information technology (Zheng, Magnini, & Fesenmaier, 2015). Above all, the development of social media technology has changed the way tourists search for information as well as the way destination marketing organizations (DMOs) promote and market. Official DMO websites have become a major information source for travelers. With the rapid growth of social network sites (SNSs), moreover, a lot of people are sharing their travel experiences via SNSs during and after their travel (Chung, & Koo, 2015). In accordance with this trend, the practitioners of DMOs are making efforts to maximize their promotion and marketing effects of the official websites and SNSs.

More recently DMOs and other destination marketers have become interested in image-sharing SNSs, which mainly post images or pictorial information rather than text, such as Pinterest and Instagram (Mull, & Lee, 2014). With the presumption that the visual images have a stronger effect of giving information to people than other sources (Kim, Kim, & Wise, 2014), more DMOs have attempted to utilize those image-sharing SNSs as a marketing tool. Concomitant with the growing interests in SNSs, the research and managerial attention have been given to: 1) what types of images are pervasive on the SNSs and 2) whether these images are coherent with the information projected by DMOs, so that they can reinforce positive images or eliminate unmatched and hostile images, if necessary (Stepchenkova, & Zhan, 2013).

Despite changing the trend of both traveler information searching and DMOs' marketing strategies, there are relatively parsimonious research endeavors that examine visual materials of destination images (Stepchenkova, & Zhan, 2013). Therefore, the purpose of this study is: 1) to identify the representative characteristics of DMO's photos and a SNS, Pinterest, photos, and 2) to analyze the differences in the characteristics between them. Employing comparative content analysis, the study selects three major cities in Japan (i.e., Tokyo, Kyoto, and Osaka) based on the results of text mining of Twitter. By exploring their differences, this study might suggest possible directions for organizing and running DMOs' websites and their destination marketing strategies in cooperation with image-based SNSs.

DMOs' websites

Destination marketing organizations are defined as the organizations that function to promote their tour destination to potential tourists (Li, & Wang, 2010). In general, DMOs' websites perform the function to promote and guide tourists by providing information about their destinations. In this sense, how to better provide information has become the vital mission in the DMOs' marketing activities. As the sources of a tourist's information search are transformed to the Internet, DMOs are paying more attention to their websites and investing more in online promotion and marketing. In addition, DMOs should know about the advantages of using their websites as a marketing tool. The advantages are "worldwide accessibility, ease in updating, real-time information service, interactive communications and the unique ability to customize information" (Jeong, Holland, Jun, & Gibson, 2012). Recently, a noticeable trend in DMOs' web-marketing is that the form of contents of DMOs' websites has shifted from text-based information to image and animation based information. Photos especially play an important role in web promotion activities (Akane, & Yuichi, 2014). DMOs have been making substantial efforts to provide a variety of photos (Akehurst, 2009; Hsu, Kang, & Lam, 2006) to establish positive images of destinations.

Photos and Pinterest

Travel photos play a variety of roles in tourism (Lo, McKercher, Lo, Cheung, & Law, 2011) and are regarded as an essential part of the trip activities (Donaire, Camprubí, & Galí, 2014). This is because visual images have a more effective impact on people's memories and attitudes than other forms of messages such as text, sound, etc. (Kim, Kim, & Wise, 2014). That is, visual stimuli are more eagerly recollected and affect people's attitudes toward objects, and visual information is more efficient than words with regard to memories and impressions (Ye & Tussyadiah, 2011). SNSs have been fundamentally changing the way tourists both search for information and how they share their travel experiences (Sigala et al., 2012). Among the SNSs, Pinterest has become a major image-based platform, which allows users to share images (Mittal, Gupta, Dewan, & Kumaraguru, 2013).

METHOD

Before collecting the pictorial data, this study conducted Twitter text mining related to Japanese tourist destinations. Based on the results of text mining analysis, three cities highly ranked were selected as the subjects of this study: Tokyo, Kyoto, and Osaka. Then, the author collected 200 images of each city (between January 23rd and 26th) via Pinterest: about 300 images of Tokyo (gotokyo.org), about 160 images of Kyoto (kyoto.travel), and about 280 images of Osaka (osaka-info.jp). In order to gather the images related to travel, the author input such keywords as 'Tokyo' and 'Travel,' 'Kyoto' and 'Travel' and 'Osaka' and 'Travel'. To collect the DMOs' images, this study searched the official websites of each city and used their photo galleries.

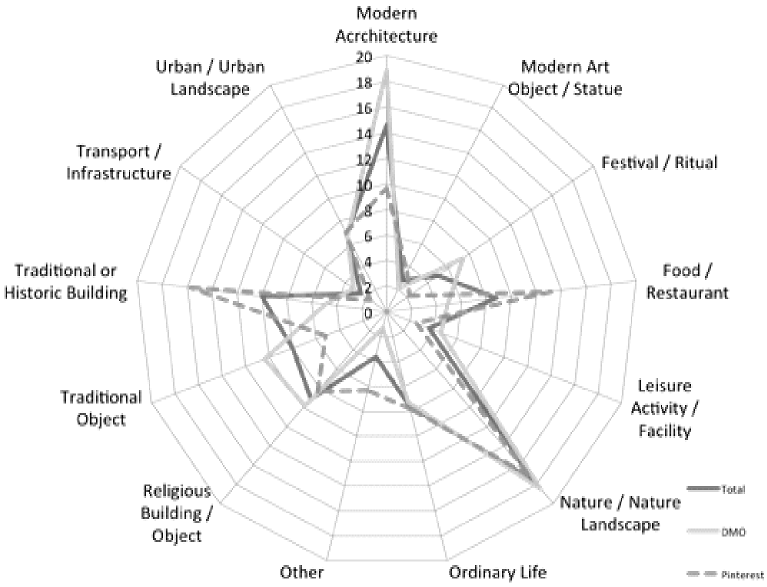
The study employed content analysis to examine DMOs and the Pinterest images. According to previous research (Stepchenkova & Zhan, 2013), 20 categories are assumed to represent all necessary attributes of the image. This study used the categories developed by Stepchenkova and Zhan (2013) at first. While categorizing pictorial data, categories were revised to code the data more accurately. The 13 categories used in this study are: 1) Modern Architecture, 2) Art Object/Statue, 3) Festival/Ritual, 4) Food/Restaurant, 5) Leisure Activity/Facility, 6) Nature/Nature Landscape, 7) Ordinary Scene, 8) Other, 9) Religious Building/Object, 10) Traditional Art Work/Object, 11) Traditional or Historic Building, 12) Transport/Infrastructure, and 13) Urban/Urban Landscape.

FINDINGS

General Analysis on Categories. As a result of category frequency, there are differences in the frequency rank of categories between DMOs' photos and Pinterest's photos (see Table 1). In terms of DMOs' photos, 'Modern Architecture' is ranked as number 1 (N = 135, 10.0%). On the other hand, 'Nature/Nature Landscape' is positioned as number 1 (N = 107, 8.0%).

Table 1. Frequency of Categories

Categories	DMO		Pinterest		Total	
	N (Rank)	%	N (Rank)	%	N (Rank)	%
Modern Architecture	**135(1)**	**10.0**	61(4)	4.5	196(2)	14.6
Art Object / Statue	15(12)	1.1	22(10)	1.6	37(12)	2.8
Festival / Ritual	53(5)	3.9	14(12)	1.0	67(9)	5.0
Food / Restaurant	35(8)	2.6	83(3)	6.2	118(5)	8.8
Leisure Activity / Facility	33(10)	2.5	16(11)	1.2	49(10)	3.6
Nature / Nature Landscape	132(2)	9.8	**107(1)**	**8.0**	**239(1)**	**17.8**
Ordinary Life	52(6)	3.9	49(6)	3.6	101(7)	7.5
Religious Building / Object	70(4)	5.2	52(5)	3.9	122(4)	9.1
Traditional Object	74(3)	5.5	33(9)	2.5	107(6)	8.0
Traditional or Historic Building	35(8)	2.6	99(2)	7.4	134(3)	10.0
Transport / Infrastructure	23(11)	1.7	10(13)	0.7	33(13)	2.5
Urban / Urban Landscape	48(7)	3.6	44(7)	3.3	92(8)	6.8
Other	9(13)	0.7	40(8)	3.0	49(10)	3.6



Differences in the frequency of three cities. This study conducted the frequency analysis on three cities' photos. There are differences in the rank of photos' categories between DMOs and Pinterest (see Table 2). First of all, 'Nature/Nature Landscape' is ranked as the number 1 category (N = 58, 19.67%) among the Tokyo DMO's photos, while 'Food/Restaurant' is ranked as the number 1 category (N = 42, 20.0%) among Pinterest's Tokyo photos. Second, for Kyoto, 'Traditional Object' is positioned as the number 1 category (N = 52, 32.1%) in terms of DMO. 'Nature/Nature Landscape' is classified as the number 1 category in terms of Pinterest (N = 62, 29.5%). Lastly, for Osaka, with respect to DMO, 'Modern Architecture' is ranked as the number 1 category (N = 85, 33.1%). On the other hand, 'Traditional or Historic Building' is ordered as the number 1 category for Pinterest (N = 37, 17.6%).

Table 2. Differences in the frequency of three cities

Categories	Tokyo		Kyoto		Osaka	
	DMO	Pinterest	DMO	Pinterest	DMO	Pinterest
Modern Architecture	42(2)	21(5)	8(6)	7(8)	**85(1)**	33(2)
Art Object / Statue	7(10)	3(12)	1(9)	8(7)	7(9)	11(7)
Festival / Ritual	39(3)	6(9)	14(4)	1(13)	0(13)	7(10)
Food / Restaurant	24(6)	**42(1)**	9(5)	14(5)	2(12)	27(4)
Leisure Activity / Facility	3(12)	9(8)	1(9)	2(11)	29(4)	5(11)
Nature / Nature Landscape	**58(1)**	17(7)	43(2)	**62(1)**	31(2)	28(3)
Ordinary Life	34(4)	26(3)	5(8)	10(6)	13(7)	13(6)
Religious Building / Object	18(7)	4(11)	21(3)	39(2)	31(2)	9(8)
Traditional Object	16(8)	6(9)	**52(1)**	19(4)	6(11)	8(9)
Traditional or Historic Building	6(10)	23(4)	8(6)	39(2)	21(5)	**37(1)**
Transport / Infrastructure	13(9)	3(12)	0(11)	3(10)	10(8)	4(13)
Urban / Urban Landscape	33(5)	19(6)	0(11)	2(11)	15(6)	23(5)
Other	2(13)	31(2)	0(11)	4(9)	7(9)	5(11)

The Number of Pins and Likes. As the tables below show, 'Nature/Nature Landscape' is not only pinned most frequently, but the 'Like' button is clicked by the most people. It could be stated that DMOs' photos used as a marketing tool are different from the photos a lot of people have pinned and 'Liked' on Pinterest.

Table 3. The number of 'Pin' and Categories

	~99	~199	~299	~399	~499	~599	~699	~799	~899	~999	~1999	~2999	3000~	Total
1	28	11	5	3	2	2	0	2	0	1	6	0	1	61(9.7)
2	8	3	3	0	2	3	1	0	1	0	1	0	0	22(3.5)
3	2	5	0	4	2	0	0	0	0	0	0	1	0	14(2.2)
4	42	16	10	2	2	2	2	1	1	1	4	0	0	83(13.2)
5	6	3	2	3	0	0	0	1	0	0	1	0	0	16(2.5)
6	30	11	19	6	8	10	5	6	1	0	8	2	1	**107(17.0)**
7	19	13	5	2	2	0	1	1	0	2	1	3	0	49(7.8)
8	14	8	6	3	3	2	2	1	0	1	0	0	0	40(6.3)
9	19	11	7	3	4	1	3	1	0	0	2	1	0	52(8.3)
10	11	5	6	1	1	2	2	0	0	1	2	0	2	33(5.2)
11	34	23	10	1	10	3	3	1	1	1	4	5	3	99(15.7)
12	7	3	0	0	0	0	0	0	0	0	0	0	0	10(1.6)
13	22	7	4	1	1	3	1	0	0	0	3	1	1	44(7.0)
Total (%)	242 (38.4)	119 (18.9)	77 (12.2)	29 (4.6)	37 (5.9)	28 (4.4)	20 (3.2)	14 (2.2)	4 (0.6)	7 (1.1)	32 (5.1)	13 (2.1)	8 (1.3)	630 (100)

1. Modern Architecture, 2. Art Object / Statue, 3. Festival / Ritual, 4. Food / Restaurant, 5. Leisure Activity / Facility, 6. Nature / Nature Landscape, 7. Ordinary Life, 8. Other, 9. Religious Building / Object, 10. Traditional Object, 11. Traditional or Historic Building, 12. Transport / Infrastructure, 13. Urban / Urban Landscape

Table 4. The number of 'Like' and Categories

	1~9	~19	~29	~39	~49	~59	~69	~79	~89	~99	~199	~299	300~	Total
1	15	19	3	3	3	1	0	1	0	0	10	3	1	59(9.6)
2	5	4	1	5	1	1	0	0	1	0	3	1	0	22(3.6)
3	1	4	3	0	1	1	2	0	1	0	0	0	1	14(2.3)
4	36	17	9	1	5	2	3	1	1	0	5	2	1	83(13.5)
5	4	4	3	1	1	0	0	0	0	0	1	1	0	15(2.4)
6	17	15	8	8	6	6	4	5	8	2	19	4	2	**104(16.9)**
7	15	11	5	6	1	1	2	0	0	0	4	2	1	48(7.8)
8	10	7	5	3	5	2	2	0	1	0	3	1	0	39(6.3)
9	15	7	10	5	1	1	3	2	1	2	4	0	0	51(8.3)
10	8	4	4	1	6	0	1	0	0	0	6	1	2	33(5.4)
11	22	20	11	4	6	4	4	5	1	2	8	2	7	96(15.6)
12	8	1	1	0	0	0	0	0	0	0	0	0	0	10(1.6)
13	19	6	3	2	2	1	1	2	1	0	1	3	1	42(6.8)
Total (%)	175 (28.4)	119 (19.3)	66 (10.7)	39 (6.3)	38 (6.2)	20 (3.2)	22 (3.6)	16 (2.6)	15 (2.4)	6 (1.0)	64 (10.4)	20 (3.2)	16 (2.6)	616 (100)

1. Modern Architecture, 2. Art Object / Statue, 3. Festival / Ritual, 4. Food / Restaurant, 5. Leisure Activity / Facility, 6. Nature / Nature Landscape, 7. Ordinary Life, 8. Other, 9. Religious Building / Object, 10. Traditional Object, 11. Traditional or Historic Building, 12. Transport / Infrastructure, 13. Urban / Urban Landscape

CONCLUSIONS

This study attempted to conduct an analysis on the differences between DMOs' photos and Pinterest's photos. In terms of theoretical implications, this study used the SNSs visual materials as a dataset and compared the images of DMOs and SNS. With regard to the practical implications, it could be stated that the practitioners of DMOs should know about what kinds of images dominate in the SNSs since there are differences between the DMOs' representative images and perceived images by tourists. In addition, in order to reduce the gap between two images, they should organize and adjust the representative image. Further discussions, implications, and limitations will be addressed in the final paper.

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A CONCEPTUAL APPRAISAL FRAMEWORK FOR THE INSTITUTIONAL STRUCTURE OF RURAL TOURISM IN MALAYSIA

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INTRODUCTION

This conceptual paper seeks to examine the institutional obstacles that affect rural tourism in Malaysia. In this context, the term 'institution' refers broadly to Federal governmental agencies, State governmental agencies, local governments and municipal authorities. Government planning and actions impact on almost every sphere of tourism activities. According to Dredge and Jenkins (2007), the multiplicity and complexity of legal and planning issues affecting tourism must be recognized. Faced with resource constraints and competing claims, there are bound to be winners and losers in the race in tourism development. Studies on this area are limited and have become outmoded due to the shifting governmental landscape in the country. The jurisdictional boundaries of various institutions continue to change, thus causing a gap in the identification of responsible government agencies and their corresponding portfolios. The appraisal framework seeks to evaluate the effectiveness of these institutions in terms of (a) the promotion of environmentally sustainable rural tourism; (b) the protection of host communities' interests; and (c) facilitating the effective enforcement of laws and regulations pertaining to rural tourism.

What are the criteria for evaluating the effectiveness of institutions involved in rural tourism? One way is to determine the threats or challenges faced by rural tourism in Malaysia. In turn, these institutions should be assessed on their abilities to address these problems. In this regard, sustainability is a major concern, namely, how should a rural tourism destination be developed/promoted in a manner that reduces the negative effects on the destination (Mbaiwa, 2011). The concept of sustainability is associated with limits of growth and the debate on the appropriate limit of growth is still on-going (Saveriades, 2000; Blancas et al, 2011; Fisher et al, 2013). To develop or operate a rural tourism destination sustainably, it must be recognised that the carrying capacity of the destination is not unlimited. In other words, the over-development or 'over-selling' of a rural tourism destination is destructive to the very attributes that made it attractive for tourism in the first place. The research seeks to deal with the issue of carrying capacity and limits of growth from the angle of governance: Do the institutions and agencies involved in rural tourism promote optimal carrying capacity or the limit of acceptable change for rural tourist destinations? In addition, the study seeks to analyse the enforcement of environmental protection laws and regulations under the current institutional structure.

Another major concern in rural tourism is the lack of participation of host communities (Ghaderi & Henderson, 2012). Literature on this area shows that the host communities did not benefit significantly from rural tourism where they were not consulted in the tourism development stages or where they could not participate effectively in the tourism-related economic activities in their villages. In addition, tourism activities in these localities might generate disillusionment and foment resentment among the communities (Mbaiwa, 2011; Ghaderi & Henderson, 2012). In light of this problem in rural tourism, the research seeks to evaluate whether the current institutional structure of rural tourism in Malaysia encourages consultation with host communities and facilities their involvement in rural tourism development. A good governance structure is important for rural tourism because host communities have vested interest in ensuring the sustainable development of their localities. In this regard, the involvement of host communities in tourism planning is vital to the sustainable development of rural tourist destinations (UNEP & UNWTO, 2005).

METHOD

The analysis of the institutions and agencies responsible for rural tourism involves mainly secondary data from published sources in Malaysia and other countries, especially since a comparative approach may be necessary in some instances. Such secondary data includes statutes, government guidelines, official reports and international Conventions. Primary data will also be collected for the purpose of evaluating the economic involvement of a host community of a rural tourism destination. In this regard, the qualitative method will be used. The majority of the sample population will consist of individuals within the host community. In addition, key informants such as community leaders and government officials responsible for the development of the locality will be interviewed.

The Royal Belum Park in Perak state is selected as the case study on the assumption that this locality is typical of many rural tourism destinations in Malaysia, such that the findings derived from this proposed research are indicative of the issues faced by other host communities (Burns, 1997, p 365). The participants will be derived through two methods. Convenience sampling will be applied in the selection of individuals within the host community; whereas purposive sampling will be applied in the selection of key informants. Data collection will be conducted through semi-structured face to face interviews with the respondents. The purpose of approaching data collection through this manner is to facilitate discussion and to enable more effective comparison of responses.

Size of the sample population can only be determined during fieldwork where data collection is in progress. Successive number of respondents will be approached for interview until the responses obtained reach a saturation point, namely, where a significant number of the responses are relatively similar. Analysis of the qualitative data gathered will be undertaken thematically. The data will be clustered according to themes and patterns, analysis of which should lead to coherent and interpretable findings. The study will attempt to explore the following research questions:

1. What are the institutions responsible for promoting the interests of host communities in rural tourist destinations, and how effective are they?
2. What are the institutional reforms necessary to improve the environmental protection of rural tourism destinations and how effective is the current enforcement regime?
3. What are the institutional reforms necessary to improve the interests of host communities in rural tourist destinations?
4. What is the most effective institutional framework required to govern development and planning of the rural tourism sector?

EXPECTED OUTCOME

The study on the institutional structure for rural tourism may demonstrate the problems in coordinating the planning and development of rural tourism. The overlapping jurisdictions of various government agencies may become apparent. Existing literature highlights such probabilities and this study is likely to indicate the extent of progress (or lack of progress) in this respect. It is generally agreed that the environmental protection regime in Malaysia should be improved (Mustafa, 2011). In this vein, the study may find that more has to be done to ensure the environmental protection of rural tourist destinations. The literature on other countries suggest that host communities are not adequately consulted in rural tourism development, and that they rarely participate effectively in the tourism related businesses in their localities (Mbaiwa, 2011; Ghaderi & Henderson, 2012). There is therefore a high likelihood that this study may show that the interests of host communities are not well protected in the development of rural tourist destinations in Malaysia. In particular, the indigenous communities may not necessarily benefit significantly from rural tourism. The findings on the economic involvement of a host community in the tourism activities of a rural tourism destination may be indicative of the economic well-being of the host community. Where the host community's involvement is a direct consequence of government intervention, the level of involvement is a means of assessing the success of the relevant initiatives.

Similarly, a host community's perception on the acceptable ratio between tourism development and sustainability can be used to assist in the planning of tourism projects. This is because a host community's perception is indicative of their receptiveness towards tourism development. The government and project proponents will be able to gauge the kind of measures necessary to address resistance towards a project. In particular, whether educating a community about the benefits of tourism activities, or engaging a community in the planning of a tourism project can lower opposition towards the same.

CONCLUSION

This research seeks to fill a gap in the literature on the institutional structure of rural tourism. While there are existing studies concerning the institutional and governance structure in Malaysia (Suhaimi, 2013; Maidin, 2012; Harding, 1999; Nijar, 1997), there is limited literature on the specific institutional structure that governs rural tourism (Hamzah, 2004; Mustafa, 2011). Further, existing studies on this area are fast becoming obsolete due to the ever changing landscape of Malaysia's institutional structure. New departments are created, the jurisdictions of existing departments redrawn subtly or sometimes overtly. This research explores the complicated (and often disputed) jurisdictional boundaries between various institutions to chart the latest institutional structure for rural tourism and the present challenges. The research outcomes can be utilised in the planning of development policies for rural tourism destinations.

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TOWARDS DEVELOPING A FRAMEWORK FOR RURAL TOURISM DESTINATION APPEALS

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INTRODUCTION

The growth in the global tourism industry and the number of tourist arrivals in recent years have led to competition among the existing tourism destinations coupled with the emergence of new tourist destinations. Today, tourists have about 2 million destinations to visit (Balakrishnan, 2008) in over 200 countries (Balakrishnan, 2008; Morgan, Hastings, & Prichard, 2012), and all these destinations have different tourism destination appeals. However, despite the increase in the number of tourist arrivals in tourism destinations, the common characteristics of rural tourism destinations appeals and lack of distinct differentiation make it a difficult task to attract more tourists, and to develop a strong sense of destination awareness and identity (Haven-Tang & Sedgley, 2014).

A review of the extant literature work indicates that there are different definitions of tourism appeals. For example, tourism appeals have been described as specific tourism destination attributes or features such as the people, culture, climatic condition, landscape characteristics, tourist related activities, food and history of the destination (Kresic & Prebzac, 2011). Lewis (1987) described tourism attractions as all the appeals of tourism destination which motivates visitors to leave their place of permanent abode or residence to travel to a geographic location to experience what the destination has to offer to the visitors in terms of different tourism offerings. A tourism attraction is defined by Gartner (1996) as the main tourist experience in a particular tourism destination. Gartner (1996) opined that if a destination is well-managed, virtually any of the attributes or features of such a destination could become a tourism destination attraction provided it is marketed and correctly presented to the right target group of tourists.

Literature sources also show that the elements of tourist destination appeals have been used to describe tourism destination attractors. These destination appeals are referred to as public (infrastructures) and private (superstructures) amenities, accessibility, human resources, image and character, and price/costs as destination experiences (UNWTO, 2007). Ritchie and Crouch (2003) also added that the tourism attractions are the major component of the destination's appeal. Ritchie and Crouch (2003) positioned destination appeals or tourism attractions which they called 'core resources and attractors' as central in their model of destination competitiveness to illustrate its importance as the fundamental rationales for visitors to choose one destination over another. Likewise, UNWTO (2007, p. 1) argues that these attractions represent the 'must sees' or must dos' in tourism destinations and they are often the focus of visitor buying decision which may provide the initial interest or motivation for the tourist to visit the place.

However, despite the numerous studies on rural tourism destinations, there exist a lack of framework on destination appeals specifically developed for rural tourism; hence, this paper attempts to reduce this gap in rural tourism literature. Therefore, the main aim of this study is to develop a framework for destination appeals in rural tourism destination which can be applied to theory and practice. To do so, an empirical field research was conducted as presented in the next section.

METHOD

This paper adopted the qualitative research methodology and conducted in-depth interviews with 29 participants which consist of 15 tourists and 14 local residents in Bario from April to July 2014. The study context was chosen because of its unique characteristics. Bario is a village located in the centre of the Kelabit Highlands of Borneo in the north east of Sarawak, Malaysia. Bario is very close to the international border with Indonesian Kalimantan, with an approximate population of 1200 residents, and sits between 3200 and 6000 feet above the sea-level. Bario is only accessible via small aircrafts twice a day of a maximum capacity of 18 passengers, because there is no good road apart from the logging road of about 480km from the nearest city.

There were 4 semi-structured questions developed to elicit detailed information from the participants. Each of the interview sessions lasted an average of 40 minutes and was audio taped. This followed the recommendation of Rasmussen, Erik, and Beckmann (2006) that tape recording should be used for in-depth interviews, and the interviews should be transcribed immediately after the conclusion of the interview (Gubrium & Holstein, 2001). In addition, the length of the interview should be a minimum of 30 minutes and a maximum of 2 hours (Rasmussen et al., 2006). Likewise, thematic analysis was used to analyse the data from the in-depth interviews. Thematic analysis was adopted because it is a qualitative analytic method that involves identifying themes by systematically reading the data very carefully and then re-reading the data several times (Fereday & Muir-Cochrane, 2006).

This study also adopted the six stages of thematic analysis as recommended by Braun and Clarke (2006) which allows the researcher familiarising with the data, developing the initial codes or open codes, searching for the relevant themes, reviewing themes that have emerged, defining, labeling or naming the codes, and finally producing a report of the findings.

FINDINGS

Findings indicate that there are eight main themes generated from this study. These constructs include the following: (1) basic features of rural tourism destination; (2) rural destination image; (3) rural destination awareness and identity; (4) tourist accessibility to rural destination; (5) hard factors tourist attractions; (6) soft factors tourist attractions; (7) community–based tourism and cultural events; and (8) local meetings, incentives, conventions and exhibitions (L-MICE).

Findings from this study have contributed to the rural tourism destination appeals. These contributions to the existing literature include: firstly, a unique accessibility experience for the tourists is a major appeal. For the tourist who is on a visit to Bario on a smaller aircraft and/or logging road, accessibility is viewed as an attraction, adventure and it offers a unique experience. Secondly, is the accommodation experience provided at the rural tourism destination. For tourists who seek for authentic rural destinations, they were accommodated in the homestays and traditional longhouses. For these groups of tourists, it is an experiential and unique tourism offering. Thirdly, the soft factors attractions which have drawn the attention of most tourists to rural tourism destinations. Findings have identified these as, ease of communication with the local residents; value added experience, authentic and natural experience and a sense of community. In addition, the host versus tourist relationship, tourist versus tourist relationship building experience is an important rural tourism destination appeal. Finally is the rural community organised events and cultural festivals which most tourists viewed them as rural tourism destination appeals. These events have been used to promote tourism and offer great potential to increase the number of tourist arrivals who are willing to pay premium for the unique tourism experience these events have provided.

IMPLICATIONS

Findings from this study have implications for theory and practice. From the theoretical perspective, these findings on the tourism destination appeals are conceptualised in developing a framework for rural tourism destination appeals. This theoretical contribution is important to bridge the gap in the existing tourism literature. The managerial implications include identifying and providing satisfying tourist appeals by tourism destination practitioners and entrepreneurs. This framework has identified different destinations attractions that motivate current and potential tourist to visit a rural tourism destination from the perspectives of both the local residents and tourists. In conclusion, in order to increase tourist arrivals and receipts, and to make a rural tourist destination become a preferred destination by the visitors, the identification and maintenance of destination appeals located in a rural tourism destination are important in order to compete favourably in the highly competitive global tourism market.

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LANGKAWI'S TOURISM BLUEPRINT (2011-2015): TRANSFORMATION FROM RURAL TOURISM TO DEVELOPED RURAL TOURISM DESTINATION

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INTRODUCTION

Since its initial development in the late 1980s, the Island of Langkawi in the state of Kedah, Malaysia has transformed into a popular tourist destination (Liu, 2006), culminating in the island being awarded UNESCO the Geopark status in 2007. From a rural fishing village, Langkawi today has transformed into a developed rural tourism destination. This Langkawi Blueprint (2011-2015) will further propel Langkawi into the ranks of a leading global island destination (LADA, 2011). However, the success identified in any blueprint, can only be achieved through effective implementation of the underlying initiatives (Samat & Harun, 2013; Zainuddin et al., 2013).

This Blueprint is unique in three respects. Firstly, it is an excellent example of effective cooperation between the State and Federal agencies and also between the public and private sector. The public and private sector has to play an important role to develop Langkawi sustainably. Secondly, besides the initiatives to boost the micro-economy of Langkawi, there are initiatives to build the skills and raise the incomes of Langkawians and Kedahans. Lastly, the initiatives outlined in the Blueprint are supported by detailed action and funding plans. As in any tourism development blueprint, to be effective, leadership commitment and a disciplined approach to implementation are critical. To enable the tourism sector in Malaysia to move to the next higher level, Langkawi's potential as one of the best tourist destinations in the world must be unleashed.

Thus, the main aim of this paper is to analyse how far has Langkawi achieved its targeted plans and what are the gaps that are hindering for achieving the aspiration of the Blueprint. A masterplan or blueprint is a detailed plan to guide a destination to achieve the vision (Panyika, 2015). As 2015 is the concluding year of the Blueprint, this study will be able to gauge the effectiveness of the Blueprint as a planning document to move a destination towards an intended goal.

METHOD

The Langkawi Development Blueprint will be the main the document used to elicit information on the development plan of Langkawi. The content analysis methodology will be used to summarise projected developmental initiatives planned for Langkawi. These initiatives will be critically analysed in terms of the outcome and the effectiveness to propel Langkawi from a rural tourism destination to developed rural tourism destination.

FINDINGS

To achieve the aspiration of moving Langkawi to become a world class developed rural tourism destination, the Langkawi Blueprint have developed 14 initiatives across three themes which include product, infrastructure and enablers. All initiative developed adhere to five guiding principles (see Table 1).

Table 1. Guiding Principles of Langkawi Blueprint Initiatives

No.	Principles
1	Support a cohesive vision of Langkawi as a nature and eco destination.
2	Build on Langkawi's existing strengths with an eye towards becoming truly world class.
3	Shift towards developing content rather than developing infrastructure.
4	Improve the living standards of Langkawians, in terms of their income levels and quality of life.
5	Close attention to implementation as we recognise that a plan is only as good as its execution.

All the 14 initiatives structured in the Blueprint can be grouped into three themes, namely products; infrastructure; and enablers (see Figure 1).

Figure 1. Initiatives Outlined in Langkawi Blueprint (2011-2015) (LADA, 2011).

Under the theme 1, products, seven initiatives are planned and undertaken. Three iconic initiatives are created to provide a comparable world class attraction. This included the: (1) Langkawi Geopark (e.g. Kilim, Dayang Bunting and Machinchang) and their interpretive centre; (2) Revitatlising Cenang Beach to be a premier beach for family fun; and (3) Living Museum (e.g. Laman Padi and Mahsuri Mosleum) to breathe life into the image of rural Langkawi that is rich with culture and traditions. In addition, three more supporting initiatives to provide seamless experience for the tourist include: (1) Luxury stays in exclusive boutique resorts to support higher spending tourists; (2) Vibrant North-West section of the island to support the commercial zone for the more affluent and luxury travellers; (3) Nice meeting, incentives, conventions and exhibitions (MICE) destination to attract iconic events that will align the island's value proposition as a top nature and eco-destination. Finally, one baseline initiative is created to ensure quality standards for all tourist products by supporting endorsement programme that will ensure minimum standards in the range of quality attractions (i.e. new rating guidelines).

Subsequently, under the theme 2, infrastructure, four initiatives are structure to provide seamless experience for the tourists. They include: (1) Improving direct connectivity via international destinations and also ferry connectivity; (2) Providing ease of ground mobility around the island; (3) Ensuring that high expectations on the cleanliness and hygiene/sanitation of public areas are met; and (4) Enhancing tourists' first impression of Langkawi via a series of targeted interventions on physical facilities and service levels.

Finally, under the theme 3, enablers, three more initiatives are targeted. This include: (1) Creating specific branding and marketing strategy to capture the Island's core value propositions that will attract tourists from priority segments and markets; (2) To produce "fit-for-industry" graduates via a Tourism Academy that will address the local capacity skills and quality by enhancing the local community colleges staff and lecturers; and (3) To raise and diversity the income of the local community via improved yields (e.g. farming and fishing) with closer engagement with the tourism industry)

IMPLICATIONS

The effective and efficient implementation of the Blueprint will result in the doubling of Langkawi's tourism and tourism-related gross national income (GNI) from 2010 to 2015. Hence, it is expected the tourism arrival and receipt during this period to increase. In addition, there is potential for further upside in the GNI due to the additional agriculture and aquaculture revenues from the farming and fisheries initiatives. There is also potential for more income from real estate sales as well as the multiplier effect as income from tourism will flow into other related sectors.

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RESIDENTS' PERCEPTION OF BALI AS A VACATION DESTINATION

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ABSTRACT

The aim of this study is to examine the residents' of Bali, Indonesia's perception of Bali, as a tourism destination. Perceptions of the local residents can have a substantial impact on the images of a destination. Opportunities for growth, facilitated by local residents can lead to a more inclusive and sustainable destination development process. With an informed understanding of the residents' perceptions, the assets of a destination may be more effectively utilized while also identifying potential challenges that may exist to help guide policy makers. Benchmarking resident perceptions can promote mutual understanding between the resident and visitor relationship that may lead to longer term sustainability of the destination and quality of life for the residents. This survey examined 221 Bali residents on their perceptions of tourism.

Keywords: Bali, tourism, sustainability, resident perceptions

INTRODUCTION

Often associated with white sand beaches, unique traditions, and rich, diverse history, Bali has emerged as a renowned cultural tourism destination. Supporting its reputation as a popular tourism destination is the combination of the arts and creative industries including modern dance, painting, sculpting, music, metal working and leather craft to name a few. The combination of these artistic factors has resulted in Bali realizing a dramatic increase in cultural tourism (Howe, 2005; McKean, 2010). Reported by the Bali Tourism Board (2014) foreign tourist arrivals to Bali have grown from over 1.05 million visitors in 2003, to nearly 3.24 million visitors in 2013. Domestic arrivals to Bali in 2012 were slightly over six million visitors. The foreign tourist arrivals market share is primarily comprised of tourists from Australia (25.5%) and China (18.6%) with top growing markets including Taiwan, Singapore and Malaysia (Bali Tourism Board, 2014).

LITERATURE REVIEW

The development of the tourism industry in Bali began shortly after 1950 when the Dutch recognized Bali as a province of Indonesia (Vickers, 2011). The Indonesian archipelago consists of 17,500 islands, including the province of Bali, which is one of the 33 provinces of the Republic of Indonesia. The island of Bali is located between Java to the west and Lombok to the east with the Java Sea to the north and the Indian Ocean to the south. The provincial capital is Denpasar. There are roughly 3.9 million inhabitants in Bali (Geohive, 2014) which is nearly the same number of foreign tourists that visit the island each year (Bali Tourism Board, 2014).

Tourism was largely developed out of economic necessity following the devastation of World War II but also as a result of national pride and practicality as Bali had limited potential as an industrial hub. The tourism industry was initially built upon high quality art, including culturally inspired paintings and extraordinary woodcrafts. One of the initial aims was to promote tourism that catered towards people with a curiosity and appreciation for an exotic culture and experience. The major benefits of tourism in Bali are widespread. The significance of Bali tourism on the entire country of Indonesia accounts for nearly 30% of the country's entire tourism revenue (Collinson, 2012).

However, with this success of tourism in Bali the island destination also faces a variety of concerning challenges. The large amount of recent foreign tourists has a great impact on the local culture. The Balinese are a distinct culture within Indonesia and they hold their religious and cultural traditions to be sacred. The commercialization of their heritage - whether it's the mass production of religious masks, costumes, and jewelry sold at souvenir stands or the exploitation of religious dances once performed every 60 years but now done on a weekly basis in order to entertain the tourists - has consequences on the psyche of the locals (Phillip, 2012). What began as an earnest attempt to show cultural pride and share it with the world has turned into Disneyland-like exploitation. Also, overcrowded temples and the building of hotels near these sacred places have also caused great resentment among the local residents. Many Balinese are beginning to have a different mindset as they start to seize economic opportunities even as they clash with thousands of years of tradition.

Other challenges bring to light the disparity of economic opportunities between the districts of Bali that have tourism industries and the districts that don't. The non-tourist districts have a much lower level of development. The backbone of the local economy is based on agriculture, but little of the money generated from tourism goes to benefit the farmers, leaving the rural farmers poorer the farther these areas are from the tourism spots. Women in rural Bali especially face dire poverty due to the male-dominated society, the voice of women and their plight is seldom heard or acknowledged (Abdussalam, 2012). As long as the tourist areas grow ever wealthier, the great economic divide between the residents of the agricultural areas and the tourists areas will not only continue to be a problem but could become worse. The potential for an influx of street beggars or desperate, impoverished criminals is a serious consequence.

METHOD

A survey instrument was developed for this study and contained demographic questions, if they worked in the tourism industry as well as questions on their perceptions of Bali as a tourist destination. Multi-item scales were used to measure each of the constructs that served as the basis for the questionnaire items. The item scales were taken from previous studies (e.g., Davis, 1989; Davis, Bagozzi, & Warshaw, 1989; Bearden & Teel, 1980; Ajzen & Fishbein 1980; Succi & Walter, 1999; Zhou, 2002; Schubert & Selz, 1999; Chen & Wells, 1999) and modified to serve the objectives of the present study. Likert scales were used to measure the items. For Likert scale questions, a five-point scale was used with extremes labeled “Strongly Disagree” and “Strongly Agree” was used. The survey questionnaire was originally written in English and then translated into Indonesian. In designing the questionnaires, the double translation method (back translation) was utilized prior to distribution. (McGorry, 2000). Even though occasions exist where the literal translation process may have missing information, the double translation method is one of the most adequate translation processes (Lau & McKercher, 2004).

FINDINGS

The purpose of the survey was to get an understanding of how the residents of Bali perceive their island as a tourist destination. Out of the 221 Bali residents that participated in the survey more than 91% of the respondents showed some level of agreement with the statement that Bali should encourage tourists to spend more time and money through the local economy. Also, more than 92% agreed that Bali should more visitor activity in such under-developed areas as other islands and/or communities. Likewise, the respondents showed about the same level of agreement (more than 92%) that Bali should also encourage more visitor activity in museums and historical sites.

When asked for their level of agreement or disagreement with the statement that the tourism industry does a good job of giving back to the community, more than 94% of the respondents either agreed or strongly agreed with this statement. And more than 91% agreed that tourism has brought more people with different backgrounds closer together in Bali. Along the same lines, the respondents agreed that tourism has brought more benefits than problems to Bali.

Overwhelming majority of the respondents stated that tourism made a large contribution to the overall economy of Bali, and it gave residents of Bali a very good opportunity to meet people from other countries, and increase its international recognition. When asked what they thought were the negative aspects of tourism in Bali, more responses focused on such things a crimes (including prostitution drugs, and terrorism), traffic problems, inflation, and pollution; however the positive aspects of tourism in Bali outweighed the negative aspects by far.

Respondents were asked to rate the quality of thirteen (13) items in their communities from very low quality to very high quality. As presented in Table 1 over 51% of the respondents rated the cleanliness of their respective communities as either very low or somewhat law, with slightly less than 21% giving their communities either a very high or somewhat high rating. Similarly, indicated in the respondents' rating of the quality of public transportation (such as busses taxis, etc.), more than 51% again rating this item as either having very low or somewhat low quality. Along these same lines, more than 50% of the respondents rated the quality of the traffic flow in their communities as either very low or somewhat low and only 27.5% rated traffic flow quality as either very high or somewhat high.

When asked to rate the quality of the cleanliness of the drinking water in their communities, more than 39% felt that this was of low quality, and only slightly less than 30% rated the cleanliness of drinking water as of either very high or somewhat high quality. Over 40% of the respondents rated the distance in traveling to a tourist destination as having some degree of low quality, with more than 27% stating that this factor was of some higher quality level.

In terms of entertainment, roughly 29% of the respondents felt that the availability of entertainment was of lower quality in their communities, but on the other hand, 40% felt that this item was of some level of high quality. Also, more than 43% gave the availability of recreation a high quality rating, and over 45% felt the same about the availability of cultural activities. When asked about drug-related activities and prostitution in the Bali resident's communities more then 75 % (76.4%) gave drug-related activities a low rating or neutral rating of concern, and 75% gave a similar low rating of concern for prostitution. On a more positive note, however, when asked to rate the quality of the friendliness of the residents in their respective communities, more than 68% rated this item as either very high or somewhat high. Lastly, over 47% of the respondents rated the quality of the threat or terrorism as low, with slightly more than 24% giving it a high quality rating, and 55% of respondents who also gave the quality of the threat of disease a low rating.

Table 1. Perceived Quality of Items in the Respondents from Various Communities in Bali

Item in Respondents' Communities	Very Low Quality	Somewhat Low Quality	Neutral	Somewhat High Quality	Very High Quality
	Percent	Percent	Percent	Percent	Percent
Cleanliness of Community	14.3	37.0	23.5	16.0	9.2
Quality of Public Transportation	18.3	33.3	27.5	12.5	8.4
Quality of Traffic Flow	19.1	31.7	21.7	16.7	10.8
Availability of Drinking Water	10.8	28.3	31.0	19.1	10.8
Distance to Tourist Destination	11.7	29.1	31.7	18.3	9.2
Availability of Entertainment	9.2	20.0	30.8	23.3	16.7
Availability of Recreation	8.3	20.0	28.3	25.0	18.4
Availability of Cultural Activities	10.2	12.7	22.0	36.5	18.6
Drug-Related Activities	20.0	34.1	22.5	16.7	6.7
Prostitution	21.7	29.2	24.2	14.2	10.8
Friendliness of Residents	1.7	4.2	25.8	27.5	40.8
Threat of Terrorism	19.2	32.5	24.1	12.5	11.7
Threat of Disease	20.8	34.2	23.3	12.5	9.2

IMPLICATIONS

Beyond the attitudes of the locals, there is also past research on how tourists view fellow tourists. For example, a study done on the affects that tourists in Bali have on each other found that common complaints included drunkenness, lack of respect for the local culture, and dressing immodestly in light of the conservative local culture. It also found that when tourists are more educated about the people in the host country, they are more likely to show respect. This results in the positive effect of tourists not only getting along better with the local people, but also among themselves (Iverson, 2010).

Bali has done a lot to succeed as a tourist destination. In the past seven decades since the end of World War II and Dutch colonialism, Bali has made a remarkable transition. Many of Bali's residents have benefited greatly financially. The foreign tourists obviously seem satisfied with the tourism product, as it is much more then a beach destination as they continue to come in large numbers. Even after the terrorist bombing of the nightclub in 2002 that killed scores of people, tourists continued to come to enjoy both the culture and natural beauty. The Balinese people have a great reputation for their kindness, generosity, hospitality, and tolerance of other cultures and beliefs. For this reason, Bali can remain a place for young people, businesspeople, honeymooners, and anybody else who is looking for exotic beauty and adventure. However, the negative issues such as the lack of economic opportunities that Bali's farmers and other residents from rural areas face challenges that impact Bali must be dealt with in order to keep the islands tourism industry sustainable. Clearly each of the challenges that Bali faces can be solved or at least can be made less of an issue if strategic planning is implemented.

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NOSTALGIC OTHERS: CONSUMING ASIAN HANDICRAFTS BY JAPANESE TOURISTS

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INTRODUCTION

In recent years, the material culture of tourism has come to the fore as a prominent area in tourism research (e.g., Hitchcock and Teague eds., 2000; Cave, Jolliffe, and Baum eds. 2013; Hume, 2014). In this research, the consumption of souvenirs, especially the iconic meaning of handicrafts, is a key concept for understanding the tourist gaze (Urry, 1990), and tourist myths and images (Selwyn, 1996). In this context, there has been a rising recognition that handicrafts are not merely an economic commodity but also a medium through which researchers can approach how tourists gaze on or perceive the image of the destination. In Asia, Japan is one of the first countries to experience mass international tourism, and it has contributed considerable amount to the development of Vietnamese tourism since the country was open to tourists in late 1980s. Therefore, it is worthwhile to examine the process of the Japanese finding and forming the image of Vietnam through handicraft consumption.

In this paper, we begin with an analysis of how Japanese tourists culturally consume Vietnamese handicrafts. Then, we extend the analysis to the gaze of Japanese tourists toward Asia. Winter (2009) suggests that the vast majority of studies published in English language have focus on East/West, North/South encounters between Western guests, and their host destination. Therefore, it is important for Asian researchers to fill this gap and understand the Asia/Asia tourism experience, so that we can interpret and explain tourist phenomena within Asia in a way that is consistent with Western academic tradition.

Researchers argue that in the souvenir consumption by the Japanese, as with other Asian tourists, purchases of souvenirs are not only for the tourists themselves but also for others, as gifts (Graburn, 1983; Hendry, 1993; Timothy, 2005). These studies created a critical impact on the study of souvenir consumption, because they successfully related the souvenir consumption of western tourists and the framework of the area. Later, Nakatani (2005), challenged this East/West dichotomous understanding of consumption of handicrafts by introducing the "culturally neutral" concepts of exoticism and nostalgia. Although she vividly illustrated the complex nature of Japanese women consuming Southeast Asian handicrafts in Japan, she barely touched on their consumption in tourist destination. To fill this gap, this paper analyzes the materials which include existing research, relevant magazine articles, and guidebooks to develop a more thorough understanding of the intersection between handicraft consumption and tourist experience.

JAPANESE TOURISTS AND VIETNAMESE HANDICRAFTS

Handicrafts are a popular souvenir for the Japanese, especially among female tourists. "Aziain Zakka (Asian handicraft:アジアン雑貨)" is often used to describe handicrafts of East Asia and Southeast Asia; however, it also includes miscellaneous goods, fabrics, and clothing. Indonesia and Thailand have a relatively longer history as supplier countries of these goods to Japan, whereas Vietnam is rather a newcomer, now promoting purchasing handicrafts as a major purpose of tourism in Vietnam.

The development of tourism in Vietnam has increased since 1986 with the introduction of the Doi moi policy, a drastic economic reform. The annual number of tourists drastically increased from 180,000 in 1990 to 5,000,000 in recent years. The surge occurred in the late 1990s to the 2000s, with Japanese tourists following the same pattern. Every year, about half a million Japanese visit Vietnam; the majority being either females in their 20s to 30s or middle-aged couples. They visit major cities such as Hanoi or Ho Chi Minh City as well as neighboring World Heritage sites. Along with Vietnamese food, which is not too spicy, handicrafts such as silk products, stitch work, and ceramics are very popular. Most city tours take tourists to handicraft shops. Optional tours can be arranged to visit places of handicraft production such as the village of Bat Trang. Guidebooks never fail to cover handicrafts as a prominent Vietnamese attraction.

The reason behind this strong emphasis on handicrafts is the influence of the media led by fashion and lifestyle magazines. About the same time as the numbers of Japanese tourists to Vietnam sharply increased, a substantial number of magazines began to feature Vietnamese handicrafts. They also covered handicrafts from other Asian countries, but because Vietnam was a relatively new destination and was not well-known to their readers, they easily associated Vietnam with handicrafts. In fact, the majority of these articles were tie-in articles, or editorial advertising with wholesale tour operators and airlines. In this sense, handicraft consumption in Japan is inseparably linked to tourism.

THE TOURIST GAZE AND VETNAMESE HANDICRAFTS

The term "Azian Zakka (アジアン雑貨)" is the key to interpreting this interwoven perception of handicraft consumption, or the tourist gaze. Zakka, as described in the previous section, can be understood as meaning chiefly handicrafts, although it is not necessarily limited to this meaning whereas Azian is a rather unique concept. The word "Azian (アジアン)" appeared in magazines and guide books around 2000, which coincided with the rise of Vietnam as a tourist destination for Japanese people. Obviously, handicrafts were produced in Asia even before this, their name at that time being "Esunikku (Ethnic) Zakka." In grammatical and conventional Japanese, "Azia Zakka (アジア雑貨)" should be used to indicate "Asian handicraft products." However, instead of adapting the concepts of "Azia Zakka" or "Esunikku Zakka," the term "Azian" was invented. It is also difficult to interpret that it is merely a translation of the English word "Asian" because "Aziain" means more than a geographical concept, which is closely tied with handicraft consumption. The source countries of Azian Zakka are centered in Southeast Asia, but it also includes products from India, Nepal, South Korea, and China. In handicraft shops, it is common to find products from Africa and Latin America. However, it is almost certain that Japanese products will not be found, as there is another category called "Wa Zakka (Japanese handicrafts: 和雑貨)," which is considered to be a separate entity from those of Asia. These categorizations are inexplicable from a geographical point of view.

Nakatani (2005) claims that the existence of the mixture of exoticism and nostalgia, two rather contradicting concepts, is the central nature of "Azian." Despite the fact that Japan is a part of Asia, it is interesting that Japanese tourists feel fellow Asian countries to be exotic. One possible way to begin to think about this would be, as mentioned above, noting that Japanese handicrafts are not thought of as a part of Azian handicrafts. Here, Japanese tourists seem to be trying to cast an objective gaze on other Asian countries by locating themselves outside Asia, along with other non-Asian tourists (e.g., Western tourists), as if this is a good way to feel exoticism, one of popular pleasures in modern tourism, among fellow Asian countries. In this sense, the producing countries remain an absolute "other" for Japanese, which reassures Japanese in their feelings of exoticism toward Azian Zakka. As for nostalgia, the expression "Azian Zakka" is often garnished with such modifiers as "手づくり (handmade)," "やすらぎ(peaceful, calm)," and "なつかしい(nostalgic)." Two implications can be elicited from this. Firstly, this group of words implies a cultural continuum between the Japanese tourists, who are the consumers, and the other Asian countries, who are the suppliers. Secondly, from a diachronic perspective, the consumer senses a backwardness in handicrafts. In other words, the handicraft is the symbol of "good old times," which

Japanese think they have lost in modernization. This could be origin of nostalgia for Japanese to feel toward Azian Zakka. In this context, the word "Azian" implicates and ensures both the past image of Japan itself and its absolute other at the same time. This constitutes the interwoven characteristic of Azian Zakka as many describe it: "somehow nostalgic but a little quaint."

"AZIAN" AND BEYOND

Vietnamese handicrafts are an important part of Azian Zakka, and how they are perceived by Japanese tourists is complicated. Here, an attempt to ravel out this interwoven concept is made in order to interpret and explain the context of Azian Zakka. As soon as "Esunikku (Ethnic) Zakka" appeared, exoticism and orientalism were emphasized to understand this new phenomenon as a political economic issue. However, this explanation cannot account how and why Japanese tourists feel nostalgia over Azian Zakka. This proves that the tourist gaze of the Japanese cannot be reduced to a political economic issue, such as the North/South problem. As it was implied in the previous section, the category "Azian" for Japanese tourists is firmly based on Asian commonality. Thus, it is more than a product of mere exoticism or orientalism. As for the nostalgia, it is true that the Japanese government is one of the leading Official Development Assistance (ODA) donor countries for Vietnam, which often is resulting in modernization, westernization, and distraction of local culture. At the same time, Japanese tourists have a nostalgic feeling toward just those features that are being lost. This brings to mind what Rosaldo (1989) calls the imperialist nostalgia, or "mourning for what one has destroyed." However, it is different at a fundamental level because imperialist nostalgia presupposes the context of "the West destroying the East" where few cultural commonalities are shared by Western tourists of Eastern lands; whereas, for the Japan–Vietnam relationship, the recognition of Asian commonality is widely shared among Japanese tourists.

It remains unanswered why Japanese feel nostalgic about Azian Zakka, or why there is a separation of experience and nostalgic feeling. The concept of imagined nostalgia or armchair nostalgia (Appadurai, 1996) offers some insights. The nostalgic feeling of Japanese tourists toward Vietnamese handicrafts is amplified by media. In this sense, it has an important aspect of imagined nostalgia. However, again, Asian commonality bridges the experience of Japanese tourists, who can find some kind of reflection of themselves in Azian Zakka. In other words, Vietnamese experience may not be quite foreign to Japanese tourists. This suggests that this ambiguity itself is among the central characteristics of the gaze of Japanese tourist.

Nakatani (2003) presents a similar interpretation of handicraft consumption in Japan. However, this interpretation is able to go beyond handicrafts to Japanese tourism in general, and even farther, among Asian tourism. As evidence, Asian cities are frequently mentioned as exotic places in Japanese tourist brochures and guidebooks, but at the same time as they are places where nostalgia is evoked. They are often described, with nostalgia, as places that still have a bustling and somewhat chaotic atmosphere, which Japan has lost in the process of modernization. Here, the mixture or interwoven aspect of nostalgia and exoticism is evident. Idealized discourse of the "warmth of the handmade" has a basic commonality with the gaze of "lost features through economic growth" in a foreign country.

Although the consumption of Vietnamese handicrafts is dominated by younger female Japanese tourists, this characteristic of tourist gaze is shared across genders and generations among all Japanese tourists in Asia. However, as the numbers of Asian visitors to Japan increase, Japan is becoming an object of a gaze in similar ways. Some Korean guidebooks seek nostalgia in Japanese farming villages, especially rice fields. This may predict a new direction of changing aspects in Asian tourism.

CONCLUSION

The gaze of Japanese tourists on Vietnamese handicrafts consists of nostalgia and exoticism, which enables tourists to feel nostalgic, as well as other things. This interwoven concept cannot be captured by the dichotomies of East/West or North/South. It is important to note that this gaze penetrates Japanese tourism in Asia, while Asian visitors share, to some extent, this gaze upon Japan.

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APPLYING THE MOTIVATION-OPPORTUNITY-ABILITY (MOA) MODEL TO EXAMINE THE EFFECTS OF SELF-CONGRUITY, TRAVEL CONSTRAINTS, AND PERCEIVED INSTRUMENTALITY ON TRAVEL INTENTION

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INTRODUCTION

Mainland China has become the world's biggest source of foreign tourists in 2012. The United Nations World Tourism Organization (2013) counted 83.2 million Chinese citizens traveling abroad, a 395.7% increase since 2002. Rapid urbanization and rising incomes are the key reasons for more Chinese travelling around the world (Nayak, 2014). These newly affluent travelers spent $102 billion in 2012 while they traveled, making them the biggest-spending tourists. Although outbound travel for Chinese mainland citizens is still dominated by group tours that often bus the tourists from city to city on a grueling schedule, fully independent outbound tourism is growing even faster than foreign travel in general, and the market is still in its infancy. Chinese independent travelers have been identified as a growth market in worldwide tourism (Trivett et al., 2013).

Since 2011, both Taiwan and China have allowed only residents of a limited number of Chinese cities to travel as FITs to Taiwan, more than 1.24 million Chinese FITs have entered Taiwan as their travel destination. In 2014, ten more Chinese cities are to allow their residents to visit Taiwan as free independent travelers (FIT), which is expected to further boost Chinese tourists in the FIT category toward 1 million (Shane, 2014). The opening of the local tourism market to the free independent tourists from the mainland China is both an opportunity and a challenge for Taiwan as one of their destination choices. Taiwan has limited tourism resources, how can it create advantages to compete with other tourism destinations to attract more Chinese tourists to come? Understanding what factors influence their behavioral intention in choosing a tourism destination is fundamental for tourism planners and marketers. If it were possible to predict travelers' behavior intention, tourism organizers would be able to better prepare and develop a strategic plan to target the markets.

Studies on travel intentions have been one of the attentions of tourism research for decades. Understanding why people travel and what factors influence their behavioral intention of choosing a travel destination is valuable for tourism planning and marketing. Many factors lead tourists to choose a destination, it has involved from a wide range of fields including psychology, sociology, and communication (Hung and Petrick, 2012). Various models and theories have been proposed for explaining tourists' decisions. One of popular typologies is the theory of planned behavior (TPB) which has been well cited as a research framework to predict behavioral intention of choosing a travel destination in the tourism literature (e.g., Bamberg, Ajzen and Schmidt, 2003; Lam and Hsu, 2006; Gardner, 2009; Kim et al., 2010; Klöckner and Blöbaum, 2010).

The TPB model, based on the three constructs of attitude, subjective norm, and perceived behavioral, was regarded as an extension of the theory of reasoned action (TRA) by taking the issues of volitional and subsequent related control elements into account in predicting human behavioral intention and actual behavior (Fishbein and Ajzen, 1975; Ajzen, 1991, 2001). Both the TRA and TPB theories have dealt with choice of behavior, where there have been reasons behind the choices made (East, 1993). However, most researchers follow a logical hierarchical process of decision making (Crompton and Ankomah, 1993; Oppermann, 1998; Petrick, Li, and Park, 2007). People are more likely to skip some stages of decision making. Some sensitive factors, such as brand loyalty (Petrick et al., 2007), previous experience (Oppermann, 1998), product/service familiarity (Prentice and Andersen, 2000), and social influences (Petrick et al., 2007) are more involves in their decision-making process.

In fact, the decision-making process leading to the choice of a travel destination is a complex one. No one unifying theory has been agreed upon by researchers to fully explain decision-making (Sirakaya and Woodside, 2005). Accordingly, this study attempts to empirically test the applicability of Motivation-Opportunity-Ability (MOA) framework originally proposed by Maclnnis and Jaworski (1989) as an alternative model to evaluate travel motivation, opportunity, and ability as well as their influence on travel intentions. Applying the MOA model in a context of tourism, the objectives of the study are to:

(1) Test the applicability of the MOA model to on behavioral intention of choosing a travel destinat ion
(2) Identify factors influencing tourists' decision-ma king processes and the outlying mechanisms lea ding to a travel intention
(3) Explore the relationships among these factors and travel intention.

LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

The Motivation, Opportunity and Ability (MOA) Framework

The MOA model was first proposed by Maclnnis and Jaworski (1989) within the context of information processing. It has been applied on a wide range of topics including community participation in tourism development (Hung, Turk and Ingram, 2011); the use of social media on tourists' travel decision (Taño et al., 2013); knowledge sharing (Wu, Chen, and Lu, 2011) and tourist behavioral intention (Hung and Petrick, 2012). A commonality found among these applications of the MOA model is that tourists' decision-making process and their decision are mainly influence by three antecedents, namely motivation, opportunity and ability.

MOTIVATION

Motivation is an important factor in a decision-making process as it affects both the direction and intensity of customer behavior (Bettman, 1979). The motivation to express their own self is often the driving force that prompts consumers to purchase goods and services (Sirgy, 1986). Researchers have actively engaged in travel motivation studies to understand tourists better. Different motives have been proposed to explain why tourists engage in behaviors including self-congruity activity. Murphy, Benckendorff, and Moscardo (2007) examined the relationships among tourists' motives and their perception of the degree of congruity between destinations image and self-congruence. Self-congruity involves a process of matching a tourist's self-concept to a destination visitor image (Sirgy and Su, 2000). That is, the greater the match between a travel destination's visitor image and the tourist's self-concept, the more likely that the tourist has a favorable attitude toward that destination, and therefore is more likely to visit.

Self-Congruity. Self-congruity can be seen as a natural extension of self-concept. Maintaining a sense of congruity is a motivation of human behavior (Hung and Petrick, 2012). Self-congruity is defined in marketing research as "the match between consumers' self-concept and the user's image of a given product, brand, store, etc." (Kressmann et al., 2006, pp. 955). Chon (1992) originally applied self-congruity theory to test the relationship between a tourist's self-congruity and destination satisfaction. He found that self-congruity and functional congruity have positive influence on customer satisfaction. Sirgy, Grzeskowiak, and Su (2005) suggested that both self and functional congruity should be considered while investigating the impact of such motives in consumer behavior.

Functional Congruity. Functional congruity is conceptualized as a variation of a multi-attribute attitude model through the evaluation of utilitarian attributes. Utilitarian attributes refer to perceived characteristics related to convenience, customer service, performance or quality and reliability (Mangleburg et al., 1998; Park, Bernard, and Deborah, 1986). Some studies revealed that self-congruity and functional congruity have positive influence on customer satisfaction (Chon, 1992; Litvin and Kar, 2003), pre-trip visitation interest and purchase intention (Goh and Litvin, 2000; Chen and Chen, 2010), and travel intention (Kastenholz, 2004; Kazak and Rimmington, 2000). Furthermore, some researchers have also stressed the role of functional congruity in buying or re-buying the products (Kressmann et al., 2006; Sirgy, Johar, Samli, and Claibore, 1991) and found that self-congruity influences consumer behavior directly and indirectly through functional congruity. Overall, while self-congruity reflects hedonic dimension of congruity, functional congruity represents the rational component of congruity (Kressmann et al., 2006). It refers to the match between tourists' ideal expectations of functional destination features and their perceptions of how the destination is perceived along the same features. Therefore, it is hypothesized that:

H1: Self-congruity positively influences tourists' travel intention.
H2: Self-Congruity positively influences the functional congruity.

OPPORTUNITY

Opportunity is the second antecedent of the MOA model and is defined by Bahaire and Elliot-White (1999) within the context of travel planning as circumstances which facilitate public involvement in the participation process. MacInnis and Jaworski (1989) outlined several situational factors such as the time available, cost, attention paid, number of distractions, or number of repetitions that something is available, all of which can either enhance or obstruct the desired outcome. Thus, opportunity can be approached from a positive view of availability or it can be viewed from a negative perspective of impediments (MacInnis et al., 1991). With regard to this study, opportunity is regarded as the factors that can potentially influence or constrain travel intentions. For potential Chinese tourists, Hsu et al. (2006) indicated that factors such as language, distance, cost or government control (e.g. obtaining a visa) might be some such impediments.

Travel constraints. The concept of travel constraints is originated from the leisure constraints literature. Page and Hall (2003) indicated that constraints towards traveling function as filters for tourism demand, preventing the decision makers from engaging in travel even though the motivation may exist. Godbey and Crawford (1987) formed a model of constraints which includes intrapersonal constraints, interpersonal constraints and structural constraints.

The intrapersonal constraints are defined as individual psychological conditions and attributes, such as stress, anxiety, attitudes, and perceived self-skill that might inhibit one from participating in leisure activities (Fredman and Heberlein, 2005). The interpersonal barriers result from social interactions with friends, family, and others. The structural constraints are external factors restraining ones from their behavioral such as financial barriers, unavailability of time, inconvenient accessibility and unavailability of opportunities (Fredman and Heberlein, 2005; Jackson and Scott, 1999). Different types of constraints influence tourists; decision making in a sequential order.

Travel constraints studies have focused mostly upon the identification of roles various socio-demographic variables such as gender, age, ethnicity, and stage in family life cycle. Fleischer and Pizam (2002) investigated travel constraints among Israeli seniors and indicated that leisure time, discretionary income and deteriorating health were the critical barriers for seniors. Hudson's (2000) study of a ski tourism market found that women had higher intrapersonal constraints (i.e., fear and health concerns) that did men. Hsu and Lam (2003) identified the five constraints or barriers that prevented Chinese residents from visiting Hong Kong including high costs (expense), lack of travel agencies, time (holiday too short), difficulty in obtaining travel documents, and concerns about personal safety. Further, Nadirova and Jackson (2000) proposed that an individual may have different types and levels of constraints and the dynamic interaction between constraints then affects participation. Therefore, it is hypothesized that:

H3: Self-Congruity negatively influence travel constraints.
H3a: Functional congruity negatively influence travel constraints
H4: Travel constraints negatively influence travel intentions.

ABILITY

In MOA theory, ability has been conceptualized as the consumers' skills or proficiencies (Maclnnis et al., 1991). It reflects the extent to which people have the necessary resources (e.g., knowledge, intelligence, money, language) to make an outcome happen (Wayne and MacInnis, 1997), that is, a person must possess the appropriate abilities in the relevant domain of behavior to be able to perform a given behavior. The ability to perform a behavior can be measured by perceived instrumentality.

Perceived instrumentality. Perceived instrumentality implies tasks as means to achieve personal goals that are considered valuable in the future (Husman and Lens, 1999; Miller and Brickman, 2004). In a number of previous studies, instrumentality was found to be one of the most important latent dimensions affecting motivated human behavior (Dörnyei and Clément, 2001). The application of perceived instrumentality in different disciplines indicates that there is a significant effect of perceived instrumentality on motivation (Calster et al.,1987). Students who perceive their education as important for their future (high instrumentality) are significantly more motivated than their peers who score low for perceived instrumentality (Husman and Lens, 1999). Van Calster and colleagues (1987) also found a significant effect of perceived instrumentality on motivation. Schuefele (1999) suggested that destination advertisers may use utilitarian and/or expressive appeals to stimulate consumers' utilitarian or expressive needs/motives. Ads with utilitarian appeals relate the destination to utilitarian needs and reflect the destination's instrumentality in removing functional problems (MacInnis and Jarowski, 1989).

Although the role of perceived instrumentality in motivation has long been suggested in educational research, there has been a lack of attention paid to the interaction between self-congruity and functional congruity. The inclusion of perceived instrumentality will be used to empirically test on the effects that motivations have on travel intension. Therefore, the specific hypothesis to be tested is:

H5: Travel constraints negatively influence perceived instrumentality
H6: Perceived instrumentality positively influence travel intention.
H7: Perceived instrumentality positively influence self-congruity.

In summary, based on the MOA model and past literature, it is hypothesized in the present study that self-congruity, functional congruity, travel constraints, and perceived instrumentality are the key factors influencing Chinese FIT tourists' travel intentions. The final proposed conceptual framework is shown in Figure 1.

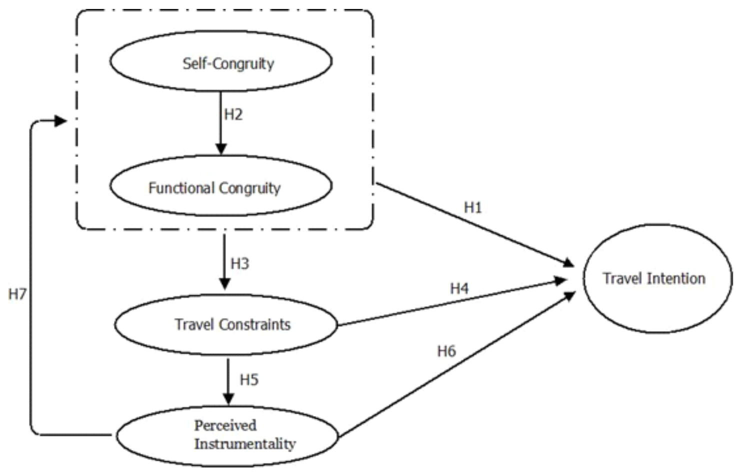

Figure 1. Research Framework

METHODOLOGY

Sample

The study design will employ a survey approach to test an established theoretical model in the Chinese youth independent tourists' context. Data will be gathered by distributing self-administered questionnaires via a convenient sampling. The target population in this study is people who are Chinese exchange students and are currently studying at the universities in Taiwan. The selection of sampling is justified for two reasons. First, the relevant literature highlights the propensity of Chinese students to travel independently around the destination during their period of study. ln general, education is the principal motivation for Chinese students who leave their home country to study overseas. Second, The Chinese student independent travel market is already substantial. If Chinese exchange students are truly pioneer independent tourists in the future, the prospects for China independent youth travel market is bright. A re-conceptualization of this typology that takes particular account of the emerging Chinese market, may offer insights to inform marketing activities targeted at prospective independent Chinese tourists more generally.

Instrument

The survey instrument for this study will be developed with the aim of measuring a range of MOA variables relevant to Chinese exchange students' views toward independent travel, with an emphasis on Taiwan as the target destination in the future. The measurements of key constructs will be performed with the help of previously developed scales including tourists' self-congruity, functional congruity, travel constraints, perceived instrumentality, and travel intention.

For self-congruity and functional congruity, the self-congruity measure involved the summation of scores from four self-congruity constructs (Sirgy et al. 1997), namely, actual self-congruity, ideal self-congruity, social self-congruity, and ideal social self-congruity. Self-congruity is directly measured by using a five point Likert scale based on existing literature (Sirgy et.al, 1997; Sirgy and Su, 2000); For functional congruity, an ideal point model is used for measuring functional congruity match between the perceived functional attributes against the ideal level of the same attributes (Kokkinaki and Lunt, 1997; Myers and Alpert, 1977); For travel constraints, four dimensions of constraints will be identified in this study, such as intrapersonal, interpersonal, structural and not-an-option constraints. A 5-point Likert scale (1="Strongly disagree, 5="strongly agree) will be used to measure each constraint item. Perceived instrumentality items are adapted from Approaches to Learning Survey developed by Miller et al. (1999). There are five items measuring the perceived instrumentality and all items are measured on a 5-point Likert scale. Intention to travel was measured by a 5-point likelihood scale (1= definitely not going to visit and 5 = definitely going to visit).

Data analysis

The statistical program packages SPSS and AMO were used to perform the data analysis. The SPSS was used for descriptive and inferential analyses to provide respondents' profiles, correlations and Cronbach's reliability. Internal consistency and construct validity will be performed by applying the Cronbach's a test and exploratory factor analysis, respectively. Structural equation modeling (SEM) will be applied to determine the overall fit of the proposed model with the data as well as to test the causal relationship between major variable measured, and the influences of the constructs of interest on travel intention.

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THE NEIGHBORHOOD EFFECT OF URBAN TOURISM: WALK-TIME AS A PROXY METRIC

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INTRODUCTION

How can spatial equity be promoted between the time-scarce and the time-abundant (Chen & Yang 2004, Glaeser, Kahn & Rappaport 2008)? In the sense of reversing social exclusion and promoting spatial equity (Lyons 2003, Ohnmacht, Maksim & Bergman 2009). If we were to achieve spatial equity through transportation upgrades, should we focus on public transport modes, cars, or pedestrians? The degree of social exclusion that results from policies tend to be related to both the quantity of services for locals and quality of tourist experiences (Wan, Wei & Li 2013). In a sense the spectrum of policy choices fall within two extreme polar ends: widening the bandwidth of transport through public transportation upgrades or a focus on human-scaled mobility (Furtado 2011). Nonetheless the question remains as to the degree of the net positive outcome (Truelove 1993). In the past, car-centric infrastructure upgrades in Asia were often taken as a sign of progress, neverless it is now evident that it is the wellspring of many a city's maladies (Hickman, Fremer, Breithapt, & Saxena 2011). While the spatial equity resulting from transportation policies have been investigated in North America (Manaugh, Badami & El-Geneidy 2015) and Europe (Albalate & Bel 2010), spatial equity assessments for Asian cities are still rare. The impending transportation demand arising from Rio hosting the 2016 Summer Olympics and the MRT upgrades in Malaysian for the Klang Valley makes for interesting natural experiments (Bianchi, Gudmundsson & Zoega 2001) in tourism-induced neighborhood effects (Furtado 2011) and the tourism sector as a beneficiary to public transport upgrades.

This paper advances the notion that tourism's wider, induced impact as it affects urban mobility should be approached from a human-scaled framework, hence the emphasis of neighborhood effects and a comparative analysis of walk-time accessibility between visitors and the public in Asian cities.

METHOD

The research uses a purposive sample, with the targeted urban population being that of small Asian city state or municipalities, consistent with past empirical studies done in the rest of the world (Weaver 1993, Fennell 1996, McKercher & Lew 2003). Cities in small geographical regions, characterized by high urban density and a thriving tourism sector, are good candidates for studying neighborhood effects arising from tourism. Such is the situation with Sanya, on Hainan Island (Wang,Wei & Li 2013). The limited geographical spaces can create interesting spaces that can be more directly attributed to neighborhood effects. For instance, due to topological features such as mountainous terrain or bodies of water (e.g. island archigepagos), and limited road accessibility, enclaves and pockets of urbanization and tourism activities often develop that exert a neighborhood effect. Furthermore if these regions are tourism intensive, with high urban density, the results can easily be generalized to land-locked regions or cities. In fact one can think of cities as urbanized islands (Weaver 1993).

FINDINGS

The use of average commute time (e.g. www.worldmapper.com) as a metric for comparison can be misleading because of the multiple intervening factors that is opaque to the users of the dataset (e..g road networks, modes of transport etc.). Hence this research relies instead on walk-time accessibility as a metric. The choice of walk-time accessibility as proxy metric for neighborhood effect is based on the premise that "time is money" and there can be social savings when traffic jams are alleviated through a pedestrian system. Another reason for using walk-time to estimate commute time is so that, walk-time accessibility, the lowest common denominator for accessibility can be used for comparison between Asian cities. Typically, the walking time from accommodation to tourism attractions is used.

To analyze mobility differentials between tourists and the public, the transport mode is held constant (i.e. walking) while the distances between start and end points measured in walk-time are compared. One interesting approach is to limit the time budget (Pearce 1988, Fennell 1996) and how far one could travel, tracing out the radial distance from a given point of origin. Such information may be useful for the planning of “free and easy” sessions in a tour package or to estimate the likelihood of tourism activities as part of a business trip.

Due to the approach taken and assumptions made the replicability of the findings may be affected by:

- Different routes taken given the same start and ending points, and holding mode of transport constant. For instance, Google Maps might indicate different times to and fro the same destination.
- Different mode of transport used (which is likely to be a proxy for income category, and proxy for types of users- visitors or the public)
- Whether the trips are standard bidirectional with a pair of start-end points or is the trip a part of a circuit
- Whether radial distance was used or travel distance was used in the measurement for commute time.

IMPLICATIONS OR CONCLUSION

Because commute time is a function of urban fragmentation and dispersion, the picture painted by a consideration of space time accessibility allows us to indirectly gauge spatial equity. The findings may motivate the shift towards a human-scaled, pedestrian-base tourism development that will spur and reinforce the current movements:

- VR and augmented reality applications (e.g. augmented reality apps) in walking tours.
- Promotion DIY tours and slow tourism
- A healthier and cost-efficient way of urban transport that is also human-centric.

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EFFECTS OF SHORT-STAY VACATION ON THE MENTAL HEALTH OF JAPANESE EMPLOYEES

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INTRODUCTION

Employees have been experiencing substantial changes in working conditions and such a change causes an increase of stress. Blazer, Hughes, & George (1987) reported that a stressful event causes a depressive state. In addition, a high stress level is negatively related to both quality of work, quality of daily life, and is also associated with mental health (Hu, Wang, Xu, & Xu, 2014). Therefore, stress management is important for maintaining both physical and mental health. At the same time, it may be said that appropriate coping to stress is a condition for an employee to spend everyday life healthfully.

In this study, we have focused on mainly the improvement of mental health of Japanese employees. Conventionally, an employee training program, an early detection and response, and an appropriate return assistance to those who took a leave for absence to cope with mental diseases such as depression, have been carried out in mental health measures in Japan.

Vacation, time spent outside of daily work, in recent years has been attracting much attention as a mental health measure. Lounsbury & Hoopes (1986) defined vacation as "a cessation of work, a time when a person is not actively participating in his or her job". According to Westman & Eden (1997), vacation could supplement social resources which decreases stress of work and offers breathing time to acquire new social resources. In other words, spending free time away from work or duties can become an effective mental health measure for employees.

Oguchi, Shiota, & Matsuura (2008) advocated mental health tourism aimed to maintain and rejuvenate mental health. They have demonstrated that travel has a possibility not only to recover physical fatigue, but also to maintain and improve the mental health of travelers. In consideration of the difficulty to take a long-term vacation in Japan, the form of feasible mental health tourism is a short-term travel for most employees. Based on this point, our study investigated the effect of an overnight trip on the weekend by using psychological scales and a physiological index.

Although numerous studies have already found that taking travel can increase an individual's psychological well-being (e.g., Chen, & Petrick, 2013), there are not many similar studies in Japan. Therefore this study will provide useful insight into the welfare program of companies and the tourism industry in Japan.

METHOD

Both study 1 and study 2 were carried out from June to September in 2014. All procedures were approved by the ethics committee of the Graduate School of Contemporary Psychology of Rikkyo University.

Study1

Thirty-four company employees (24women and 10men) participated in study1. All participants worked in the same company in Tokyo. Their ages ranged from 25 to 60 (M = 41.02, SD = 10.08). The participants were randomly assigned to a vacation group (n = 17) or a control group (n = 17). Those in the vacation group were invited to an accommodation in Yamanashi, whereas the control group only received information about the accommodation. Yamanashi is a prefecture one and a half hours from Tokyo.

All participants completed a questionnaire that included items designed to evaluate their mental health at that time. The questionnaires were conducted three times (pre / post / one week after) and were used to obtain demographic information including sex, age, overtime working hours of the week, and the following psychological scales: The Japanese Version of Positive and Negative Affect Schedule (Sato & Yasuda, 2001), The Japanese Version of the Subjective Happiness Scale (Shimai, Otake, Utsuki, Ikemi, & Lyubomirsky, 2004), The Japanese Version of the Center for Epidemiological Studies Depression Scale (Shima, Shikano, Kitamura & Asai, 1985), and the simplified version of occupational stress questionnaire.

Study2

Twenty-six company employees (17women and 9men) participated in study2. All participants worked in the same company as study1. Their ages ranged from 25 to 58 (M = 41.15, SD = 9.64).

In study2, we analyzed long periods of time of the autonomic nervous system by using a small wearable heart rate sensor (Figure 1). All participants were equipped with the sensor, which measured their autonomic nerve functions approximately 24 hours under their accommodations stay and one week after. This heart rate sensor measured the RR interval, body surface temperature, and a value of triaxial acceleration. We made the frequency analysis of measured the RR interval by Fast Fourier Transform, defining 0.04Hz to 0.15Hz as low frequency component (LF) and 0.15Hz to 0.4Hz as high frequency component (HF). LF reflects a sympathetic nerve function, and the HF mainly reflects a parasympathetic nerve function. LF/HF ingredients reflect the balance of sympathetic nerve and the parasympathetic nerve. Therefore, it can be considered an objective index of stress.

Figure 1. Pictures of sensors

FINDINGS

Study1

Three participants in the vacation group were excluded from analysis due to the deficiency of data. We performed a 2 x 3 (Group [vacation, control] x Time [pre, post, one week after]) repeated-measures ANOVA. In the total score of the simplified version of occupational stress questionnaire, a significant interaction was observed ($F (2, 58) = 7.01$, $p < .01$; $\eta p2 = .20$). Analysis of the simple main effects confirmed that the score significantly decreased only in the post stage of the vacation group (Figure 2).

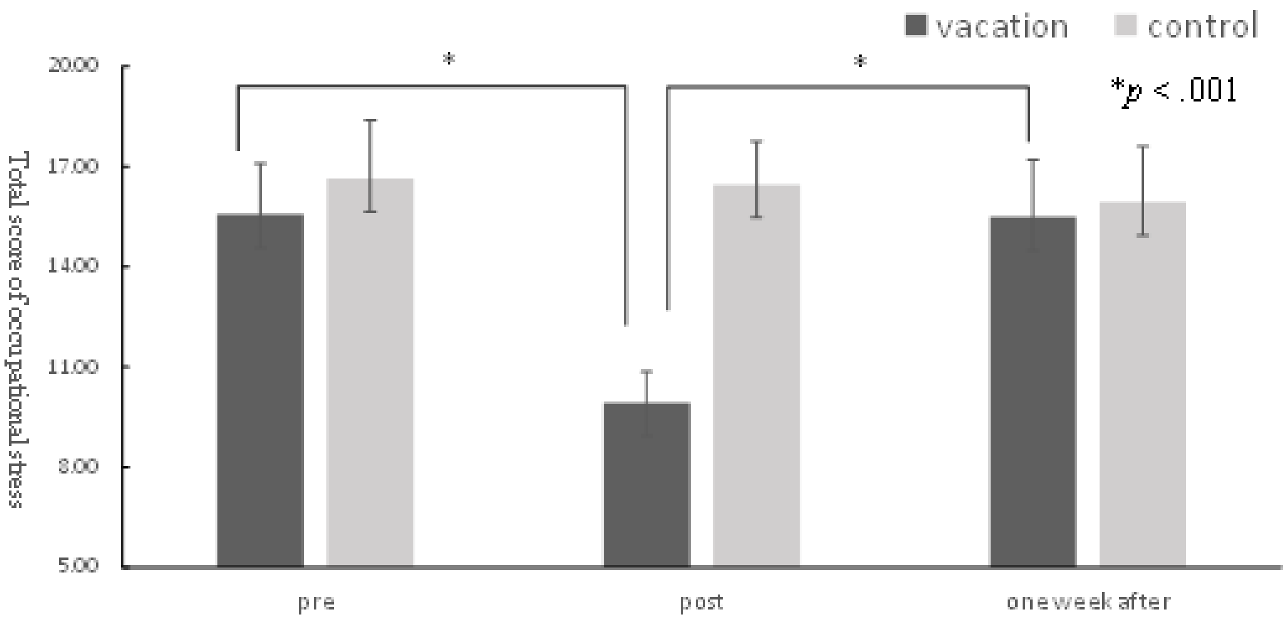

Figure 2. Differences in total score of simplified version of occupational stress questionnaire

CONCLUSION

This study examined the effects of vacation on the mental health of the Japanese employees. The results showed that short-term vacations on the weekend promotes personal feelings and the reduction of stress. Additionally, the results using a subjective physiological index as well as an objective psychological scale have received very little attention in the literature.

One question worthy of future research is to examine the extent to which these results are robust across different participant samples, different destinations, and across different measures. Health tourism will be a domain attracting more attention in future. Therefore, research of tourism in order to maintain and improve the quality of life will be increasingly required.

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"TRAVELERS' STATE OF LIMBO": A CONCEPTUAL PAPER OF HOW LIMINOID PLAYS A CRUCIAL ROLE ON TRAVELERS POST JOURNEY

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ABSTRACT

Little is known about the 'state of liminoid', the state of 'suspension' whereas; every indefinitely passes through, to journey from one transitional state of mind, and arrive at the next level of social status. Inspired by Victor Turner's significance of the "betwixt and between'' level he named liminal, applied as the process to self-discovery youth tourists' seeking means of travel through states of cultural rituals, religious pilgrimages, transcendental meditation, adventure and recreational activities. When does a traveler's truly journey begin? When a tourist perception of the norm is finally accepted by mentality, is when traveling begins its nature in its complete essence. During the liminal stage, projections of one self is measured and altered to new perceptions and revelations will impact the soul. What's behind the sense of "I am? Who am I? What's the purpose of my life?"

Keywords: Liminality, rites of passage, self-discovery, backpacker, spirituality.

COMMUNICATING ENVIRONMENTAL MANAGEMENT PRACTICES TO EMPLOYEES OF SELECTED HOTELS IN METRO MANILA

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INTRODUCTION

A hotel's environmental management vision and mission encapsulate its environmental goals, standards, and action plans. To realize this vision and mission, management must provide the necessary resources, the objectives are put into actions and the targets of the EMPs are made known to everyone in the organization. The effective and efficient utilization of these various elements contribute to the success of the environmental management practices and would help to achieve the expected benefits of the program which could be guests' patronage and enhanced environmental profile and public image. The program can also help the employees to maintain discipline, self esteem, consistency as well as respect and love for the environment. Employees' engagement to productivity may also mean that the hotel have their ways of informing their employees on how to implement such practices and are willing to be trained in order to perform their EMPs better. It provides a clear commitment to improve environmental management and adherence to the key environmental principles of the organization (Graci, 2010). This study therefore identified the environmentally-friendly practices that hotels are currently implementing as well as examined the hotel employees' environmental awareness by determining the hotels' different ways of communicating their EMPs to them. It sought to establish if the latter is an important factor in the implementation of such practices.

METHOD

This was a descriptive research that aimed to identify the hotels' ways of communicating EMPs' to their employees. The study was conducted in five selected hotels of different classifications in Metro Manila. A purposive sampling method was adopted for this research which comprised of 59 personnel with supervisory and managerial positions and a total of 153 rank and file employees from the Food and Beverage (F and B) Department, Rooms Division, Housekeeping Department, and Engineering Department. The questionnaire was pilot-tested with the help of four HRM Faculty Members who had hotel industry experience and one practitioner from the hotel industry who is currently teaching at the same time. The first section of the survey questionnaire aimed to identify the demographic characteristics of the hotel employees. The second section of the questionnaire was intended to determine and highlight the different ways which hotels adopt to communicate EMPs to their employees. The third section indicated the various eco-friendly practices that were being implemented in their hotel. The results of the survey were encoded and analyzed using descriptive statistics. Tabular presentations with frequency and percentage distribution were used to summarize the data gathered. To correlate the hotels' EMPs and their ways of communicating these to their employees, the correlation coefficient or Pearson-R at 0.05 level of significance was used. An r value from $\pm$ 0.41 to $\pm$ 0.70 suggests moderate relationship while an r value $< \pm 0.40$ suggests low relationship and an r value $> \pm 0.71$ suggests high relationship.

RESULTS

The Respondents' Profile

Fifty percent of the hotel managers and 52 percent of the respondents from the rank and file were in the age range, 26 to 35 years old and 20 to 25 years old, respectively. Forty nine percent of the hotel managers were male, while 51 percent, female. Among the rank and file, 52 percent were male, while 48 percent were female. Ninety three percent and 97 percent among the hotel managers and rank and file employees, respectively, were baccalaureate graduates. Majority of the rank and file respondents had permanent positions and were assigned in the Rooms Division.

Prevailing Environmental Management Practices among Hotel Employees

The research identified that most hotels are practicing the following EMPs. On energy conservation, the subject hotels are reducing energy consumption through: (a) installation of meters to monitor their energy and water consumption. (b) participation in the hotel's energy review and (c) distribution of brochures and flyers. Of the practices aimed at water conservation, the most widely adopted practices are the following: (a) encouraging guests to save water through distribution of brochures (b) implementing water-efficient gardening practices and (c) installation of water-efficient devices such as faucet fittings. Likewise, the prevailing method of managing solid wastes among the selected hotels are: (a) considering the environmental impacts of their generated waste, the cost of treatment and its disposal (b) compliance to environmental legislation (c) encouraging employees to segregate wastes at the source (d) having a safe and sound chemical management practices and storage (e) buying products in bulk with less packaging (f) identifying the types of generated wastes and determining suitable methods of disposal (g) using reusable items and (h) proper holding of wastes inside the hotel before they are being picked up by the municipality. To reduce waste water generation, the hotels practice the following: (a) reducing water consumption and (b) treating graywater in irrigating the gardens, washing floors or even flushing the toilet. In terms of maintaining internal air quality and having a noise control program, the following are being practiced by the hotels: (a) monitoring and maintaining the equipment and machines responsible to ensure air quality inside the hotel (b) reducing the noise by relocating machines to isolated areas and (c) installation of materials that deaden unwanted noise.

Hotels' Ways of Communicating EMPs to their Employees

The study emphasized that 68 percent of the hotel managers and 75 percent of the rank and file employees claimed to *have training programs* on the implementations of their EMPs. Sixty three percent of the hotel managers and 61 percent of the rank and file employees indicated that *having briefings or regular meetings* is their hotel's top most environmental activity. Whereas, the least employed environmental management activity according to eight percent of the hotel managers is *having employees' performance reviews*. The least employed environmental management activity among hotels' is the *giving of incentives* which is only 10 percent among the rank and file employees. The study also provides information on how employees are being trained on various EMPs. The results show that 58 percent of the hotel managers and 56 percent of the rank and file employees are trained on EMPs *through orientations*. The results also show that the least manner of employee training is *through follow ups* according to 20 percent of the hotel managers and seven percent of the rank and file employees. However, almost half of the numbers of hotel managers (49 percent) said that they are not receiving any continuing education about EMPs. Likewise, the number of rank and file employees who were given continuing education about EMPs was also less than half of the total number of rank and file respondents (48 percent). The provision of continuing education is important to back up the knowledge of employees which they have gained during the training program. As mentioned by Tribe et al. (2000) continuing education is also important to update employees' knowledge in order to achieve the desired environmental outcome in addition to controlling unforeseen problems as to the hotel's environmental performance.

Test of Significant Relationship between the Hotels' EMPs and their Ways of Communicating these to their Employees

The study utilized the respondents' responses to measure the relationship between the hotel's EMPs and the various ways of communicating these to their employees. To examine the extent of relationship between these two variables, a Pearson Correlation Coefficient test was performed. The research reveals that a correlation of -0.295 was registered by Hotel C, signifying a low negative correlation between the ways of communicating EMPs and the hotels' EMPs. The research also shows the computed -0.406 correlation for hotel G indicating also a low negative correlation between the ways of communicating EMPs and the EMPs among the hotel employees. The results also show the computed r = -0.216 signifying low negative correlation by Hotel S, just like the other results, the low negative correlation implies that there is no significant relationship between the hotel's EMPs and the hotel's ways of communicating these EMPs to their employees. Hotel H exhibited a correlation of 0.026 indicating a low positive correlation between the ways of communicating EMPs and the hotel's EMPs among hotel employees. It means that Hotel H employees show evidence of insufficient knowledge about their EMPs making them not being able to perform most of them. The study also highlights that a correlation of 0 .025 was registered by hotel V, indicating a low positive correlation between the ways of communicating EMPs and the hotel's EMP among hotel employees. It means that hotel V employees exhibited having insufficient source of information about their EMPs. Thus, they also have less involvement to their EMPs.

IMPLICATIONS OR CONCLUSION

The findings of this study may be used as benchmark for expanded research in order to help the hotel industry by engaging the hotel employees in more challenging training programs highlighting their part as good stewards of environmental management practices. The findings about the prevailing environmental practices among the selected hotels can be a baseline data for future legislations in the hotel industry. The results of this study can also intensify the efforts of different foodservice institutions towards adopting Environmental Management Practices for them to be able to develop useful framework for establishing in-house environmental policies, procedures, and programmes. The findings of this research shall be useful to the academe to encourage the students to set in various advocacies on environmental management programs. Lastly, it will also inspire and motivate the community for them to contribute and commit themselves to the country's sustainable development programs.

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PERCEPTUAL DIFFERENCES IN CORE COMPETENCIES BETWEEN TOURISM INDUSTRY PRACTITIONERS AND STUDENTS USING AHP

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INTRODUCTION

The worldwide growth of the tourism industry has also resulted in a rapid expansion of higher tourism education institutions in South Korea. Since the first 4-year tourism education program launched in Korea in 1964, there has been growing competition to attract students among 199 higher education institutions (117 2 or 3-year community colleges and 82 4-year universities) (KCTI, 2013). A total of 24,089 graduates(16,319 from community colleges and 7,700 from universities) are yearly produced with the employment rates of 52.7% for community colleges and 49.4% for universities, respectively. Recently many universities in Korea have reformed their curricular toward competency-based ones because governmental funding bodies require universities set their competency-based education and curricular, and universities also consider competency-based education helps students build up necessary skills for work and life, The expectations for universities in Korea represent two roles of higher education: vocationalism and character development(Oh & Lee, 2010).

Competencies are the foundation of competency-based education and competency models have been developed to identify competencies required to perform a specific job effectively in an organization(Millar, Mao, & Moreo, 2013). DeSeCo(Definition and Selection of Competencies) and K-CESA(Korea-Collegiate Essential Skills Assessment) designed to measure core competencies of university students form the underpinnings of a core competency framework developed for D university in Gyeongju, Korea, comprising social responsibility, creative competency, challenging competency, global competency, and job specific competency. This framework aligned with the university's educational goals; "Ethical Leader, Creative Thinker, Global Challenger" has been adopted in this study.

This study aims to examine the perceptual differences in the 5 core competencies between the tourism industry practitioners and students enrolled in the division of Hotel and Tourism Management at D University in Gyeongju, Korea. By identifying the discrepancies which exist between tourism industry practitioners and students, findings will suggest possible solutions at the end.

LITERATURE REVIEW

The concept of "competence" was introduced by psychological studies(McClelland, 1973). Competence can be defined as "an underlying characteristic of an individual that is causally related to criterion-referenced effective and/or superior performance in a job or situation" (Spencer & Spencer, 1993). OECD defined core competencies as "personal attributes or underlining characteristics, which combined with technical or professional skills, enable the delivery of a role/job" (www.oecd.org). These core competencies can be referred to generic skills, core skills, key competencies and comprehensive skills. The DeSeCo project initiated by OECD in 1997 attracted much attention among universities worldwide, focusing on how to equip students with core competencies that relate to the overall quality of life beyond vocational competencies. K-CESA was developed in 2010 by the Ministry of Education, Science, and Technology(MEST) in Korea to encourage universities to measure the six core competencies of university students to be a good member of society in their majoring fields. While the OECD competency framework comprises three categories of delivery-related competencies, interpersonal competencies, and strategic competencies, K-CESA is designed to measure communication skill, resource-information-technology processing and application skill, interpersonal and cooperative skills, global competency, comprehensive thinking, and self-management.

Tourism is a relative new field of study that emerged from vocational education. Tourism education may trace back to the past focusing on the debates over vocational or liberal education. As varied university education stakeholders including students, graduates, industry, government funding bodies and society are demanding high expectations for universities, many 4-year university tourism programs seem to rethink their education and curriculum whether to focus on core competencies which can be used by graduates within the wide range of job environments throughout their lives or create packaged students who are ready to function in the industry upon graduation. As students have to be educated to deliver the generic skills and competencies required in the workplace and throughout their life, more and more discussions among tourism researchers(Inui, Wheeler, & Lankford, 2006; Zehrer & Mössenlechner, 2009) tend to center on a balance between a vocational and an academic education. Felisitas, Molline, and Clotildah(2012) agreed that the most important issue regarding the nature and purpose of hospitality and tourism management degrees should be the relevance of the curriculum to meet both the students' expectations and needs of the hospitality and tourism industry.

Some tourism studies(Huang & Lin, 2010; Millar, Mao, & Moreo, 2010; Spowart, 2011; Tesone & Ricci, 2005) still cope with core competencies, abilities, skills, knowledge, and attitude required specifically in hospitality and tourism industry. More attention is required among academic professionals in the field of tourism in terms of how to equip students with core competencies that will affect their life in the future society including job-specific competencies from the perspectives of more varied stakeholders.

METHOD

An Analytic Hierarchy Process(AHP) analysis was performed to identify the discrepancies that exist between tourism industry practitioners and students. A questionnaire was developed to examine and compare the relative importance and priorities of competency factors in two groups. One survey data set from practitioners was collected by trained interviewers in Gyeongju, a popular history and cultural tourism destination in Korea. Interviewers explained the purpose of study and how to answer AHP questions, and then self-administered questionnaires were distributed to interviewees. The second data set was collected from university students majoring in hotel and tourism management at D university in Korea. Two data sets were analyzed by the Statistical Package for the Social Sciences (SPSS) for descriptive statistics and Expert Choice for AHP questions.

FINDINGS

Demographic characteristics show that samples of the tourism industry practitioners (n=29) consist of 37.9% of male and 62.1% of female, and average period of work of them is about 7 years. Student samples (n=43) consist of 66.7% of male and most students are junior (46.5%) and senior (46.5%).

The results of AHP analysis show that there exist differences between the two groups in their perceptions of important competencies as shown in Table 1. First, local priorities that explain relative importance of competency dimensions indicate discrepancies. From the industry perspective, job specific competency (local weight=0.216) is the most important dimension indicating that students should be capable of communicating with others, applying and using information in a context, and having knowledge in Information Communication Technology (ICT). Students perceived global competency (local weight=0.272) as the most important dimension.

Global weights of items are calculated from the second level by multiplying the local weights by the corresponding factors in the first level. Global weights indicate that students perceived foreign language ability (0.152) as the most important competency, while practitioners rated communication ability (0.11) at the top priority.

Table 1 Competency priorities between tourism industry practitioners and students

Dimensions (Level 1)	Items (Level 2)	Practitioners		Students	
		Global Weight	Priority	Global Weight	Priority
Social Responsibility	sense of ethics	0.057	9	0.062	8
	considerate attitude	0.089	3	0.118	2
	social work/volunteer	0.069	7	0.067	5
Creative Competency	logical thinking ability	0.039	14	0.028	14
	analytic & critical ability	0.050	11	0.032	13
	integrated thinking ability	0.092	2	0.065	6
Challenging Competency	self motivation	0.049	12	0.028	15
	goal orientation	0.087	4	0.080	4
	career management	0.036	15	0.045	10
Global Competency	foreign language ability	0.086	5	0.152	1
	global issue	0.069	6	0.064	7
	understanding multi-culture	0.050	10	0.057	9
Job specific Competency	communication ability	0.110	1	0.117	3
	applying & using information	0.064	8	0.043	11
	knowledge in ICT	0.042	13	0.040	12

CONCLUSION

The results suggest that students and industry practitioners differ in their perceptions on core competencies. While practitioners expect that students from hotel and tourism management will have enough communication skills and integrated thinking ability, students perceive foreign language skills as the most important competency. It is noted that tourism industry practitioners require that students develop core competencies to cope with the rapidly changing tourism business circumstances. Considering both students and industry practitioners to be most important stakeholders, it is important that university educators should provide both generic skills required by the industry and employability skills required by students. It is also recommended that future research should investigate perceptions of wider stakeholders ranging from graduates to educators which might differ in the core competencies.

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AN ASSESSMENT OF THE TOTAL QUALITY MANAGEMENT PRACTICES IN HOTEL CORE DEPARTMENTS

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INTRODUCTION

The hotel industry plays an important role in supporting the nation's tourism industry and economy. Hotels operate in a highly competitive market and therefore place a strong emphasis on quality management in order to gain and maintain competitiveness.

Organizations in challenging environments are forced to apply new management approaches, one of which is Total Quality Management (TQM), and therefore many service organizations, including hotels, have responded to these challenges by adopting TQM in order to achieve competitiveness and business excellence (Samson and Terziovski, 1999; Pavlic et al., 2004). Thus, Quality Management (QM) must become the way of life in the hospitality organizations to improve services (Motwani et al., 1996). In addition, hotels are under pressure to increase profitability in the challenging situation (Daghfous and Barkhi, 2009). The concept of TQM appeared during 1980s and 1990s, both in developed and developing countries (Pavlic et al., 2004). Organizations started to adopt TQM as a quality and productivity improvement programs in the early 1980s after the success in Japanese organizations enhancing competitive edge (Motwani, 2001; Kaynak, 2003), and therefore TQM has become an essential management philosophy used for improving quality and productivity in organizations (Karia and Asaari, 2006). TQM rapidly became a top priority in many organizations due to the globalization age and highly competitive environment forcing customers to search for better products and services (Thiagaragan et al., 2001).

The emphasis on TQM in the hospitality industry has been evidenced by many studies. Some investigated TQM implementation and strategies (Narangajavana & Hu, 2008; Yang, 2006), the relationship between quality management and business results (Camison, Flor, Cruz, & Kuster, 1996; Sila & Ebrahimpour, 2003), service quality (Lau, Akbar, & Fie, 2005) and customer satisfaction (Poon & Low, 2005; Sit, Ooi, Lin, & Chong, 2009). Studies were also carried out to explore the benefits, challenges and success factors of TQM (Black & Porter, 1996; Evans, 1996; Geraedts, Montenarie, & Rijk, 2001; Harari, 1997; Idris, McEwan, and Balavendram , 1996; Keating & Harrington, 2003; Krasachol & Tannock, 1999; Lau & Idris, 2001; Miller & Cangemi, 1998; Sohal & Terziovski, 2000; Tamimi & Sebastianelli, 1998).

Thailand and Philippines have experienced many crises but thrive on these uncertain challenging situations. The advent is seen to make Thailand more attractive for investment, with the country becoming a platform to expand hotel networks regionally, due to its good location, strong infrastructure and skilled labor. The inevitable growth is also seen in the Philippines in terms of international visitor arrivals and domestic travel that will bring about corresponding increase in demands for accommodation. But due to dramatic changes, leading hotel practitioners in both countries needed to pay attention to service quality improvement. The managers should identify, record, and weigh-up the impacts of cost-profit and be in a position to prioritize towards a quality improvement process for their own property.

LITERATURE REVIEW

TQM is defined as a "management approach that places emphasis on continuous process and system improvement as a means of achieving customer satisfaction to ensure long-term company success" (Summers, 2006). The foci and concepts of TQM have changed since the concepts were introduced by quality experts such as Deming, Juran, Crosby, Fageinbaum, and Ishikawa. The focus evolved from product quality to value added products or services (Godfrey, 1998). Mainly practiced in manufacturing companies at first, the widespread use of TQM has impacted the service industry. The impact can be seen by the increasing numbers of studies conducted, particularly in the hotel and tourism industry. The unpredictable changes in customers' preferences, the existence of new tourists' destinations, the competitiveness of the market, changes, the threat of unstable manpower due to globalization, and the changes in demographic, economic, as well as technological evolutions, require organizations to increase their quality management efforts to obtain and retain customers (Buciuniene & Skudiene, 2008; Camison, Flor, Cruz, & Kuster, 1996; Summers, 2006).

In the hotel industry, TQM was first used when Quality Assurance (QA) was introduced in the 1980s (Hall, 1990). Specifically, the implementation of quality management in the hospitality industry started from 1982 when the American hospitality industry implemented QA Systems and achieved excellence outcomes (Walker and Salameh, 1990). Quality has a great importance in the hospitality industry (Saunders and Graham, 1992). However, few hotels have heard about TQM (Walker and Salameh, 1990), and therefore there is still a lack of literature about TQM in hotels. In the last decade, many hospitality organizations have shown more interest in the concept of TQM. As expectations of customers and potential customers have escalated, hospitality organizations have found the implementation of quality to be an important competitive component in the global market (Cannon, 2002).

Overall, TQM has become popular in the hospitality industry, and therefore TQM has become increasingly important for management in hotels due to high global competition. However, hotels can be classified into groups based on the level of TQM implementation. For example, Tari et al. (2010) classified hotels into three clusters based on commitment to QM, namely, QM proactive hotels, QM committed hotels, and QM reactive hotels. They also argued that QM proactive hotels had a higher star rating, and were more likely to be chain-affiliated, have more rooms and facilities, and more resources. Although TQM has become more important in the hotel industry, and the implementation of TQM has had positive effects on hotel performance. The researchers concluded that few studies have been conducted to investigate the implementation of TQM in the hotel industry. Accordingly, more research is needed to fill this gap in the literature on the hotel industry.

METHOD

This research will examine the total quality management practices among rooms and food and beverage divisions of selected hotels in Chonburi and Manila. An in-depth interview will be conducted to examine service quality improvement in the hotel industry. The interviews will be comprised of semi-structured and open-ended questions. Hotel managers will be interviewed to find out various tools that measure and improve product and service quality. The questions will address the perceptions on the benefits received, challenges or barriers encountered, strategies used, or success factors for implementing quality programs at their hotels. Demographic information will also be obtained.

Food and Beverage Department and Room Division were targeted in the survey. This is supported by Patiar and Mia (2009), who argue that hotels and resorts operating departments, namely food and beverage departments and room departments, are the key contributor of hotels' sales revenue and the major source of employment. Moreover, Food and Beverage and Room Department managers are an integral part of a hotel's executive management team, and have complete responsibility of effectively managing the operations and the operating budgets.

The paper will present a detailed assessment of analysis of different approaches of managers in the cities of Thailand and Philippines and makes a comparison using a particular parameter.

IMPLICATIONS OR CONCLUSION

Total Quality Management (TQM) methodology can help organizations to achieve business excellence by improving customer satisfaction, cost effectiveness, and competitive advantage. When introducing the quality management system, hotel companies use various approaches adapted to their business conditions. Thailand and Philippines have unique challenges in terms of developing quality systems to accommodate the diverse workforce and improve the current quality practices.

This research will discover the roles and responsibilities of hotel rooms and food and beverage divisions and its contribution to the hotel overall TQM performance. The measurement of the performance of the two hotel divisions will be revealed. This research will also summarize quality tools that could aid the rooms and food and beverage divisions to enhance their performance. Critical success factor and barriers for the TQM performance will be also discussed.

The aim of this research is to explore how TQM is approached in the hotel core departments in order to develop an integrated model applicable to the betterment of quality practices in the hotel industry in Thailand and Philippines.

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INNOVATIVE WATER MANAGEMENT RESPONSES AMONG HOTELS: A QUALITATIVE ACCOUNT

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INTRODUCTION

This abstract presents the qualitative analysis of a study on innovative water management responses among hotels. The study, which used a mixed methodology, adds to the extant literature on firms' endogenous factors and their influence on environmental policies (Borghesi et al., 2012; De Marchi and Grandinetti, 2012; Horbach, 2008). Since there has been numerous study focusing on exogenous factors (e.g. Brunnermeier & Cohen, 2003; Cleff & Rennings, 1999, Porter & Van Der Linde, 1995) including environmental regulation and environmental policy instruments (see Rio Gonzalez, 2009), there is a need to explore the internal factors that could explain environmental innovation adoption. As De Marchi & Grandinetti (2012) suggest, not much is known on the firm level factors that could influence environmental innovation in spite of the increasing literature on environmental innovations. For this study, the influence of endogenous factors such as firm size, financial capability and environmental awareness and knowledge on innovative managerial response in hotels' water management was investigated.

METHOD

The qualitative approach of this study utilized semi-structured interviews of hotel managers in Langkawi, Penang and Kuala Lumpur. Hence it is based on the interpretivist paradigm which entails a systematic analysis of socially meaningful actions via direct detailed observation of people in natural settings to understand how people create and maintain their social worlds (Neuman, 2003). Such approach develops subjective meanings (Clark et. al, 2002) that are wide-ranging and multiple (Creswell, 2007) using flexible and relatively unstructured detailed descriptions (rather than statistics) of what is seen and heard (Henn et. al, 2006).

The primary aim of the interview was to compliment the quantitative data of the study. The process of securing interview appointments was difficult as most potential respondents that we approached cited lack of time as the reason for not participating. Researchers also run across situations of botched appointments. After a couple of months of trying, the interview process was successfully completed with the participation of fourteen hotel managers. The interviews lasted between 40 to 60 minutes each. The interview data was transcribed and manually analysed by establishing common themes under each major issues investigated.

Since in depth interviewing generated an enormous amount of data, the vast array of words, sentences, paragraphs had to be reduced to what was of most importance and interest (McCracken, 1988; Miles & Huberman, 1984). The analysis of data began during data collection, to allow the research to cycle back and forth, thinking and reflecting on the existing data and generating strategies for collecting new – often better data (Miles & Huberman, 1984, p.49) and triangulating it with the survey findings . Fieldnotes served as the

backbone for analysis in the field because they contained both the straight forward 'objective' accounting of what occurred and the reflective comments. Throughout the period of the fieldwork the researchers wrote regular analytic memos to ensure that some serious analysis was going on in conjunction with the data collection. In addition, analytic memos were used to flesh out ideas and tie them together, specifically as they pertained to emerging theories and patterns (Miles & Huberman, 1984).

FINDINGS

Summarizing the qualitative findings, a few observations can be made. The first observation is that in terms of firm size, there was a mixed reaction with half of the managers interviewed indicating that firm size does not play an important role in innovative water management. The other half mentioned that firm size can influence the 'approaches' that hotels use to manage water innovatively and the 'cost' that they can afford. However, there is caution that while size is important, 'willingness to spend' is even more important in ensuring an innovative water management responsiveness among hotels. The qualitative data also indicated that the majority of interviewees believed that 'hotel type' and 'location' apparently play no role. However, they have mixed reactions towards the issue of 'ownership' with some of them believing that foreign owners do not care as much as local owners while others believing that ownership plays no strong role in innovative water management responses.

The second observation is that in terms of the link between environmental awareness and knowledge with innovative water management response, hotel managers revealed that environmental awareness and knowledge alone would not be enough to drive innovative management. They maintained that 'managerial will' is necessary to support the influence of environmental knowledge on innovative environmental management responsiveness of hoteliers. To enhance 'willingness' among hotel managers, there is a need to change their perception on the economic or business value of innovative environmental management practices.

Finally, in trying to understand the link between innovative response with financial capability, the interviews indicate that financial capability is not always a problem when addressing water management innovatively, as there are many ways that simple, low cost 'good maintenance' can be utilized to save water. They also mentioned 'cost savings' as one strong factor for managing water innovatively. This finding indicates that financial capability is not a very strong factor in understanding innovative water management responses among hoteliers. There were also mention of 'willingness to spend' as a more important driver. This reflects on attitude of managers or person-in-charge in dealing with water issue.

IMPLICATIONS OR CONCLUSION

From the findings, it can be proposed that 'managerial will' is necessary to support the influence of environmental knowledge on innovative environmental management responsiveness of hoteliers. To enhance 'willingness' among hotel managers, there is a need to change their perception on the economic or business value of innovative environmental management practices. There is a need to convince them that taking innovative environmental management measures will improve their financial bottom lines. Savings from innovative environmental measures need to be clearly demonstrated to the hoteliers. There should also be demand from environmentally friendly behaviours among hoteliers. This demand is could come from tourists and government. While the former type of demand can be difficult to inculcate, the second type of demand should be more feasible provided we have corresponding national policy. However, as Pinget et al. (2014) has found in their research, the importance of strategic goals and collective actions in enhancing adoption of environmental innovation is also of merit. Therefore, it can be suggested that to realize any environmental innovation effort, the 'managerial will' must be supported by managerial strategies and teamwork from members of the business organization.

From the qualitative data, it can be also concluded that hoteliers want more government led training programs preferably by relevant agencies such as Department of Environment to show them why and how they should engage in innovative environmental management measures. This indicates a need for a stronger role of the regulatory bodies in leading the way for hoteliers in innovative environmental management responses.

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OBSERVING CUSTOMERS' REACTIONS TO FAMILIAR SERVICES BETWEEN OTHER CUSTOMERS AND SERVICE PROVIDERS

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INTRODUCTION

In the highly competitive service environment of today, burgeoning research has suggested that familiar and close interactions between customers and employees are imperative. The benefits and man agerial relevance of the three discrete relationships have been identified in general service environment s: customer-to-organization, customer-to-customer, and customer-to-service provider relationships, all of which have historically been researched in the design of service settings (Levy, 2010). Yet a servic e-encounter milieu most often features not only a server and customer, but also "bystander" customers waiting for their turns at service, such as when custo mers queue up at a hotel's front-desk counter or along an airline's boarding ramp. These waiting cust omers become, in effect, third-party observers of the service interactions between providers and the currently targeted customers receiving service. How ever, despite a rich conceptual background in the hospitality literature, empirical examinations testing how this observer perspective affects these customer s remain scant within the hospitality context. The current research hence sought to investigate interper sonal interactions between primary customers, servi ce employees, and waiting customers (i.e., observer s) to demonstrate the importance of preserving third parties' goodwill to avoid fostering feelings of alien ation and to encourage favorable images and percept ions toward organizations and employees.

More specifically, researchers have called for further exploration of customer-employee interactions with observers present and their effects on individuals' responses (i.e., positive affective response and loyalty intention). In other words, this current research argues for the importance of a "balance of service" that the industry needs, one that is sensitive to the feelings of observers who stand by when providers serve other customers with familiar service. The effectiveness of service often varies with visit-related customer type and customers' gender (McColl-Kennedy et al., 2003). According to previous studies, first time customer and regular customer feel differently toward the attentive service (Wu, 2014). Also, Female and male observers respond differently when they meet providers since females tend to focus on their interaction with service employees and males tend to emphasize comfort (Danaher,1998). Hence, this present research anticipates that the visit-related observing customer type and gender role of observer customers will moderate the relationship between the familiar interaction and observing customer responses. Therefore, this research put forth the following hypotheses:

Hypothesis 1a: When there is the presence of customer being served with familiar service, obse rving customers who receive normal service will have different affective responses.

Hypothesis 1b: When there is the presence of customer being served with familiar service, observing customers who receive normal service will have different loyalty intention.

Hypothesis 2a: Visit-related customer type (i.e., first time and loyal) will moderate the effectiveness of presence of customer being served on observing customer's affective responses.

Hypothesis 2b: Visit-related customer type (i.e., first time and loyal) will moderate the effectiveness of presence of customer being served on observing customer's different loyalty intention.

Hypothesis 3a: Observing customer's gender will moderate the effectiveness of presence of customer being served on observing customer's affective responses.

Hypothesis 3b: Observing customer's gender will moderate the effectiveness of presence of customer being served on observing customer's different loyalty intention.

METHODS

Design. To test the research hypotheses, this research adopted a 2 (Presence of another customer with familiar service/absence) × 2 (Visit-related customer type: first visit/loyal) × 2 (Observing customer gender) quasi-experimental design using a scenario-based experiment. Each participant was exposed to four conditions of scenarios randomly ordered. In order to test the effects of the observers' gender, the female and male participants were randomly assigned to one of the four experimental conditions.

Stimuli development. All scenarios were drawn, modified, and developed from previous research. The scenarios described the respondents as queuing in a coffee shop, with only one other customer in front. A server in the scenarios offers this customer several familiar services or interactions. After reading the scenario, participants gave responses tied to a set of dependent variables regarding the scenario.

Measurements. Positive affective responses were drawn from Miao (2014) study and modified. Positive affective responses were assessed by a four-item, semantic-differential 7-point scale. The Loyalty intention was measured using items from the study of McLelland and Foster (2015). Participants evaluated five items using semantic-differential scales scored on a 7-point basis. The overall reliability was found to be satisfactory based on the scores.

RESULTS

The manipulation-for-realism checks indicated the stimuli were effectively executed, and the scenarios were rated as highly realistic. The first hypothesis suggested that observing customers who receive normal service would have different affective responses (H1a) and loyalty intention (H1b) when there is the presence of customer being served with familiar service. Statistically significant differences occur across the two conditions for positive affective responses ($t(213) = 3.27$, $p < .001$). That is, participants who received the normal service service had higher affective responses ($M = 4.61$, $SD = 1.04$) in absence of customer being served with familiar service than participants in presence of customer being served with familiar service ($M = 4.35$, $SD = 1.25$). Also, there were significant differences between the two conditions for the loyalty intention ($t(213) = 3.94$, $p < .001$), participants who received the normal service service had higher loyalty intention ($M = 5.43$, $SD = 1.14$) in absence of customer being served with familiar service than participants in presence of customer being served with familiar service ($M = 5.11$, $SD = 1.28$). H1 was thus supported fully.

The second two-part hypothesis suggested that visit-related customer type (i.e., first time and loyal) would moderate the effectiveness of presence of customer being served on observing customer's affective responses (H2a) and loyalty intention (H2b). These hypotheses were tested using a repeated-measures ANOVA and the results are described in Figure I.

There was significant difference between the first time and loyal participants in terms of affective responses when there is the presence of customer being served with familiar service ($F = 12.81$ [1, 212], $p < .001$). That is, compared to first-time participants, loyal participants' affective responses sharply dropped when there is presence of non-familiar encounter service to other customers ($M = 4.26$, $SE = 0.12$) than when there is no presence of the situation (M = 4.81, SE = 0.10). Also, There was significant difference between the first time and loya l participants in terms of loyalty intention when ther e is the presence of customer being served with familiar service (F = 9.55 [1, 210], $p < .01$). That is, compared to first-time participants, loyal particip ants' loyalty intention sharply dropped when there is presence of non-familiar encounter service to othe r customers (M = 5.10, SE = 0.13) than when there is no presence of the situation (M = 5.67, SE = 0.11). H2 was thus supported fully.

The third two-part hypothesis suggested that customer gender would moderate the effectiveness of presence of customer being served on observing customer's affective responses (H3a) and loyalty int ention (H3b). These hypotheses were tested using a repeated-measures ANOVA. There was no signific ant difference between the first time and loyal partici pants in terms of affective responses (F = 0.04 [1, 212], p = .84) and loyalty intention (F = 1.15 [1, 210], p = .28) when there is the presence of customer being served with familiar service. H3 was thus not supported.

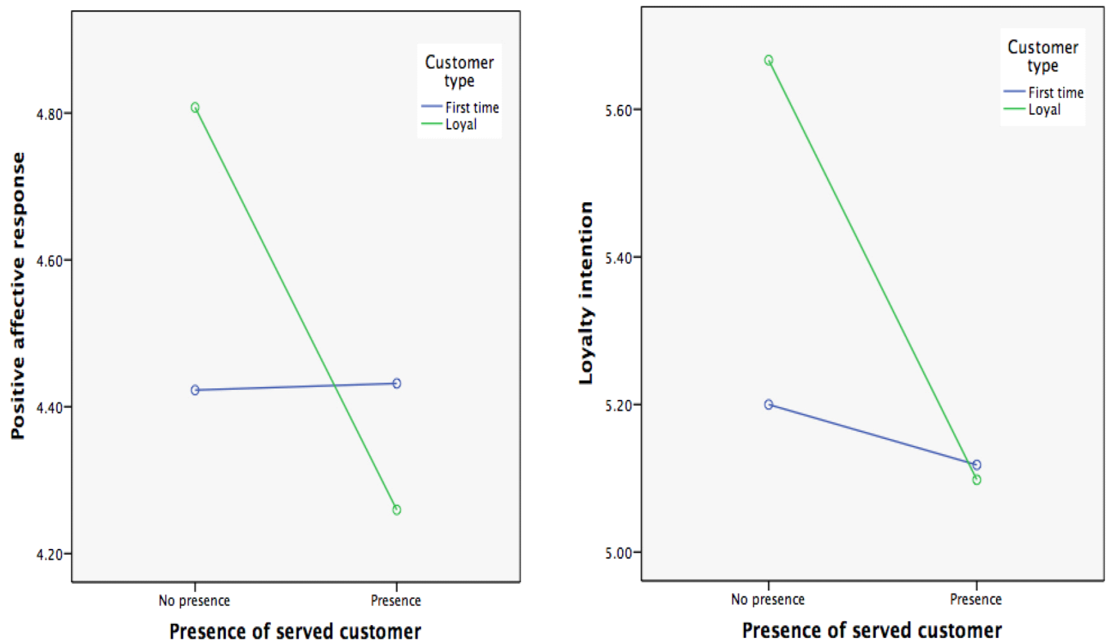

Figure I. Moderating effects of visit-related customer type between presence of customer being served and observing customer responses

DISCUSSION

The more accurately frontline employees sense how a customer—as well as others standing nearby—receive service, the more precisely they can react to customers' varying perceptions and different interaction behaviors. In general, it is important for managers to understand how consumers perceive frontline service employees and to take steps to positively influence the formation of customer perceptions or responses whenever possible. The present research will address broader results and discussions in the full paper.

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DO YOU WANT TO BUILD A SNOWMAN IN NORWAY? THE IMPACT OF DISNEY'S FROZEN MOVIE ON NORWEGIAN TOURISM

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INTRODUCTION

Less than a year after its release in 2013, Disney's mega-blockbuster animated film Frozen had already grossed over $1 billion in revenue and became the highest grossing animated film of all time (McClintock, 2014). Set in fictional Arendelle, the movie contains scenery, imagery, and cultural references from Norway. Previous studies (e.g., Desai & Basuroy, 2005) have frequently examined the influence of media such as film and TV on the marketing of a destination as well as with various audience characteristics (Kwak, Zinkhan, & Dominick, 2002). To investigate the research questions pertaining to the perceived impact that the Disney movie Frozen is having on audience members' desire to travel to/within Norway, this study collected over 1,000 surveys in the U.S. and Norway with both English and Norwegian versions. The survey instrument asked questions about the film, the respondents' and their family members desire to travel to/within Norway to experience the sights and culture represented by the movie, as well as other questions and demographics.

This study explores 1) how the intense popularity of the movie has increased travel to/within Norway and awareness of Norway as a travel destination; 2) who is being influenced most by the movie to consider Norway as a travel destination and what their audience characteristics are; 3) the similarities and differences between the film's audiences in the U.S. and in Norway in terms of desire to travel to/within Norway, and 4) whether Norway and Norwegian tourism officials should increase marketing and connections to the movie Frozen in an attempt to further boost tourism to/within that country.

Statistical analyses, including correlation, regression analysis, and ANOVA were applied. The findings of the study contribute to the film tourism literature by demonstrating the major impact that the blockbuster movie Frozen is having on tourism in Norway and in addition will contribute to the development of the uses and gratification theory by applying it to the audiences' attitudes toward this major animated motion picture. Further, this study provides implications and offers suggestions to Norway's Tourism authority and its entities such as Innovasjon Norge (Innovation Norway).

The connection between film and tourism to locations depicted in them is well documented (Dore & Crouch, 2003; Kim, Chen, & Su, 2009; Riley, Baker, & Van Doren, 1998; Riley & Van Doren, 1992). According to Morgan and Pritchard (1998), placing a destination in a film is the ultimate in tourism product placement. A large number of studies have identified diverse aspects of film tourism, including the motivation of film tourists (e.g., Beeton, 2005, 2010; Macionis, 2004; Macionis & Sparks, 2009; Riley & Van Doren, 1992) or the perception of a destination's image by film tourists (e.g., Butler, 1990; Chalip, Green, & Hill, 2003; Croy, 2010; Frost, 2006; O'Connor, Flanagan, & Gilbert, 2010; Sealy & Wickens, 2008). Past studies have described the impacts of film/television tourism (e.g., Aitchison, Macleod, & Shaw, 2000; Croy, 2011; Han & Lee, 2008; Heitmann 2010; Kim, Agrusa, Chon, & Cho, 2008; Kim, Agrusa, Lee, & Chon, 2007; Riley & Van Doren, 1992; Riley, Baker, & Van Doren, 1998; Tooke & Baker, 1996), while film-induced tourism literature has also analyzed the cultural perspectives of film tourism (e.g., Bandyopadhyay, 2008; Huang, 2011; Su, Huang, Brodowsky, & Kim, 2011). Indeed, most studies consistently demonstrate that film/television are mediums that attract tourists to a film destination or film story-related destinations (Kim, Agrusa, & Chon, 2014).

METHOD

Two versions of the survey (English and Norwegian) were developed. Multi-item scales were used to measure each of the constructs that served as the basis for the questionnaire items. The item scales were taken from previous studies (e.g., Ajzen & Fishbein 1980; Bearden & Teel, 1980; Chen & Wells, 1999; Davis, 1989; Davis, Bagozzi, & Warshaw, 1989; Schubert & Selz, 1999; Succi & Walter, 1999; Zhou, 2002) and modified to serve the objectives of the present study. Likert scales were used to measure the items. For Likert scale questions, a five-point scale was used with extremes labeled "Strongly Disagree" and "Strongly Agree" was used. The survey questionnaire was originally written in English and then translated into Norwegian. In designing the questionnaires, the double translation method (back translation) was utilized prior to distribution. (McGorry, 2000). Even though occasions exist where the literal translation process may have missing information, the double translation method is one of the most adequate translation processes (Lau & McKercher, 2004).

This study conducted through an electronic survey received 1,071 total participants. Each version consisted of 21 closed-format questions, with multiple opportunities for respondents to share open-ended thoughts and opinions. Convenience sampling was conducted by distributing links and requests to interested parties and by posting requests on a wide variety of English and Norwegian social media sites.

FINDINGS

Some of the results from the survey suggest that tourists from other countries as well as Norway believe the movie Frozen was an accurate portrayal of Norway & Norwegian Culture. In addition, many respondents stated that they would be traveling to Norway to view the destinations portrayed in the animated movie and many more reported a desire to travel there. A regression model was tested for variables to predict the level of interest in participants for traveling within Norway to see the sights inspiring depictions in the movie (the dependent variable). Model 1 consisted of the participants rating of the move on a scale of 1-10 and Model 2 added their reports of their spouse's and children's desire to see the sights (if they reported the interest of a spouse and/or any children). The first model resulted in an R2 of just .13, but adding the data for spouses and children in Model 2 resulted in an R2 of .40, indicating that these variables can explain 40% of the variability in this dependent variable. Not surprisingly, the higher their rating of the movie and the higher the ratings their spouse and children had for the movie, the higher their reported interest in traveling within Norway to see these sights.

The very conscious and deliberate effort to incorporate Norwegian themes together with the phenomenal success of the film Frozen has led to a significant, though perhaps unpredicted uptick in travel and tourism within Norway. Traffic to the website VisitNorway.com has tripled since the film's release and visits to a page linked there with a Frozen banner garnered 10 times the number of hits of other key pages on the site. Travel on Norwegian Air Shuttle ASA has increased by 52%. Flight Tracker reported that searches for Norwegian flights have risen by 153%, while hotel bookings are up 37% (Harpaz & Rising, 2014; Zara, 2014). According to Visit Norway, tour operators like Wilderness Travel have reported increases of 20-40% in sales to Norway for the 2014 season and arrivals from New York at the Oslo Airport for the first quarter of 2014 were up 57% over the same period the year before (Baran, 2014). The luxury travel agent network Virtuoso is reporting a 65% increase in bookings to Norway (Mitchell, 2014). "It put Norway on the map," stated Beate Gran, digital media manager and marketing coordinator for the government's Innovation Norway website (Zara, 2014). While the increases in tourism might be surprising for some, they were not entirely unanticipated by Disney's guided tours division. "Adventures by Disney" approached Innovation Norway about a cruise ship partnership half a year before the film's release in 2013. The maiden cruises, not beginning until mid-2015, were already almost sold out in July, 2014 (Mitchell, 2014).

CONCLUSION

There is a preponderance of evidence that Product Placement (PPL) is frequently used in films and television. A new trend that has only recently been examined is that of Destination Placement (DPL) which has been used in films and television, to promote or introduce a destination to the viewing audience. Results of this research on the movie Frozen found that Destination Placement (DPL) of Norway from this animated film evoked audiences to be aware of a certain brand destinations (Norway) which ultimately affects the purchase decision process when buying a holiday package tour or vacation travel to a destination.

In sum, these studies have in common the idea that a movie can be a medium to attract tourists to a filming, actor-related, or original work-related locations. The popularity of backdrop destinations shown in visual programs is similar to the phenomenon of artistic and literary places as tourist attractions (Busby & Klug, 2001; Herbert, 1996; Newby, 1981; Seaton & Hay, 1998; Square, 1994). Furthermore, marketing filming destinations or the researchers of this study indicated destination placement (DPL) is closely linked to the concepts of destination branding because the featured locations can be considered to be a product with brand loyalty, brand image and brand equity (Cai, 2002; Gnoth, 1998; Kim & Agrusa, 2005; Williams & Palmer, 1999). A film that portrays a prime destination known as destination placement (DPL) can also inspire people to visit the location for years afterwards. According to Beeton (2010), there is ample anecdotal evidence that tourists look for film sites and even reenact fantasies portrayed in movies at those film locations. Now, the success of an animated film, Frozen, has enticed tourists to visit a country that has had limited tourism previously.

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POSITIVE VS NEGATIVE ECONOMIC IMPACTS OF TOURISM DEVELOPMENT: A REVIEW OF ECONOMIC IMPACT STUDIES

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ABSTRACT

The current paper reviews and compares positive and negative economic impacts of tourism development as tourism has become an important economic sector and a major contributing driver of economy in many parts of the world. Most of the developing countries rely on tourism economic contributions to their gross domestic product. Although the economic impacts of tourism development are usually held to balance tourism economic benefits, however, negative economic impacts are also apparent and significant which cannot be ignored, particularly, a likely increase in demand for imported goods once tourists begin to appear, revenue leakages out of the economy, over- dependence on tourism, and land value inflation. This paper also focuses on the importance economic impact studies and deliberates some of the major approaches to measure positive and negative economic impacts.

Keywords: Tourism Development, Economic Impacts, Models, Forecasting

PRICE LEADERSHIP IN LODGING MARKETS

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INTRODUCTION

Recent availability of sophisticated, high quality data has intensified price rivalry by allowing competing firms to tract the price and demand movements of market rivals in a timely manner (Kadiyali, Vilcassim, and Chintagunta, 1996). As such, literature is well documented on the existence of fierce price competition in the U.S. lodging markets (e.g., Kalnins, 2006) and on its adverse consequences, such as higher business failure rates (Baum and Mezias, 1992), severe price cuts, decreased hotel occupancy (Overstreet, 1989), and lower revenue per room for existing hotels (Chung and Kalnins, 2001).

In an attempt to mitigate price competition among hotels, product differentiation may be necessary as customers often have unique preferences in terms of the set of desirable attributes in a product (Becerra, Santaló, and Silva, 2013). Firms with differentiated products, such as hotel rooms with distinct brands or diverse product quality, have varying degrees of power to price in excess of marginal costs. Likewise, favorable impacts of differentiated products on pricing power and performance of hotels have been noted in earlier studies (e.g., Silva, 2015; Becerra et al., 2013).

Yet, the extent to which differentiated quality or brand alleviates price competition in the lodging industry is debated. Schwartz (1997) argued that hotel rooms are characterized by minor product differentiation. It implies that the degree of substitutability among available hotel rooms in a market still remains high, leaving trivial monopoly power resulting from product differentiation. For example, customers with similar needs may not be willing to pay significant premiums to stay at a hotel of their taste (i.e., Marriott over Hilton). Second, changing market conditions may outweigh the monopoly power obtained through differentiation. Conditions unfavorable to the sellers, such as chronic excess capacity (e.g., Qu, Xu, and Tan, 2002; Carey, 1989), may put downward pressure on the price in spite of the largely well-differentiated class of products in the market.

When product differentiation is generally ineffective in mitigating price competition, hotels may be incentivized to cooperate rather than leaning toward perfect competition. More specifically, tactic collusion, as a specific behavioral path, may be a natural consequence in certain markets. Such collusive strategy may allow participating firms to achieve less competitive outcomes by implicitly assenting high prices, while deviations from the collusive path could cause retaliations (Ivaldi, Jullien, Rey, Seabright, and Triole, 2003). In this line of reasoning price leadership, as a form of tactic collusion, has garnered significant attention (e.g., automobile, Roy, Hanssens, and Raju, 1993; low-cost airlines, Pitfield, 2005). The regime of price leadership (leader-follower pricing) stands for the situation that a firm in a market adjust a price, and the new price is subsequently matched by others (Rotemberg and Saloner, 1990).

Two hotel industry characteristics that may facilitate price leadership in markets are noteworthy. First is the high sunk cost of entrants. Initial hotel investments usually require high sunk cost, which cannot be recovered by positive operational revenue in an immediate or intermediate sense (Horsburgh, 1991). Presence of such cost can lead to a high barrier to entry, which in turn enhances profitability and sustainability of price leadership because less entries tend to strengthen the scope for retaliation (Ivaldi et al, 2003). Further, high sunk cost may encourage incumbent hotels to engage with the same rivals for an extended period of time. In such case, the structure of price leadership will be more profit-enhancing than Bertarand-Nash price-setting (each firm independently and simultaneously makes pricing decisions); with studies providing some empirical support (e.g., Kadiyali et al., 1996). Second, among competing hotels interdependence is valued as performance of a hotel depends not only on its own pricing decision, but also on what pricing strategies its competitors employ (Chung 2000). This feature incentivizes hotels to move away from intense price competition, and instead develop a sound long-run relationship with others through cooperative behaviors.

Although we expect leader-follower pricing behaviors in hotel markets with many differentiated sellers, consistent with Schwartz (1997), relevant empirical efforts are scarce. Therefore, the objective of current study is to empirically investigate price leadership behavior in the hotel market, by examining 1) evidence of price leadership in the lodging market and 2) the determinants of price leader(s) to further shed light on this issue.

RESEARCH HYPOTHESES

A number of potential determinants of price leadership has been discussed in the literature. Following Deneckere and Kovenock (1992) "dominant firm price leadership" takes place when an industry is consist of a dominant firm (large producer) and many smaller firms (which cannot produce a high enough to influence price). The dominant firm is the only entity that is able to set price to maximize its profit, while the remaining firms simply match its price adjustment. On the other hand, Damme and Hurkens (1999) argued that a lower cost firm will act as a price leader because committing to the leadership role is less risky for the cost-advantaged organization. The leadership commitment leads to a favorable outcome only if the other firms decide not to commit (Schelling, 1960). As such, a higher cost firm is likely to fear the risk of failure and the high cost relevant to the resulting "Stackelberg war". Based on these arguments, we formulate the first hypothesis as below:

H1: Hotels with more guest rooms (as a proxy of large suppliers and cost-advantaged firms) will take the price leader position.

Deneckere, Kovenock, and Lee (1992) indicated that variations in capacity or cost structure are no longer remain the exclusive factors of leadership. This is because even when both firms operate with the equivalent cost conditions, brand loyalty provides strong incentives for price leadership. This may be true in the lodging industry as brand loyalty allows hotels to attract more customers with analogous needs, thereby limiting "the degree of substitutability" in the market (Makadok, 2010). In this sense, hotels with brand may be incentivized to set the optimal level of prices regardless of market price movements. Therefore, our second hypothesis concerns brand affiliation of hotels:

H2: Brand hotels will act as price leaders, while non-brand (independent) hotels will be followers.

A hotel's age is highly correlated with social capital (Pennings, Lee and Witteloostuijn, 1998), which refers to an asset available to firms resulting from the relational content of their social ties or their structural status in a social network (Gabbay and Leenders, 1999). It implies that older firms, such as hotels with a longer operational life span in a market, may have more accessibility to resources, including information, engrained in their social relations (Maurer, Bartsch and Ebers, 2011), while information asymmetry between firms is often identified as a cause of price leadership in literature (e.g., Cooper, 1996; Rotemberg and Saloner, 1990). Thus the third hypothesis of current study is as follows:

H3: Hotels with a longer life in the market will act as price leaders.

METHOD

Quarterly hotel data from the first quarter of 2005 through the third quarter of 2014 on the Houston market was obtained from Source Strategies, Inc. Based on the Smith Travel Research (2014) US Chain Scales index, hotels were allocated to quality divisions. U.S. hotel chains separate into six categories – luxury, upper upscale, upscale, upper midscale, midscale, and economy – based on their quality segment. Non-affiliated hotels were assigned to independent hotels or motels based on their names.

Price leaders (who impose the pricing policy in the market) and the price followers (who follow the pricing policy) will be determined by using an application of the spatial econometric model (e.g., Lu, Chen, and Wang, 2006; Vickner and Davies, 2000). The study model will take the following form:

$$ADR_{i,t} = \mu_i + a_t + \sum_{j=1}^{3} \beta_j w_{i,j} ADR_{j,t} + \sum_{k=1}^{q} \theta_k CONTORLS_k + \epsilon_{i,t}$$

where i and t are firm and time subscripts, μ and α are firm-specific and time-specific intercepts respectively, ADR is the average daily rate; $w_{i,j}$ is the spatial weight defining the leader-follower relationships among hotels i and j (based on size, brand, and age), ΣCONTROLS are the q control variables, and ε is the random disturbance term. μ, α, $\beta_{1\text{-}3}$, and θ_k are unknown parameters to be estimated, while $\beta_{1\text{-}3}$ test the study's hypotheses.

EXPECTED CONTRIBUTIONS

We expect that implications of this study will be invaluable to both literature and management. The empirical analysis on price leadership may provide prominent insights into market structure of the lodging industry. Specifically, the study results may contribute to related streams of literature regarding how hotel firms behave under potential price competition. For developers and practitioners, the empirical findings may provide practical knowledge on developing sustainable financial and pricing strategies.

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DETERMINANTS OF TRAVEL MOTIVATION: A PLS-SEM APPROACH TOWARDS MALDIVIANS TRAVELING OVERSEAS

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INTRODUCTION

Travel motives determine the reasons why a tourist would select to visit a certain place or engage in a certain activity. People might travel to relax, escape, build relationships, explore culture and even experience something new. McGuire's psychological motives define a classification system of internal and external motives that are likely used in consumption situations (Kinley, Forney & Kim, 2012).Internal travel motivations include the need for autonomy and tension reduction, while external motivations include the need for stimulation, utilitarian benefit, expression and affiliation (McGuire, 1976). The Maldives, a low lying nation of 1,190 islands is located south of India and Sri Lanka (Kundur, 2012). The concept of sun, sea and sand are the key reasons why tourists flock to the high-end resorts of this nation where the climate is hot and humid with the sun shining year round through wet and dry seasons. Today, the islands that have been developed into resorts have increased to 105 as of the end of 2012 (Ministry of Tourism, Arts and Culture, Republic of Maldives, 2014). Over the past decades, tourism behavior has been studied extensively in terms of travel patterns, typologies and motivations that affect travel related decisions. The resorts in Maldives are developed in such a way that the tourists and the locals are separated into 2 types of islands (Auvray, 2010). This means that the locals are contained on the inhabited islands while the tourists are allowed to spend time on islands that have been developed for luxurious resorts with steeply price. Tourists only interact with locals during the excursions where they visit the inhabited islands for a few hours. Due to this seclusion, Maldivians do not tend travel to resorts for leisure but instead seek options such as visiting other inhabited islands to stay with friends and family. In 2009, the government of Maldives announced plans to authorize the building and operation of guesthouses in inhabited islands (Smith, 2009). Before 2009, this was illegal in inhabited islands with the exception of the capital city, Male'. This change came about with the falling arrivals of tourists due to the recession of 2008-2009. Additionally, an important objective of this change was to make Maldives a more affordable destination for the markets searching for budget deals along with the "real" Maldivian experience. With the plans being finalized, locals started investing in infrastructure and in the case of some islands, transportation systems such as private ferries. However, even with these cheaper, more valuable deals that the locals can take advantage of in order to explore various islands of Maldives, outbound travel statistics are still increasing. In this study, travel motivation factors that determine Maldivians towards outbound travel were examined with the residents living in the capital city Male, Maldives to understand what drives Maldivians to travel overseas. Crompton's "Motivation for pleasure vacation" is concerned with identifying the motives of pleasure vacationers which influence the selection of a destination (Crompton, 1979). He identified nine motives, out of which seven were classified as socio-psychological push factors and two formed the pull category. The researcher is focusing the study only on push factors that motivates Maldivians to travel abroad; therefore, this section will review the seven push factors under Crompton's motives and other literature that has studies these factors as well.

A study researching the motivation of Korean golf tourists state that escape needs may occur when people are aware of the difficulties experienced when booking a game in their own country or the lack of gold courses there (Kim , 2007). Therefore, difficulties that the individual face in the residential place can push them to escape that specific place. Another study that investigated the push and pull motivations of visitors to private parks noted that the push factor “escape and health” received higher importance ratings by the oldest age group (above 30) and also the youngest age group (below 20), who generally work or study full time (Phau, Lee, & Quintal, 2013).This indicates that they work or study long hours and are looking to escape their daily pace of life. Based on previous studies the following hypotheses is formulated.

H1: Escape plays a significant role in outbound travel of Maldivians.

A study that represented an exploratory attempt to capture the underlying reasons for tourist decision to visit Barbados tested four statements under the factor “relaxation” and it was one of the factors ranked as the most important motivations for visiting Barbados (Jönsson & Devonish, 2008). It also supports the argument according to Krippendorf (1987) who stated that relaxation and escape motivations are the two most significant psychological drives that motivate people to take an overseas vacation (Jönsson & Devonish, 2008). Other studies by (Chon, 1989; Lam & Hsu, 2006; Uysal & Jurowski, 1993) supported the same phenomena, which helped to formulate the

H2: Relaxation plays a significant role in outbound travel of Maldivians.

A study analyzing the push and pull travel motivations of foreign tourists to Jordan stated that fulfilling prestige was the most important travel motivational factor to Jordan (Mohammad & Som, 2010). However, a study exploring the relationships between socio-demographic variables, travel motivations and subsequent choice of vacation for Danish travelers presented that “prestige/impression” was not deemed fairly important to Danish travelers (Jensen, 2011). The next hypotheses stated as,

H3: Prestige plays a significant role in outbound travel of Maldivians.

According to Bogari et al. (2004) who studied push motivations of visitors to Saudi Arabia identified nine push factors out of which one factor was social interaction (Phau, Lee , & Quintal, 2013). The fourth hypotheses is stated as

H4: Social interaction plays a significant role in outbound travel of Maldivians.

METHODOLOGY

The primary purpose of this study is to identify the push factors for the Maldivian traveling overseas, using a quantitative survey design to understand the significance of certain push factors in their decision. This study is made used of structured questionnaires in order to collect data. A travel motivation research framework analyses the results of the survey to test the hypotheses. Questionnaires were distributed online to the targeted respondents of the study mainly to the resident travelers of Male, Maldives through online social media websites using self-selection non probability sampling. Since the respondents are residing in another country, online methods proved to be efficient to manage time and distance constraints that the researcher faced. The use of online quantitative research has become accepted and widely prevalent throughout North America. (Balden & Wittman, 2008). The researcher has adopted six of the push factors and multiple statements are provided for each factor to ensure reliability to yield similar readings. The statements under each factor measures the push motivations of Crompton’s study which includes escape, exploring and evaluating self, relaxation, prestige, enhancing relationships and facilitating social interaction. Contextualizing these factors in Maldives through three expert reviews (Devellis, 2003) four of the seven factors from the Crompton’s model are found to be most suitable for this study, which are escape, prestige, relaxation and social interaction. Some of these statements and factors have been adapted to suit the environment of the city of Male’, which is comprehensively explained under the conceptual model included in the theoretical framework. A widely used Likert scale of 1-5 that ranges from “Strongly disagree” to “Strongly agree” has been used to scale responses. The sample sizes of the these papers were specifically taken into consideration over the other literature that were reviewed due to the fact that the above mentioned studies have the closest relationship with the topic. Additionally, the places where the research was conducted have population sizes that are similar to the city of Male'. For the purpose of this study, 300 questionnaires were distributed based on the sample size criteria highlighted by Peng and Lai (2012) for SEM models, which is ten times the total number of indicators in the study, there was a response rate of 89.3% (n=268) were collected among that 44.4% were females and 55.6% were males and used for analysis using partial least squares based structural equation modelling (PLS-SEM). For this study, hypotheses were tested using SmartPLS version 2.0 to conduct the analysis (Ringle, Wende & Will, 2005). The PLS analysis for this study was found to be useful as one the factor using single item for measurement (Hair et al., 2013). The PLS algorithm technique also determined the significance levels of the loadings, weights, and path coefficients and the bootstrapping (5000 resample) for determine the significance level of the hypotheses as suggested by Anderson and Gerbing (1988).

FINDINGS & CONCLUSION

The findings from a sample size of 268 majority 50.4% were between 22-25 years, 20.5% were 18-21 years and followed by 18.7% of 26-29 years among them 45.9% of the respondents have the travel frequency of 'once in year' where other 31.3% have 'twice a year' with a majority margin of 7-14 days (30.2%) of duration for the trip. The first measurement of the model was tested for the convergent validity which was assessed through factor loading, composite reliability (CR) and average variances extracted (AVE) (Hair, Black, Babin, Anderson & Tatham, 2006). The next step was to measure the discriminant validity, where results revealed that the square root of the AVE (diagonal value) of each construct is larger than the corresponding correlation coefficients indicating towards discriminant validity (Fornell & Lacker, 1981). Towards the next step was compare the cross loadings across the constructs. The results revealed that indicator's loadings on its own construct are higher than all of its loadings. The findings also reveals that relaxation (0.600 standard beta; 10.57 t-value) is one of the major motivation factor for the Maldivians to travel overseas followed by other determinants as escape, social interaction and prestige which has a negative effect towards motivation factor. The results also revealed that 'goodness of fit' valued above average. All of the four (H1, H2, H3 & H4) hypotheses were significant having higher average than the critical t-values (1.96; $P<0.05$) the H1, H2, H4 have positive significant effect on motivation whereas H3 has a negative significant effect on motivation factor.

The identification of the particular travel motivation preferences of Maldivian travelers helps to assess other foreign countries to promote themselves within Maldives. Another aspect of this study was to identify the requirements by Maldivian travelers when they traveling overseas. In terms of the main research question, the neighboring countries to which Maldivians travel to mostly can focus on the factors that are significant in influencing Maldivians to travel overseas. These factors can enable them to determine tourist typologies and package and market products accordingly, making it easier to reach the target market.

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EXPLORING CONTEMPORARY INTERNATIONAL JAPANESE TOURISM: THE INTERSECTION OF DIFFERENT CULTURAL VALUES

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INTRODUCTION

In the light of tourism, culture and consumption's on-going globalization, interest is growing in understanding how cultural globalization should be viewed from the perspective of multiple globalizations. By analyzing international tourism to Japan and its relationship with 'Japanization', this paper discusses the intersections of different cultural values that occur in- and outside tourist spaces.

METHOD

Tracing the development of inbound tourism to Japan for the past several decades, this paper examines the intersections of cultural values that occur in- and outside tourist spaces. We first consider the significance of focusing on cultural values, namely sensibility that is culturally inscribed in tourists in general. Thereafter, we focus on tourist discourses related to Shibuya crossing, one of the most popular spots among international tourists to Japan. By looking at experiences and meanings of Shibuya crossing, we explore how different sensibilities intersect through global tourism and the ways in which multiple cultural values are interwoven in tourist-landscape production in a globalized world.

FINDINGS and IMPLICATIONS

Results and discussions reveal tension among multiple cultural sensibilities in tourist spaces. Indeed, the intersection of different cultural values is potentially attracting international tourists and producing new experiences for them. Looking at global phenomena from a cultural viewpoint provides new insights for interpreting and understanding global tourism.

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SAFETY AND TOURIST BEHAVIOUR: HOW ACCIDENTS CAN CHANGE YOUR TRAVEL?

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INTRODUCTION

Travel is an activity that allows you to get away from the daily grind and experience a new culture in unfamiliar travel destinations. Compared to local people, travellers are relatively more exposed to a variety of risks due to lack of information on the places they are visiting. As travel and leisure activities have become increasingly important in today's society and more time has been spent on those activities, there are various kinds of travel accidents and travellers are exposed to them in diverse places including accomodations, traffic facilities and restaurants.

In recent years, Korea has witnessed many casualties in tour and leisure activities including a building collapse at the Mauna Ocean Resort in Gyeongju City (February 2014), a tragic Sewol ferry accident in the southwestern sea off Jindo-gun, a ventilation grate collapse accident during a concert at Pangyo Techno Valley in Pangyo City, a disappearance case at a private marine copes camp in Taean-gun (July, 2013). Korea is not alone in this regard. Countries around the world have seen a series of travel accidents in recent years, some of which are the disappearance of Malaysia Airlines Flight MH370 (March, 2014), AirAsia Flight 8501 crash in Indonesia (December, 2014), Asiana Airlines passenger jet crash at San Francisco airport (July, 2013), Spain high-speed train crash (July, 2013), and Costa Concordia cruise ship sinking in Italy (January, 2012).

For some reason, people tend to be hesitant to take a tour, postpone it, or change their travel destination or itinerary (Park Eungyeong• Choi Byeonggil 2013). Safety factors in tourism activities are deemed crucial as they have a direct bearing on the life of tourists. Therefore, safety is a significant field of research in that both psychological conditions during tourism activities and psychological changes associated with travel accidents have an impact on the scope of tourism activity and demand for the tourism industry.

The purpose of this study is as follows. It is to shed light on how much impact news of accidents have on the decisions of travellers or would-be travellers which include adoption of evasive or alternative measures like scope of activity in a travel destination (temporal and spatial scope), selection of a travel destination and means of transportation. The purpose of this project is classified into 4 categories as follows. First it is to examine a cognitive process that individuals go through when they are exposed to the news of travel accidents. Second, it is to provide results of how the news of travel accidents affect people's intention to take a tour. Third, it is to list categories of travellers through the examination of the attitudes of tourists by observing their response to the news of travel accidents. And lastly, it is to propose a decision-making model for the protection and safety of travellers by synthesizing results from this research.

METHOD

The research method of the study is Grounded Theory Method (GT) the research is to be conducted pursuant to its procedures. It is a relatively new approach to research originally defined as "the discovery of theory from data" (Glaser & Strauss, 1967). The aim of grounded theory research is to generate or discover a theory (Creswell, John W, 2006). Grounded theory presented by Glaser and Strauss (1967) was employed for the analysis of this study with the aim to identify the core categories and the underlying linked processes of thinking to offer more detailed explanation of the reasons behind avoiding, changing or alternating their travel activities.

In this study, an in-depth interview with 20 individuals selected through purposive sampling will be held and the number of interview subjects is to be adjusted based on the point when the data is saturated (As of now, interviews of seven subjects were completed). The research targets are to be composed of persons who have cancelled their tour upon hearing the news of accidents during travel activities or replaced their tour itinerary with other leisure activities. For the data analysis, several iterative stages were undertaken. The interviews will be recorded and documented for the process of open coding, axial coding, selective coding and semantic categorization and then, the paradigm framework and the matrix process are to be applied. In the final stage, it will propose a decision-making model that explains how travel accidents affect people's decision to take a tour, which is the theme of this research.

FINDINGS

So far, the result of interviews of seven individuals(the interview is in progress until data saturation) selected through purposive sampling is as follows. In terms of causal relationship, while there are some would-be travellers who become fearful of stressful events and subsequent physical trauma they may encounter in the course of their travel, there are some cases in which they do not feel any stress or fear as they perceive the news only as information. From the perspective of behavioral interaction patterns, there are four categories: 1) taking an objective attitude toward travel accidents, 2) decision-making depending on the travel intention (temporal and spatial scope) of a travel companion, 3) avoiding future travel itinerary by heeding to travel accidents, 4) enthusiastically making a travel plan. The final result can be summarized as follows: cancelling travel plans, replacing travel with other leisure activities like hobbies, taking a tour to a safer travel destination, change of scope of travel activities, and enthusiastically making a travel plan.

In terms of contextual conditions, the adventurous level of travel, individual reasons and motivation for travel and travel companions are proposed. The terms of mediation include travel expenses, diversity of accommodations and airplanes, whether to change a travel destination or not, and decision-making ability in a group of tourists.

IMPLICATIONS

The academic implications of the study in this research lies in the proposal of a model which describes the perception process of travellers for travel accidents and describes how the perception has an impact on the decisions of a travel destination or tour activities by exceeding the limits of previous studies that set their focus only to risk perception and images in choosing travel destinations. The policy implications are that this research can be used as basic data for tourism safety by the tourism industry as it presents the details of cognitive process of tourists exposed to the news of travel accidents to the tourism industry and each travel agency (airliners, tourist agencies). Also, it may provide future research directions to the field of existing tourism safety through further research on the development of criteria for safety requirements (development of criteria for protection motivation), strategies for reducing risks for the sake of safety in travel accidents, causes of accidents during travel activities and the scope of travel activities pursuant to travel propensity.

Although, safety is an essential requirement in travel activities, the tourism industry has failed to enforce its own safety regulations and relevant tourism organizations have become complacent in introducing a new safety system. Given the recent tragic events including the tragic Sewol ferry accident, the Asiana airline crash at San Francisco airport and the building collapse at the Mauna Ocean Resort in Gyeongju City, it is high time to raise awareness among tourists and those who work for the tourism industry. As safety has emerged as an important issue in travel activities, a research on safety from the cognitive perspective, a research on safety factors from physical viewpoint and an empirical study on the safety level of Korea as a travel destination are to present meaningful findings to the tourism sector and those research results will contribute to the establishment of a safe travel environment.

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RESIDENTS' PERCEPTIONS OF MULTI-LINGUISTIC LANDSCAPE IN TOURISM DESTINATION

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INTRODUCTION

It is widely acknowledged that local residents of tourism destinations are most directly influenced by tourism (Hamira & Ghazali, 2012). The tourism industry depends on the local residents' hospitality (Hamira & Ghazali, 2012). This is because residents generate both positive and negative impacts on the host tourism destination. The tourism literatures accord with the argument that increasing support among local residents is important for fostering tourism (Ryan et al., 1998; Fredline & Faulkner, 2000; Gursoy et al., 2002; Teye et al., 2002; Andriotis, 2004; Gursoy & Rutherford, 2004). The literature also reveals that the possibility of gaining residents' support for tourism is influenced by the residents' characteristics. A happy, welcoming resident is essential for creating a positive image of the tourism destination which subsequently generates positive word of mouth (Snaith & Haley, 1999). Residents' attitudes affect the tourists' satisfaction and revisit intentions (Sheldon & Abenoja, 2001). Therefore, residents' perceptions are the most important part of tourism that determines the tourist impact on the residents (Simmons, 1994; Snaith & Haley, 1999; Haywood, 2000).

The measure of residents' perceptions of tourism also plays an important role in the future success of a tourism destination (Andriotis, 2005; Faulkner & Tideswell, 1997). The study of residents' perceptions of tourism is not only rooted in social and economic impact research, which in the early days sought to examine the social and economic influence of tourist destination communities, but is also based on residents' involvement in the production of tourism. If the residents like their local tourism, they will be able to enhance the product significantly (Ap, 1992; Snaith & Haley, 1999).

Linguistic landscape such as street names is a critical part of this study. Street names are recognized in Macao as a unique product of Chinese and Portuguese culture. Macao street names, which reflect the unique characteristics of Macao, distinguish the city from other tourists' cities. As part of the urban landscape, street names perform the major functions of conveying the humanity or geographic information. Moreover, there are other significances. Through street names, we can have a glimpse of history, urban concepts, different social values, the way of different ethnic groups coexistence, culture interaction, art and technology. Briefly, the evolution of street names is a profile of Macao's socio-political development. The most important thing is that they conform to the development of the Macao tourism industry. Macao's street names can be an innovative element of Macao's image as a tourism destination and a brand design if Macao street names can be an attraction.

Research on residents' perceptions of street names is rare in tourism area. Most researches have studied the positive and negative impacts of tourism on the residents (Mason & Cheyne, 2000; Ko & Stewart, 2002). Using Macao's street names as a study object, the goal of this study is to identify residents' perceptions of street names in a rapidly growing leisure tourism destination. The specific research objectives to be addressed are:

1. To identify local residents' understanding of Macao's street names.
2. To examine the relationship between residents' perceptions and Macao's street names.
3. To discuss whether Macao's street names can become an attraction in Macao as an international tourism destination.

METHOD

What is the real meaning of resident in academic cycles? According to the American Heritage Dictionary of the English Language (2009), a resident is one who resides in a particular place permanently or for an extended period. The Free Dictionary by Farlex (2015) defines that resident is a member of an intelligence-gathering or non-uniformed law enforcement agency who resides and oversees operations in a certain locale. Accordingly, a student who studies in an area living in a dormitory is also called a resident. A physician receives specialized clinical training in a hospital, usually after completing an internship, is also a resident. Based on these definitions of resident, students who come from Mainland China or somewhere else; housekeepers, who come from foreign countries; professors, who come from overseas can be regarded as residents in this study.

A face-to-face questionnaire survey was used to collect data from respondents and stratified random sampling was used to select the respondents. When selecting Macao's residents, proportionate stratified random sampling based on nationality was adopted. For this study, 400 samples were collected.

A questionnaire survey instrument consists of two sections. The first section was designed to identify residents' perceptions of the impacts of Macao's street names in terms of stimulating factor impacts, self-knowledge impacts, daily life impacts, tourism development impacts, and context meaning impacts. These items are based on studies by Mayo and Jarvis (1981), Yan and Lee (2012), and Zhao (2011).

The second section of the questionnaire measured some independent variables that need to be examined: The demographic characteristics, length of residence, personal economic reliance on the tourism industry are variables measured in this section.

A pilot survey was conducted in January 2013 to ensure that the questions were comprehensible to respondents before the main survey was performed. The pilot survey was conducted in Macao University of Science and Technology, the Garden of Flower City and St. Anthony's Church, Macao.

The main survey was carried out between 5th of March and 15th of April 2013. Several main sites were chosen as the interview venues in Macao: Bak Gap Chao Park, Cathedral, Senado Square, Garden of Flower City and St. Anthony's Church. These places were chosen because there were so many residents gather together for sport, singing, dancing and chat. It was easy to communicate with them about what they think about Macao's street names in these chosen locations. In order for the local Macao residents and residents from Mainland China can easily and clearly understand this questionnaire, a Chinese translation version was used. Four hundred valid questionnaires were collected and the data were analyzed using SPSS17.0. The Cronbach Alpha of the collected data was 0.75. Content and criterion validity were used to test the effect of the questionnaires. In content validity, all questions in the questionnaire were approved by an external panel of experts.

FINDINGS

For this study, seven hypotheses were proposed and tested by an independent-samples t-test or one way ANOVA. The results are presented in Table 1.

Table 1. A summary of the hypotheses test results (n=400)

Variable		Hypothesis	Result
Education	A	Residents with a higher level of education lack an understanding of Macao's street names more than those with a lower level of education.	Not Supported (t=-.070, p=.944)
Income Level	B	Residents with a higher income level support Macao's street names becoming an attraction more than those with lower income level.	Not Supported (F=2.188, p=.089)
Context	C -1	Portuguese residents prefer bilingual Macao's street names more than Macao local residents.	Not Supported (F=2.832, p=.089)
	C -2	Macao local residents prefer trilingual Macao's street names more than the other residents.	Supported (F=5.998, p=.010)
Length-of-residency	D	Residents with longer length-of-residence in Macao support Macao's street names becoming an attraction more than those with shorter residence time.	Not Supported (F=.685, p=.603)
Personal Economic Reliance on the Tourism Industry	E -1	Residents whose work is related to the tourism industry more support Macao's street names becoming an attraction than those who do not.	Not Supported (t=.597, p=.551)
	E -2	Residents who are willing to work in areas related to the tourism industry more support of Macao's street names becoming an attraction more than those who are not willing.	Supported (t=2.321, p=.021)

IMPLICATIONS

More than a half of the respondents (65%) asserted that Macao's street names should become a tourist attraction. This statistics accorded with the innovations of Macao's tourism industry: Macao's street names turning into a tourist spot will strengthen Macao's images as a tourist destination and brand design. Based on the descriptive analysis on Macao street names, the majority of residents agree that Macao's street names are unique. Furthermore, in Yan and Lee's study (2002), they concluded that most tourists viewed Macao's street names and signs as a unique interest. Therefore, both local residents and tourists acknowledge the uniqueness of Macao's street names compared with other cities in the world. The design of the street's names in Macao might be regarded as art, and they are a good example of the confluence of Chinese and Portuguese. Moreover, the residents preferred the name-plates standing along the road rather than being stuck on the wall. The reason is that the name-plate can be seen much more clearly in this way. This is quite natural as residents seek information of the road and direction through street names. Presenting information is the main function of street names (Cheong, 2003). Not surprisingly, residents know the meaning of Chinese street names better than Portuguese and English ones. This is highly related to their nationality. As the demographic data showed, 49.3% of respondents were Macao local residents and 25.8% of respondents were from Mainland China. From their point of views, Chinese street names help them get geographical information as well as explore the city more easily. However, Portuguese street names, which were also written on the street name-plates, might merely present the cultural value of the harmony of two different cultures. It is interesting to notice that a slightly higher proportion of residents preferred trilingual street names than those favoring bilingual street names. Besides Macao local residents, Mainland Chinese residents and native-born Portuguese, there are many foreign residents who immigrated to Macao or worked in Macao, such as Filipino, Vietnamese, Indonesian and western country residents. All these immigrants use English as their communicative language in Macao, so bilingual street names cannot satisfy their needs. That explained the necessity of designing trilingual street names including English. From the tourists' perspective of Macao's street names (Yan & Lee, 2012), tourists also prefer trilingual street names and signs because trilingual street names and signs might help them better identify every street and thus stimulate their desire to visit Macao. Briefly, trilingual street names might satisfy both residents' and tourists' needs. It would be much better if the street names are presented by a language that they are familiar with.

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DETERMINING AN APPROPRIATE INTEGRATED ASSESSMENT MODEL OF TOURISM SAFETY RISK WITHIN THE CHANGBAI MOUNTAIN SCENIC AREA

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INTRODUCTION

Tourism safety is gradually gaining more attention due to the rapid development of the tourism industry in China. Mountainous scenic areas are popular in tourism safety studies because they are a common destination at which tourists gather, and because the terrain is conducive to accidents. Faulkner (2001)[1], Ritchie(2004)[2] constructed a framework for tourism disaster management. Prideauxa(2003)[3] explored the limits to formal tourism trends forecasting methods. Mountainous scenic areas are popular in tourism safety studies because they are a common destination at which tourists gather, and because the terrain is conducive to accidents. Hu Wenhai(2000)[4] studied the forms of and preventive measures against disasters in mountain tourism; Li Xinjuan(2010)[5] explored the tourism safety evaluation method of mountain scenic; while Cen Qiao(2011)[6] conducted systematic studies on the perception, alerts, and rescues in mountain tourism safety. Yexinliang(2014)[7], studied on the natural disaster risk assessment in tourist area.

Changbai Mountain is one of the most famous mountainous scenic areas in Northeast Asia. Assessment on Changbai Mountain scenic area's tourism safety risk could do a favor in detecting influence factor of tourism safety risk and classifying tourism safety risk rank, thereby reducing and preventing associated tourism safety risks.

METHOD

This paper uses the Changbai Mountain scenic area as the study subject. By the means of experts scoring and analytic hierarchy process on quantified relevant evaluation indicator, the grid GIS method is used to vectorize the relevant data within a 100m grid. It respectively analyzes main indicators associated tourism safety risk in Changbai Mountain scenic area, including hazard, exposure, vulnerability and ability to prevent and mitigate disasters. The integrated tourism safety risk model is used to comprehensively evaluate tourism safety risk in Changbai Mountain scenic area. It is mainly researched in following methods：

Integrated tourism safety risk model

Tourism safety risk refers to the probability of accidents occurring within the tourism system, and the magnitude of this risk is dependent on the combined effect of the risk source hazard (H); the exposure (E) and vulnerability (V) of the hazard-bearing entity; and the effectiveness of disaster prevention and reduction (R). The relation can be expressed by the following equation:

Total tourism safety risk indicator

(TSRI) = hazard (H) × exposure (E) × vulnerability(V) / (1 + ability to prevent and mitigate disasters (R)) (1)

$$H=W_{H1}X_{H1}+W_{H2}X_{H2}+\ldots+W_{Hi}X_{Hi} \quad (2)$$
$$E=W_{E1}X_{E1}+W_{E2}X_{E2}+\ldots+W_{Ei}X_{Ei} \quad (3)$$
$$V=W_{V1}X_{V1}+W_{V2}X_{V2}+\ldots+W_{Vi}X_{Vi} \quad (4)$$
$$R=W_{R1}X_{R1}+W_{R2}X_{R2}+\ldots+W_{Ri}X_{Ri} \quad (5)$$

In Equations (2) through (5), Xi is the weight of i after quantification and Wi is the weight of the indicator i, which represents the relative importance of various factors to tourism risk formation (the main factor).

Grid GIS technology

GIS software is used to digitize relevant maps, followed by the collection and standardization of data. The size of the grid is determined based on specific research content and accuracy; subsequently, relevant indicator data are extracted and organized into each designated grid unit, such that each indicator's data form an attribute column of the grid map; a certain mathematical model and method are then used for the grid-wide distribution of the obtained data or remote sensor image data, followed by connection to the network and establishment of a spatial database.

DETERMINING AN APPROPRIATE TOURISM SAFETY RISK ASSESSMENT INDICATOR SYSTEM AND MODEL CONSTRUCTION FOR THE CHANGBAI MOUNTAIN SCENIC AREA

According to the integrated tourism safety risk model, based on the principles of representation and operability, we have further broken down the four factors—hazard, exposure, vulnerability, and the ability to prevent and reduce disasters—in an effort to select more specific assessment indicators for constructing an appropriate tourism safety risk assessment indicator system. This paper selected 18 performance indicators for the tourism safety risk assessment applicable to the scenic area.

We applied the Analytic Hierarchy Process (AHP) method to the tourism safety risk assessment indicators. During this process, experts in areas such as tourism management, natural disasters, and tourism geography were invited to score the importance of various indicators to their corresponding hierarchy level, before final weights were derived.

After determining the weights of the various indicators, we then used a five-level scoring method to assign values (i.e., 1 through 5) to each grass-root factor, and divided each indicator into five levels. The classification was done based on the actual status of the assessment indicators, followed by the assignment of different values.

RESULTS OF TOTAL TOURISM SAFETY RISK ASSESSMENT FOR CHANGBAI MOUNTAIN SCENIC AREA

Based on the weights and scores of Changbai Mountain scenic area's tourism safety risk indicators, we then used the integrated tourism safety risk computation model for the calculation. The result is spread in the GIS to obtain the tourism safety risk assessment map of the area (Figure 1).

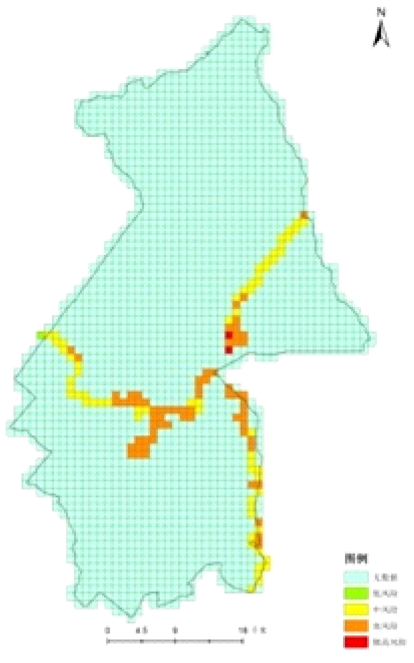

Figure1 Assessment map of Changbai Mountain scenic area's tourism safety risk level

CONCLUSION

The result indicates: the hazards in Changbai mountainous scenic area generally form a semi-circle around Tianchi Lake, the northern slope having a higher hazard level than the other two slopes. Safety exposure in Changbai mountainous scenic area forms the distribution along tourism route, with the highest exposure at conventional northern slope receptions: hot spring ad car station. Areas near the great canyon at the western slope and the car station at the northern slope are deemed extremely vulnerable for the concentration of tourists. the northern slope has a greater ability to prevent and reduce disasters, which is largely attributable to its more advanced development and more comprehensive management organization and facilities. The highest comprehensive risks in Changbai mountain scenic areas locate near the falls and Tianchi at the northern slope; with relatively high risks locating in Tianwen Peak, little Tianchi, hot springs, car station at the northern slope, the great canyon and main tourist route at the western slope, for the southern slope, include the entrance, Yuehua twin falls, Luotuo Peak, and the upstream tourism area leading to Tianchi; while the rest of the areas are moderate risk areas.

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CURRENT STATUS AND ISSUES IN HUMAN RESOURCE DEVELOPMENT IN MICE BUSINESSES IN SAPPORO, JAPAN

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INTRODUCTION

At the APTA annual conference in 2013, the author presented a paper titled The paper contained the research outcomes of the project titled "A Fundamental Research on MICE Promotion in Sapporo – with a focus on its human resource development –," that was granted by the city of Sapporo. For this granted research project, the author formulated a research group consisted of three members. The author herself, who has been teaching at School of Tourism, Sapporo International University, with a doctoral degree in the field of tourism education from the George Washington University. Co-researchers were: Professor Kyoko Morikoshi, who earned a Master's degree from University of Nevada, Las Vegas (UNLV) Singapore, in the area of hospitality management. Professor Morikoshi currently is a doctoral candidate at the School of Hotel and Tourism Management at Hong Kong Polytechnic University (HPU). The other co-researcher was Ms. Mariko Ogi, Deputy Director of the MICE Promotion Department at the Sapporo International Communication Plaza Foundation that is responsible for enticing MICE businesses to the city of Sapporo.

The research project in FY 2012 had two major research objectives: First, to learn MICE promotion from a perspective of city promotion policies, and to identify important components and factors in human resource development programs and trainings in the MICE business from the "leading cases." More specifically, the research team visited MICE-related governmental organizations and educational institutions in Singapore, Hong Kong and Hawaii, including Singapore Tourism Board, Hawaii Convention and Visitors Bureau, University of Nevada, Las Vegas (UNLV) and Hong Kong Polytechnic University (HKPU). The second research objective was to provide a seminar to raise the recognition and awareness of MICE among the citizens of Sapporo, particularly among younger generations.

In addition, the project invited two internationally renowned experts in the area of human resource development in MICE businesses: Dr. Kay Chon, Dean at the School of Hotel and Tourism Management at HKPU, and Dr. Tad Hara, Associate Dean & Associate Professor Rosen College of Hospitality Management, University of Central Florida. The reason for inviting these two experts was to learn human resource development curriculum provided at these academic institutions, as so far, we do not have such programs or curricula at academic programs in tourism studies in Japan. Dr. Hara provided lectures, including MICE curricula and the education system at his institution, as well as the transition and structure of MICE businesses in Orland, Florida. Employees and staffs from the MICE Promotion of Sapporo city, Sapporo International Communication Plaza Foundation, and members of the NPO MICE Network Sapporo that consists of different MICE-related businesses in the city were at his lectures.

Dr. Kaye Chon provided a keynote speech at the MICE Mart Sapporo, held from 26th to 27th of February 2013 for the first time. His speech entitled "The Potential of MICE Business and Human Resource Development" attracted the audience of approximately 80 attendees. These lectures and Dr. Chon's keynote speech clearly identified important factors and components in curriculum and human resource development programs in MICE businesses.

The second research objective was to raise the recognition and awareness of MICE businesses in Sapporo. This objective was accomplished by providing a seminar, titled "Sapporo MICE Smile Seminar." This seminar consisted of four lectures in two days, and the keynote speech by Dr. Chon as a part of the first MICE Mart held at Sapporo Convention Center in late February, 2013.

Those two research objectives were successfully accomplished with a series of research outcomes. As conclusions, the research project 2013 provided seven suggestions and recommendations as the followings:

(1) To introduce special tax to finance the promotion of MICE in Sapporo.

(2) To assign appropriated appropriate number of staffs with professional knowledge and experiences on MICE for the future promotion.

(3) The results of the questionnaire survey for the "Sapporo MICE Smile Seminar" revealed that while the recognition of "MICE" is still quite low among younger generations, they showed strong interests and their willingness to be involved in the MICE business. The MICE business appealed as "an attractive job" for younger generation, thus, the MICE business as their future career paths to be substantiated.

(4) To develop effective ways of publicizing the existing MICE human development programs to the citizens and students in the Sapporo area.

(5) To produce and provide "practical experiences," such as internships. practicum, and even volunteer activities in human resource development programs for the MICE business.

(6) To identify he needs and wants from the MICE-related businesses and they should be reflected in the future MICE human resource development programs.

(7) To improve infrastructure and environment, including Wi-Fi accesses and athletic facilities within the city as a MICE destination. (Ichioka, et al, 2013)

BACKGROUND

The Introduction summarized the research project 2013 and reviewed the seven recommendations and suggestions. And the most important conclusion was to continue the research efforts in the area of human resource development in MICE in Sapporo. Therefore, the same research team applied for the city grant for the following year and was successfully won the grant. For the fiscal year 2013 (April 2013 to March 2014), the research team aimed to exploratory develop a MICE human resource curriculum and to experimentally introduce "MICE College" in Sapporo. In order to accomplish this research goal, it set the following six research objectives:

(1) To examine MICE HRD (human resource development) programs in Japan and abroad.

(2) To examine MICE HRD programs among governmental agencies in Japan.

(3) To identify MICE HRD programs provided in the city of Sapporo.

(4) To identify the needs of the MICE-related professionals regarding future human resource in Sapporo.

(5) To hold a round-table discussion by experts in MICE-related businesses, experts in human resource development, and officials in Sapporo.

(6) To experimentally implement "MICE College," and to explore appropriate teaching materials in this College (Ichioka et al, 2014)

METHODOLOGY

The first research objective was accomplished by a combination of a literature review and visiting Yokohama Commerce University, George Washington University, and Central Florida University Rosen College, School of Hospitality Management, Visit Orland

The second research objective was accomplished by conducting a series of interviews with local governmental officials from Tokyo and

Yokohama, both are MICE leading cities in Japan, and Mr. Fujiwara, a manager at Japan Hotel Education Center, in Tokyo, which provides "MICE School," targeting young professionals in MICE professionals.

Third research objective was accomplished by examining the existing program by Ms. Marico Ogi, the Deputy Director of Sapporo International Plaza Foundation, who is the co-researcher of this research project. Forth research objective was accomplished by having interviewed the member of NPO Sapporo Convention Network at their monthly meeting, and by conducting a questionnaire regarding "desirable future professionals in Sapporo MICE." A round-table discussion was held on February 4th, 2014 at the Sapporo Prince Hotel. The last research objective – to experimentally implement "MICE College," and to explore appropriate teaching materials in this College—was accomplished by implementing "Sapporo MICE College" on February 5th, 2014 in a hotel in Sapporo. Twenty students from different universities in Sapporo attended this college. The College consisted of two lectures and visiting Sapporo Okurayama Ski Jump Slope, one of the unique venues in Sapporo. A questionnaire survey was conducted to measure the satisfaction levels and opinions of the students who attended the College. Regarding prospective teaching materials, several textbooks, published in English abroad (Hong Kong and the United States), were examined by the author, and translated two chapters of the textbook titled "Special Events A New Generation and the Next Frontier" by Dr. Joe Goldblatt (who was a classmate when the author had been pursuing her doctoral degree at the George Washington University), because Dr. Goldblatt is one of the pioneers in the field of event management in the United States (Ichioka at el, 2014).

RESEARCH FINDINGS

For the above mentioned six research objectives, each developed significant outcomes. The followings are the summary of those research outcomes.

(1) There were forty-some universities in Japan, that had "department of tourism" in 2013, yet, there is no department specialized in MICE or Event Management, like Hong Kong Polytechnic University and Central Florida University. However, Tokyo Fuji University was launching "Department of Event Produce" under the school of business management. Different institutions provided MICE or event management classes in Japan, most of them were provided not in a systematic way.

In the meantime, The George Washington University has provided "Event Management Certificate" course for the past year. Students can take this course on campus and or through the Internet (distance learning). It aims to obtain professional knowledge and skills in Event Management and consists of required classes, electives and 100 hours of practical experiences. Upon the completion of those, the certificate would be issued from the School of Business Management of the George Washington University. In the meantime, Central Florida University, Rosen College, School of Hospitality Management, that has started to provide "the Bachelor's degree in Event Management" since 1998.

(2) Japan Tourism Agency (JTA) announced in 2010 that the agency would strongly promote MICE in Japan and has been providing supports those professionals who try to earn Certified Meeting Professionals (CMP), that the number of the holders of this certificate currently is extremely limited in Japan. In addition, cities of Tokyo and Yokohama started to provide "Yokohama MICE Open College" and "Tokyo MICE Open University since 2010. While these two programs target college students, the Japan Hotel Education Center has been providing "MICE School," targeting young professionals in MICE businesses in Japan.

(3) As mentioned in (1), there was no university that provided "organized" MICE or event management programs in higher education institutions in Japan. Needless to say, only a couple of "classes" related to event management in universities and junior colleges in the city of Sapporo. In the meantime, "Sapporo MICE Academy" has been provided by combined efforts of the city of Sapporo, Sapporo Chambers of Commerce, Sapporo International Communication Plaza and NPO Sapporo Convention Network. There are three lev-

els – basic, intermediate, and advanced – and the academy provides two to four days seminar to develop and improve professional knowledge and skills in MICE businesses. These seminars target both college students and young professionals in MICE businesses in Sapporo.

(4) An interview and a questionnaire survey among the professionals in MICE businesses in Sapporo discovered that they expected higher education institutions to provide specialized programs to foster specialized knowledge regarding MICE, and to have practical experiences through internship and other "on the job training programs". Also, 100% of the response said "English communication skills are must" in this business.

(5) A round-table discussion concluded that "different stakeholders' involvement" is extremely important for developing quality human resource in MICE-related businesses. Collaborative efforts by different stakeholders will; provide opportunities to have practical experiences for the future human resource in this business, foster the synergism among them that will lead to strengthen the tie among all the stakeholders; improve the environment of MICE related businesses as a labor market. The discussion also recommended to promote MICE HRD with perspectives, not only "tourism studies," but with "global human resource development," "to foster English communication abilities," an with "human resource development in the areas of environmentally-friendly business," as the city of Sapporo has been promoting "green MICE" for the past several years.

(6) The experimentally provided "MICE College," attracted twenty college students from different colleges and universities in Sapporo, in spite of a short notice. The questionnaire survey conducted at the College discovered that all the students highly evaluated it, fully enjoyed this one-day seminar regarding MICE in Sapporo. The participated students showed strong interests in MICE related businesses and addressed their desires to be involved in the businesses as their future jobs. They also said that the visit to Sapporo Okurayama Ski Jump Slope was an opportunity to re-discover the charm of the city as "a very attractive local community resource" (Ichioka at el, 2014).

CONCLUSIONS AND DISCUSSIONS

As addressed in the above, the FY 2013 research project provided significant research outcomes. And as its conclusions, it provided the following suggestions for the city of Sapporo:

(1) For college and university students within the city, MICE-related classes, not only in the area of "tourism studies," but such classes as "cross-cultural understanding," "English business communication," and "environmentally-friendly business application" should be "publicized" and "promoted" to be taken as "MICE-related classes" among different universities in the city. Also, such learning opportunities as "Sapporo MICE Smile Seminar" and "MICE College, " those which this research project have offered in the past years should be effectively attract college students in the city.

(2) As learned from the case of George Washington University's "Event Management Certificate," so called "Sapporo MICE Master" certificate could be provided. It should consist of a several of required classes, such as "introduction of MICE businesses," "Business English," "Finance," "Marketing," "Unique venues in Sapporo," "Promotion of Green MICE in Sapporo," with other "electives, such as "Event Management," "Business Negotiation in English," "Hospitality and English," etc. The certificate should be provided either by the city of Sapporo, or an university that has a school of tourism studies (such as Sapporo International University).

(3) For the young professionals in MICE-related businesses in Sapporo, those existing "MICE Academy," should be continued to improve their knowledge and skills in the area. In the meantime, the Academy has been conducted with a limited financial fund, so that how to finance this program should be discussed in the future.

(4) In addition to the above two suggestions, the most important research outcome and the suggestion of this two-year research project on the human resource development in the area of MICE businesses in Sapporo, is that this kind of research efforts should be continuously provided to improve a "minor" area of research topic in the field of tourism studies (Ichioka at el, 2014).

STAKEHOLDERS' INTERESTS, POWER, AND INFLUENCE IN THE DEVELOPMENT OF THE AUCKLAND MICE SECTOR

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INTRODUCTION

Tourism is a vital part of the economy in New Zealand, and is currently the country's second biggest export earner (Statistics New Zealand, 2014). With Meetings, Incentives, Conventions and Exhibitions (MICE) visitors being acknowledged as highly beneficial for destinations (Dwyer, 2002; Lau, Milne, & Johnston, 2005; Rogers, 2003; Weber & Ladkin, 2004), it is hardly surprising there is desire to develop the sector in the Auckland region, The recently released (August 2014), 'New drive for business events: Auckland's business events plan' sets a number of goals for the sector (Auckland Tourism, Events and Economic Development, 2014). Central to this plan is the development of the New Zealand International Convention Centre (NZICC), thorough a partnership between the New Zealand Government and Skycity Entertainment Group.

Collaborative or consultative strategic planning and management has long been heralded in the tourism literature as 'best practice' for sustainable tourism development (e.g. Dredge, 2006; Gunn & Var, 2002; Hall, 2000; Jamal & Getz, 2000; Simpson, 2001). This case study presented in this paper shows that this 'best practice' approach has not been used in the development of the new plan for the Auckland region. To the best of the author's knowledge this is the first time this approach has been applied as it has occurred rather than as a historical analysis.

BACKGROUND TO THE AUCKLAND REGION

Over the duration of this research investigation the Auckland region has been through a considerable change in governance structures. Where there had previously been seven city and district councils (Auckland Regional Council, 2007), along with one regional council, there is now one unitary body, the Auckland Council (Auckland City Council, 2010). With this change in governance structure has been the abolition of the former regional tourism organisation (RTO), Tourism Auckland, and the formation of a new council controlled organisation responsible for tourism in the region, Auckland Tourism, Events and Economic Development (ATEED) (Auckland Council, 2011).

These changes in governance have certainly impacted on the MICE sector in the region, specifically in terms of plans for further development of the sector. Adopted by the Auckland Council in 2012, 'The Auckland Plan' is a 30 year plan designed to assist a Auckland in achieving its vision the 'world's most liveable city'(Auckland Council, 2015). This overarching plan guides all other planning which is undertaken, including that of the plan for the MICE sector. A further factor that has had significant influence on the development of the MICE sector in Auckland has been the New Zealand Government's decision that an international standard convention centre will be constructed in Auckland. This decision was reached after a feasibility study was conducted in August 2009, with Skycity Entertainment Group being announced as the preferred partner in June 2010 (Hartevelt & Daly, 2012). The controversy surrounding this decision and its relevance to this study is discussed in detail in the findings of this paper.

CONSULTATIVE PLANNING

One of the most commonly identified obstacles to successful implementation of strategic planning and management is obtaining and maintaining stakeholder support and commitment to the process (Hall, 2000; Mintzberg, 1994). Without stakeholder support and commitment, implementation of plans becomes significantly more difficult and in some cases not possible at all. Many authors (e.g.Gunn & Var, 2002; Hall, 2000; Jamal & Getz, 2000; Simpson, 2001) agree that taking a consultative or participatory approach to planning is the best way to avoid this pitfall. Consultative approaches, where stakeholders are involved in the development and implementation of plans, increases stakeholders' sense of 'ownership' of the plan (Hall, 2000). Capacity building within the destination (Jamal & Getz, 2000) and the number and quality of ideas and solutions that are generated (Hall, 2000) are further benefits accrued from such an approach. These benefits of collaborative planning provide sufficient reason for ensuring that any planning activity that is undertaken in a collaborative manner.

Dredge (2006) acknowledged that for collaborative planning to be successful the guidance provided by procedural models is insufficient. Planning involving multiple stakeholders involves messy decision-taking, with conflict, differing interests and power relations all serving to make the process complex. Forester (1999) believes that effectively facilitating a collaborative planning process requires the ability to mediate differences in opinions, values and levels of power amongst those involved in the planning process. This in turn then requires an in depth understanding of the stakeholders and their relationships (Dredge, 2006).

STAKEHOLDER THEORY

Stakeholder theory is concerned with the identification, classification and management of an organisation's stakeholders. It has its origins in Freeman's Stakeholder Model, in which seven groups of stakeholders were identified for a firm (Fassin, 2009). Freeman defined a stakeholder as "any group or individual who can affect or is affected by the achievement of the organization's objectives" (Freeman, 1984 as cited in Yilmaz & Gunel, 2009, p. 98). Since Freeman's original publication, stakeholder identification, classification and management has been subject of a considerable body of literature (Fassin, 2009) and a number of classification systems have emerged ranging from simplistic classification as either primary or secondary (e.g. Clarkson, 1995; Shankman, 1999; Sheehan & Ritchie, 2005) to a complex where a number of attributes such as power are included at the classification stage (e.g. Mitchell, Agle & Wood, 1997). This study adopts an approach whereby stakeholders are classified as primary due to them being directly influenced by the Auckland MICE sector's development. However, power is seen as playing key roles in how stakeholders are influencing the future direction of the sector.

METHOD

Adopting a pragmatic approach to this research, the research has been conducted in a series phases. Initially it was determined that those stakeholder groups who could claim to be directly affected by the development of the Auckland MICE sector where those who consume the Auckland MICE product (including delegates, exhibitors and event organisers) and those who supply it (including venues, suppliers, and professional conference organisers (PCO's)). A combination of questionnaire surveys and interviews were used in the initial data collection phase, with the findings from these analyses being triangulated to identify strengths and weaknesses of the sector at that point in time.

The second phase of data collection employed the Delphi technique. The Delphi panel was comprised of 13 first phase participants, representing a variety of venues and suppliers from around the region. The process consisted of three distinct rounds whereby participants were asked to rate their level of agreement to a series of pre-determined statements that were based on the findings of the initial situational analysis. This Delphi process was successful in achieving consensus on most of the factors identified, and therefore brought to light the priorities of the panel in terms of future development of the sector.

The primary data set has been further enriched with findings from analysis of secondary sources, including press releases, publicly available reports and plans, and the significant media coverage surrounding the NZICC. Secondary data analysis has enabled for the views of secondary stakeholders to be identified and provided further confirmation regarding some of the viewpoints expressed by primary stakeholders. These findings have then been compared with the content of the recently released plan.

FINDINGS

The findings of this study clearly indicate that further development of the sector is seen as desirable. Many of the interviewees made comments regarding how pleased they were that this research was being conducted. This was further supported by the findings from the Delphi process. The final statement in the Delphi questionnaire was 'Developing the MICE sector should be a priority for the region'. Round three of the Delphi process saw this statement receive a mean score of 6.4, with a standard deviation of 0.53. This clearly shows that the panel members believed this statement to be true.

The results of the Delphi process indicated that the panel believed that the emphasis for developing the sector should be around addressing weaknesses identified in the first phase of data collection. Specifically the panel agreed that improving communication across the sector, increasing collaboration and the development on a unified, coordinated marketing message for the region's MICE product were crucial to successful further development of the sector.

Although the Delphi was successful in achieving consensus in most regards, there was one aspect where consensus was not achieved and that was in relation to the need for a new convention centre. Concerns were raised both during the initial interviews and again during the Delhi process of the viability of such a centre given Auckland's geographic distance from the main MICE generating markets, the increasing focus on environmental impacts of travel, and the economic climate at the time. Upon announcement of the New Zealand Government – Skycity Entertainment Group deal similar questions were also raised in the media and were the subject of considerable debate. While it was initially anti-gambling interest groups that objected to the proposed concessions (in the form of additional poker machines and an extension of their existing licence) to be granted to Skycity in return for the construction of the centre, this also raised questions as to why these concessions had been requested. Surely if the proposed convention centre was viable in its own right then there would not be a need for Skycity to have requested concessions.

CONCLUSION

This paper concludes that a collaborative or consultative approach was not employed in the development of the current plan for the Auckland MICE sector. Not only are the key priorities identified during the Delphi process not addressed by the plan but in fact the plan acknowledges that only 22 industry professionals were interviewed in its preparation (Auckland Tourism, Events and Economic Development, 2014). Further evidence is also found in the focal point of the plan being the development of the NZICC. This clearly demonstrates the priorities of two powerful stakeholders, namely the New Zealand Government and Skycity Entertainment Group have been influential in the development of this plan. Both of these stakeholders hold considerable power to influence the sector through the provision of (or withholding of) considerable resources to the sector, and in the case of the Government the authority to regulate and govern the sector. Comparing to the literature regarding 'best practice' the outcome of this approach is that the well documented benefits of stakeholders, buy-in, commitment and support may not have been achieved. Without these crucial factors successful implementation of the plan and achievement of the plan's objectives are at risk.

Traditionally, the academic literature has applied analyses of this kind in retrospect to determine the cause of problems that have already occurred. The uniqueness of this study is that it seeks to identify to identify potential issues before they occur. This provides for the possibility preventative rather than corrective action to be taken, improving outcomes in tourism planning.

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GLOBAL OR LOCAL SPACES? EXAMINING PASSENGERS' PREFERENCE FOR INTERNATIONAL AIRPORTS

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INTRODUCTION

Airports are liminal spaces between home and the destination. As the point of transit between countries, international airports have the most global yet placeless environment (Rowley & Slack, 1999). Their standardized facilities, similar range of duty free shops, international chain restaurants, and the use of multiple languages and currencies can easily let passengers forget where they are. Within the last decade, however, airports are trying to add more local flavors and create a sense of place to increase revenue and distinguish themselves from their competitors (Melnick, 2012). The purpose of this study is to understand passengers' preferences for airport environments, and explore the possibility of international airports becoming more than just a stopover but "micro-destinations." Do passengers prefer modern, global airport environments or airports with a local atmosphere? What type of airport attractions and facilities can increase the passengers' likelihood of extended layovers and future visits to the destination?

Incheon International Airport and Singapore Changi Airport, two of the best airports in the world, used opposite strategies (Skytrax, 2015). While Changi Airport provides a wide array of recreational facilities, from butterfly gardens to four-story slides, Incheon Airport focuses on creating a Korean cultural experience for visitors. This study will survey passengers at Hong Kong International Airport. A questionnaire has been designed to gather information on their preferences for airport environments, such as the importance of international or local options with regard to dining, shopping and leisure activities, and the types of attractions and facilities within airports that can improve their layover experience and increase their future intention to visit the airport and its host city. As this project is still on-going, results of the pilot test will be presented in the following sections.

Previous studies on airports and passenger preferences focused more on shopping activities. This study will contribute to tourism and air transport literature by exploring the evolving role of airports in the tourism system. Findings will also have practical implications for airport management in improving airport design and passenger experience and the reconsideration of existing airport evaluation criteria.

LITERATURE REVIEW

Airports are often considered liminal spaces. Once passengers pass security check and immigration, they enter the state of liminality, being legally outside the country while still physically in the airport (Di Giovine, 2009). Airports are liminal in the sense that passengers are in between home and destination, crossing countries and time zones, and temporarily "duty free" when making purchases. In Rowley and Slack's (1999) analysis of 10 airport departure lounges, they found a high degree of "sameness" across different airports, such as similar facilities, low load environments, a consistent range of retail outlets, and the dominant presence of international brands. With the lack of uniqueness in airport lounges and the liminal nature of international travel, passengers may easily forget which country they are in and experience a sense of timelessness and placeless-ness in airports.

Although international airports are regarded as in-between, post-modern environments where time and place lose meaning, shops for local products and souvenirs are common in airports, adding a local and cultural dimension to their standardized environments. Moreover, within the last decade, there has been a trend for airports to add local brands and flavors to cultivate a sense of place (Melnick, 2012). For example, Hartsfield-Jackson Atlanta

International Airport recently completed a multi-media exhibit in the pedestrian tunnel between concourses that allows passengers to literally take a walk through Atlanta history from 11,000BCE to the present (Smith, 2012). They are also promoting a stronger local presence by adding a local barbershop in the airport (Burress, 2013). According to Cheryl Nashir, associate deputy director of revenue development and management of San Francisco International Airport, SFO used the local approach to show pride in their region: "We think we are special, and we want to showcase that. Travelers want [an] authentic, quality experience, and they're willing to pay for it" (Yu, 2011). After SFO switched to predominantly local-based foodservice offerings, F&B sales increased by 55%, which reflected passengers' demand for local taste.

Previous studies on passengers' perception of airports focused more on shopping behavior (e.g., Crawford & Melewar, 2003; Geuens, Vantomme, & Brengman, 2004; Lin & Chen, 2013; Lu, 2014; Omar & Kent, 2001; Perng, Chow, & Liao, 2010; Topping, 2010; Torres, Domínguez, Valdés, & Aza, 2005). This study will go beyond shopping activities and examine passengers' preferences for airport environments. Fodness and Murray (2007) divided airport service quality into three dimensions. The "services" dimension included: "An airport should have current décor" and "An airport's décor should match the local culture of the city at which it is located." In Lin and Chen's (2013) study on airport shopping, the dimensions "environment and communication" and "favorable price and quality" reflected the global nature of airports, while "culture and atmosphere" corresponded to the local and cultural aspect. Geuens et al. (2004) also argued that some people shop at airports "to become part of the cosmopolitan flair to be found there" (p. 617). Another study by van Oel and van den Berkhof (2013) on Amsterdam Airport Schiphol revealed that passengers preferred no decoration reflecting Holland over decorations showing the distinctiveness of Holland. Ariffin and Yahaya (2013), however, found that the interaction between airport image and the use of national identity in airport design had a positive effect on passenger delight. Inconsistent findings of previous studies signify the need to examine airports as global or local spaces.

METHODS

To examine passengers' preferences for airport environments, a questionnaire has been designed to elicit passengers' opinions on airport environments, including décor, atmosphere, dining and shopping options, recreational facilities, exhibits and cultural attractions, as well as the importance of these factors in their transit process. Questionnaire items are derived from the airport service quality measures of Fodness and Murray (2007), airport national identity measures of Ariffin and Yahaya (2013), and airport shopping motivation measures of Lin and Chen (2013). Respondents will be asked to indicate their level of agreement with statements such as "International airports should b e…" on a 5-point Likert-type scale. The second part of the survey is on airport facilities that can improve passengers' layover experiences, with an emphasis on recreational facilities and cultural or tourism attractions. A list of potential airport facilities was compiled through a review of the attractions and facilities available at the top 10 international airports in the world. Respondents will be asked to indicate the importance of the selected items in their layover decisions. The survey instrument has been pilot tested on a convenience sample of 116 university students in Hong Kong, and will be revised based on pilot test results.

FINDINGS

In terms of passengers' preference for airport environments, the items that received the highest scores are: "An airport should reflect the national identity of the host country" (M=4.05), "An airport should display local art" (M=4.03), "Local 'flavors' and sense of place should be incorporated into airport terminals"(M=4.02), "An airport's décor should match the local culture of the city at which it is located"(M=4.00), and "I want to see many specialty retail stores that portray the local culture at the airport" (M=3.94) (See Table 1). On the other hand, items that scored the lowest include: "Sometimes I forget which country I am in when I am inside an international airport" (M=2.83), "I prefer to dine in international chain restaurants when at the airport" (M=2.92), "I like to shop in international brand retail stores at the airport" (M=3.06), "I feel like a global citizen when I am in international airports"

(M=3.63), and “International airports share a similar ambience” (M=3.68). Preliminary findings seem to suggest a stronger preference for airports that demonstrate local culture and sense of place, rather than a global yet placeless environment.

Table 1. Preference for Airport Environments

	N	Mean	SD
An airport should reflect the national identity of the host country.	115	4.05	.673
An airport should display local art.	115	4.03	.655
Local “flavors” and sense of place should be incorporated into airport terminals.	115	4.02	.635
An airport’s décor should match the local culture of the city at which it is located.	115	4.00	.592
I want to see many specialty retail stores that portray the local culture at the airport.	115	3.94	.830
The interior as well as exterior of airports should use locally distinctive design.	115	3.90	.718
Airports have a cosmopolitan atmosphere.	115	3.85	.550
An airport should have modern décor.	113	3.83	.653
Airports are places where I can meet people from many different countries.	115	3.77	.806
Airports allow passengers to “sample” its host city as a destination.	115	3.69	.680
International airports share a similar ambience.	114	3.68	.600
I look forward to enjoying the local cuisine at international airports.	114	3.67	.928
I feel like a global citizen when I am in international airports.	115	3.63	.753
I like to shop in international brand retail stores at the airport.	115	3.06	1.011
I prefer to dine in international chain restaurants when I am at the airport.	115	2.92	.890
Sometimes I forget which country I am in when I am inside an international airport.	115	2.83	1.017

Respondents were also divided into 2 groups based on their willingness to take time to “explore” airports. The “high explorer” group and “low explorer” group were compared on their preference for airport environments. Significant differences were found for three items: “Airports are places where I can meet people from many different countries” ($p=.041$), “I want to see many specialty retail stores that portray the local culture at the airport” ($p=.004$), and “Sometimes I forget which country I am in when I am inside an international airport” ($p=.026$). In addition, four items were found to be marginally significant ($0.05<p<0.08$). However, the “high explorer” group scored higher than the “low explorer” group on both “local” and “global” items, with the exception of “I prefer to dine in international chain restaurants when at the airport.” Findings suggest that people who like to explore and experience airports prefer to have “local cuisine” at the airport, while those who do not like to spend time at the airport prefer “international chains” when dining at the airport.

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RURAL TOURISM IN MALAYSIA: TOURISTS' PERCEPTION?

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INTRODUCTION

Rural tourism is a rapidly growing phenomenon and has been recognized as a catalyst for socio-economic progress in many developed and developing economies. Polo and Frias (2010) acknowledged rural tourism as an important alternative for economic and social development compared to the traditional model of tourism development. Malaysia is not an exception; rural tourism was introduced as a new form of tourism by the Malaysian Government during the Seventh Malaysia Plan period (1996 – 2000). Interestingly, Lo et al. (2012) reported that in 2010, of the 690,000 foreign tourists who visited Malaysia, 54% opted for rural tourism. Rural tourism is still actively promoted as part of the national rural development agenda to create employment opportunities, increase income levels and reduce poverty among the rural people, who comprise 37 per cent of the total population. Indeed, one of the objectives of the Ministry of Tourism is to empower the rural community through rural tourism activities (Official Portal, Ministry of Tourism Malaysia) that include homestays, eco or nature tourism, agro tourism, cultural and heritage based tourism. The diversity of rural tourism activities and attractions indicate that rural tourism has the potential to play a major role in enhancing the tourism yield and boosting the tourism industry's contribution under the Government Transformation Programme (GTP).

Although rural tourism has existed since the Seventh Malaysia Plan, it was only recognized as a tourism product when the Rural Tourism Master Plan was launched in 2001 (Ibrahim and Razzaq, 2010). This Plan defines rural tourism as:

"tourism that provides opportunities to visitors to visit rural areas and rural attractions, and to experience the culture and heritage of Malaysia, thereby providing socio-economic benefits for local communities...the proximity of many of these rural areas to the hinterland and rainforest also offers visitors an opportunity to extend their holiday and enjoy those unique natural resources" (Hamzah, 2004, p. 9).

This definition was formulated more than ten years ago. Hence, it may not be sufficient to include the multiple dimensions/attributes involved in the current landscape of rural tourism in Malaysia. Besides, no other study to identify the current attributes of rural tourism in Malaysia has been undertaken.

Content analysis of the reviewed literature revealed that the common rural tourism dimensions in selected countries are: location characteristics, purpose of visit, attractions and activities, scale of operation and sustainability (Aref & Gill, 2009; Contini, Scarpellini & Polidori, 2009; OECD Report, 1994; Pesonen, Komppula, Kronenberg, & Peters, 2011). These dimensions were derived from the rural tourism definitions in the literature and not based on tourists' perception.

Indeed, as tourists are the target market of rural tourism, their perception on what rural tourism means is pertinent to ensure that the rural tourism product is aimed towards effectively fulfilling their expectations. Therefore this study attempted to identify the rural tourism dimensions as perceived by tourists visiting rural tourism destinations in Malaysia and their perceptions on the importance of these dimensions.

METHOD

The data for this study was collected using cross- sectional survey design. The sample was drawn from domestic and international tourists who had visited a rural tourism destination in Malaysia at least once. A total of 400 self-administered survey questionnaires were collected with only 383 useable questionnaires. Respondents' opinions on the importance of the items associated with rural tourism were obtained using a 5-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).The data collection was carried out by enumerators in the following states: Negeri Sembilan, Selangor, Federal Territory, Perak, Terengganu, Sabah and Sarawak. These states had some of the most popular rural tourism destinations in Malaysia. The data was analysed using the Statistical Package for Social Sciences (SPSS) version 20. Exploratory factor analysis and descriptive statistics (means) were used to achieve the study objectives. Factor analysis was used to identify the rural tourism dimensions, which is the first objective. For the second objective, respondents' opinions on the importance of the perceived dimensions of rural tourism and the importance of the corresponding variables within each factor were obtained using means.

FINDINGS

The suitability of data for factor analysis was first assessed. The Kaiser-Meyer-Olkin value was 0.89, exceeding the recommended value of 0.6 (Pallant, 2005) and the Bartlett's Test of Sphericity reached statistical significance (p=.000), supporting the factorability of the data. This study selected items with factor loading of at least 0.4 on a factor. This is an acceptable cut-off point as factor loadings between 0.30 and 0.4 are considered to meet the minimum level for interpretation of structure (Hair Jr., Black, Babin and Anderson, 2010). From the initial list of 42 items, a total of twelve items did not load significantly on to any factor and were subsequently excluded. The remaining thirty items were factor analysed again and the items loaded on to eight factors or dimensions. The eight factor solution explained a total of 62.75 percent of the variance, with the first factor (labelled Infrastructure) contributing 28.6 percent, the second factor (labelled Activities) contributing 7.02 percent, the third factor (labelled Sustainable Management) contributing 6.49 percent, the fourth factor (labelled Purpose of Visit) contributing 5.12 percent, the fifth factor (labelled Negative Impact) contributing 4.14 percent, the sixth factor (labelled Man-made Attractions) contributing 4.12 percent, the seventh factor (labelled Location) contributing 3.76 percent and lastly the eight factor 8 (labelled Spiritual Experience) contributing 3.5 percent. The factors were labelled based on the highest loading items on each factor and the related literature on the topic. The eight factors reflect respondents' (tourists') perceptions of the significant dimensions of rural tourism in Malaysia. The study also indicated of the eight factors only four factors were perceived to be important by tourists (with at a mean score of at least 4) and in order of importance they are: Sustainable Management, Purpose of Visit, Infrastructure and Activities. These four factors were perceived by respondents (tourists) to be important dimensions of rural tourism in Malaysia.

IMPLICATIONS

The study yielded a total of eight rural tourism dimensions: (i) Infrastructure, (ii) Activities, (iii) Sustainable Management, (iv) Purpose of Visit, (v) Negative Impact, (vi) Man-made Attractions, (vii) Location and, (viii) Spiritual Experience. However, only four dimensions were perceived to be important and these are: Sustainable Management, Purpose of Visit, Infrastructure and Activities.

"Sustainable Management" was perceived as the most important dimension with the highest factor mean score of 4.30. This means that tourists regard sustainable management as an important component in rural tourism. Moreover, tourists' perceptions showed that sustainable management encompasses environmental sustainability and socio-economic sustainability. Sustainable management refers to development that meets the needs of the present without compromising the ability of future generations to meet their own needs (Bjork, 2000). The reviewed literature revealed sustainable management as a dimension of rural tourism in the context of developing countries. However, it did not emerge as a dimension of rural tourism in the case of developed countries. This may imply that, in developed countries 'sustainable management' is a fundamentally accepted phenomenon of rural tourism and it does need to be explicitly included as a dimension. The literature also highlights there are three key components of sustainable management: economic, social and environmental and that there must be a balance between these three components for sustainability to be achieved. In other words, sustainable rural tourism has to be ecologically durable, economically executable and socially and ethically fair to the local (rural) community (David, 2011). Hence, it is imperative that stakeholders (the rural community, government officials and entrepreneurs) involved in planning and implementing rural tourism products and services emphasize economic, social and environmental sustainability to ensure the survival of this industry.

Tourists perceived “Purpose of Visit” as the next most important dimension of rural tourism with a factor mean score of 4.21. Within this dimension, one item ‘I choose to travel to rural destinations to observe natural beauty and beautiful sceneries’ has the highest item mean score (4.49). From the view point of tourists the natural environment of the rural tourism sites is a key element that motivates them to visit these destinations. The extant literature revealed tourists visit rural tourism destinations for various reasons such as for leisure, to participate in the activities, to experience and learn the local culture and traditions and, to experience nature. It can be said that tourists who go to rural areas perceive and consume the rural areas according to their own needs and wants, irrespective of whether they are from developed or developing economies. The importance of this dimension indicates that stakeholders involved in the provision and maintenance of the rural tourism product offerings should focus on the main attribute/s that motivate tourists to visit rural tourism destinations. More importantly they should preserve the natural environment so as to entice tourists to revisit.

Subsequently, “Infrastructure” was perceived as the third most important dimension with a factor mean score of 4.18. This finding is in contrast to the published literature which did not identify infrastructure as a dimension of rural tourism in developing and developed countries. Infrastructure encompasses two significant elements: economic infrastructure and social infrastructure. Economic infrastructure refers to elements of infrastructure which are preconditions for the economy’s production and functioning and includes industries related to transport, communications, fuel, energy and water supply (Kazimierz and Gene, 1977). Whereas social infrastructure reflects public services and includes all institutions and mechanisms related to education, culture, health protection ((Kazimierz and Gene, 1977) and environmental conservation (Torrisi, 2009). Social infrastructure also includes knowledge and skill development of the personnel to manage rural tourism projects as it is a component of education. The findings of this study highlighted that rural tourism destinations in Malaysia still have insufficient basic physical infrastructure, particularly proper road systems, treated piped water, sufficient electricity supply, efficient public transport, the availability of proper banking, health, security facilities as well as sufficient number of skilled personnel to support rural tourism development. Hence, priority should been given to developing these infrastructural facilities in the rural tourism locations in Malaysia.

Finally, tourists perceived “Activities” to be the fourth most important dimension with a factor mean score of 4.04. The activities may include farm visits, involvement in farming/ plantation activities, enjoyment of farm produce, nature-based activities, sports, hunting, fishing, swimming, rowing, walking in the forest, climbing, riding, culture and lifestyle, food cooking, food preparation, custom and tradition, arts and crafts, history and eco-tourism. This implies that tourists visiting rural destinations are more interested in the natural attractions that may provide ample opportunities for tourists to indulge in interesting nature-based, cultural and eco-tourism activities. Therefore it may be more beneficial for the other stakeholders in rural tourism to focus on activities which are unique to their destinations. An understanding of this would then facilitate the stakeholders to identify the appropriate products and services that would give their destinations the best competitive advantage.

CONCLUSION AND STUDY LIMITATION

This study examined tourists’ perception on rural tourism dimensions in Malaysia and the perceived importance of these dimensions. While eight rural tourism dimensions were identified: Infrastructure, Activities, Sustainable Management, Purpose of Visit, Negative Impact, Man-made Attractions, Location and Spiritual Experience, only four were perceived to be important. In order of importance these four dimensions are: Sustainable Management, Purpose of Visit, Infrastructure and Activities. While the results of the present study do have important implications, the population of this study was limited to tourists in certain rural tourism destinations in Malaysia due to accessibility and time constraints. Therefore the results from this study may not be generalized beyond this population. Similar studies should be replicated to increase the generalizability of the findings.

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THE INFLUENCE OF FILM GENRES ON THE TOURIST'S DECISION MAKING PROCESS

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INTRODUCTION

Since 2000, Film Tourism has become the subject of intense interest within the tourism literature since it was recognized that film can be the driver of tourism development for many destinations. Indeed, examples of films attracting tourists to destinations can be found in many places, perhaps the most famous of which include the magical atmosphere of Harry Potter films attracting tourists to Gloucester Cathedral, UK (Grihault, 2003 and Lee, 2012); the positive effects of "The Sound of Music" on the number of visits to Salzburg (Hyunjung and Kaye 2008); the romantic Regency atmosphere of "Pride and Prejudice" attracting tourists to Netherfield Park, UK (Parry, 2008); and the beautiful landscapes and fantasy environment of "The Lord of the Rings" and the effect on tourism in New Zealand (Singh and Best, 2004; Jones and Smith, 2005 and Buchmann, 2010).

The destinations portrayed through film receive unique marketing opportunities and can provide the type of tourism that is not available at other destinations: Film Tourism. Macionis (2004: 86) suggests that Film Tourism can be perceived as a "post-modern experience of the destination that has received some form of media representation, such as films". Despite the emerging body of research, there is still a lack of deeper theoretical understanding of this type of tourism, and the knowledge about the factors of film that affect viewers and make them want to travel is limited (Couldry, 1998; Riley and Van Doren, 1998; Busby and Klug, 2001; Beeton, 2005; Olsberg, 2007). Moreover, many of the mentioned researchers stress that Film Tourism-related research needs to shift from the descriptive to the explanatory focus. While in recent years several researchers, most notably Kim and Long (2012), attempted to explore the under-researched area of the effects of film genres on the tourism-related decisions of the viewers, much more research is needed to sufficiently examine it. This paper contributes to the existing base of knowledge by investigating the connections between film genre and the elements of the decision-making process of the potential Film Tourist. Specifically, the connections are explored between film genre and the decision-making process of the tourist, focusing on information search, familiarity with the destination, interest in the destination, and the role of emotions.

METHOD

This research implements a mixed methods approach, executing both quantitative and qualitative sampling, the technique which is considered to be efficient by Silverman (1993), Punch (1998) and Valentine (2001). The quantitative sampling provides statistical evidence, and draws data from a number of sources to ensure greater validity and academic value of the research. Results are formed from the analysis of quantitative survey samplings, and supported by the online questionnaire distribution. The results of the analysis of these findings form a basis for qualitative in-depth interview with respondents selected via convenience sampling, to analyze the reasons of the identified processes.

Focusing on quantitative sampling, an effort has been made to avoid the respondents to be different from the general population in terms of location or activity when approached and it can be stated that the responses are as random as possible, considering the possible limitations. The implementation of the pilot survey resulted in alterations of the survey for better clarity; additional responses were gathered via an online survey, the validity and practical value of which, although now widely acknowledged, is still the subject of debates (Zhang, 2000). Moreover, it was decided that for the safety purposes of the results gathering, it would be acceptable to implement this method of sampling in this research. The quantitative survey is followed by a series of in-depth interviews, based on this survey and expanding on its findings. This approach secures the mixed methods approach and enhances the triangulation of the data, and is considered necessary to capture the complex data of the film genre influence on the tourists.

FINDINGS

The quantitative stage of this research identified a number of statistical associations between genres and the elements of the decision-making process of the tourist. From the perspective of the information search, "romance" and the "comedy" genres were found to be associated with aspects of this element of the decision-making process of the tourists. Moreover, from the emotional perspective, "comedy" has an effect of positive emotion development, while "thriller" has a negative influence on that factor of the tourist decision-making process, although this may not necessarily be a damaging factor. The genres most strongly affect the motivational element of the decision making process, and it is important to note that the Exciting motivator is most likely to be affected by films, as it is associated with three genres, while all other genres only associate with a maximum number of one motivator. For summary of quantitative findings see Table 1.

Table 1. Film Tourism decision-making process elements affected by genres

Film Tourism decision-making process element	Genre positively affecting the element	Genre negatively affecting the element
Emotion	Comedy	Thriller
Motivators	Action; Adventure; Comedy; Drama; Thriller; Musical	Fantasy
Destination image	Romance	N/A
Interest in destination	Romance	Comedy
Familiarity	N/A	Comedy
Wish to visit film location	Adventure; Musical	Comedy

The qualitative stage of the research suggests that the genres begin to influence the decision-making process of the viewer when the viewer confronts the genre of the film. The genre of the film may be used in the decision of the potential viewer whether or not to watch the film of this genre. However, it must be stated that genres are not the only factor which affects this decision: among other factors, a favorite director or actor may influence the choice to watch the film. Nevertheless, the genres may inform the potential viewer that the film has the elements which the viewer may prefer to avoid, and the film will not be watched. If the decision to watch the film is positive, the genres of the film may be used by the viewer to construct the expectation from the film, particularly, an emotional experience the film may cause.

Consequently, during the process of watching the film, the film constructs associations with the destination. Specifically, "Visual Association", which connects specific visual images with the destination portrayed; "Atmosphere Association", which connects specific "feeling" and atmosphere with the destination portrayed; and "Emotion Association", which connects specific emotions with the destination portrayed, and is connected with the motivators to travel. The genres appear to have no effect on "Visual Association", as the main factor in this association is visual quality of the destination in the film, which does not depend on genre. "The "Atmosphere Association" is challenging to approach, but it can be suggested that genres have a degree of influence on this association type through emotional attachment. The "Emotion Association" is most connected to genres, as films are designed to provoke emotions that correspond to the specific. Furthermore, it can be suggested that a number of conditions need to be met in order for the film to influence the tourist decision-making process. Specifically, a film needs to have a strong effect on the viewer, it needs to be liked by the viewer, and it needs to be trusted by the viewer in order to affect his/her tourism-related decisions.

However, genres and expectations from the film that they construct are not the only factors that affect the empathy with the film. Visual qualities of the film are important, and viewers are more likely to like beautiful films, while the story and the quality of acting are additional important factors that affect the level of empathy with the film. Therefore, although genres are used to form expectations from the film and influence the empathy with it, the level of empathy depends on the mix of factors with genres being one of them.

IMPLICATIONS

This study reconfirms the complexity of Film Tourism, as it would appear that its high dependent on emotions and personal profiles of the viewers make it a challenging area of research to approach. There is a need for additional research into the role and value of the emotional component in film-induced tourist decisions. This research has identified the potential of specific genres to affect certain types of the tourists. Given that the research aimed to produce an understanding of the way film genres influence the decision-making processes of the tourist, a possible area for future research is to explore the influence of specific genres in greater detail. Particular attention should be given to two genres, the influence of which is evident in the Film Tourist decision-making process. Specifically, future research should focus on the effects of “adventure” films and their influence on the Exciting and Achievement factor-motivated tourists; such a tourist would generally fall into the “Pleasure and fantasy realization seeking tourist” type (Kozak, 2002). In addition, an interesting and important area for future studies may be the “romantic” genre and its ability to increase familiarity with the destination and the interest of the tourist in it.

In addition, the role of emotions, until recently an under-researched theme of Film Tourism, should be the subject of additional research. This research suggests that the role of emotions in genre influence is critical. However, there is an apparent lack of understanding of this Film Tourist decision-making factor, and the whole range and spectrum of its effect is debatable.

Finally, this research managed to identify a number of additional factors (apart from the genres) that affect the nature and strength of the influence of the film on tourist. Such factors include the credibility of the film, the quality of plot and acting and the empathy with the film. The exploration of such factors has not been an objective of this research but, as an additional understanding is required in the specifics of the Film Tourist decision-making process, this research can serve as basis for further, deeper analysis of factors of the film (apart from the genres) that affect how the film may affect the viewers’ travel decisions.

In conclusion, the Film Tourism decision-making process is a very complex one, which involves a large number of interrelated factors and the role of these factors may depend highly on the personal characteristics of the potential tourist. However, associations were found between a number of elements of the tourist decision-making process and film genres. Furthermore, the influence of genres, while present, may not be strong, and may depend on the characteristics of the viewer, for example, cultural background. In addition, other factors, not affected by genres, may affect tourist decisions and contribute to, or overpower, the genre influence. Despite that, genres have been confirmed to have an influence on certain elements of the Film Tourism decision-making process and such an influence needs to be acknowledged and accounted for in the context of Film Tourism, as they allow, to a degree, to predict how Film Tourists make the decisions to travel.

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MODELING THE FACTORS LEADING TOURISTS TOWARDS SLOW TRAVEL: THE EVIDENCE OF INDUSTRIAL TOURS IN TAIWAN

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INTRODUCTION

Low-emission initiatives in tourism have been implemented in an active pace in Taiwan. For instance, Taiwan Tour Bus System (regional-oriented) and Taiwan Tourist Shuttle (local-oriented) are established to encourage public transit systems in tourism and recreation activities. The shuttle routes connect natural, cultural, farming, and local cuisine attractions, as well as historical towns and indigenous villages and coordinate with green transport en route and in destinations (e.g., railway, biking, and hiking. Collectively, termed as LOHAS (the Lifestyle of Health and Sustainability) or low-carbon tours in Taiwan, this type of green-transport tourism constitutes one form of alternative tourism. Incorporating slow transport modes, deep experiences in local natural and cultural assets, and environmental concerns and carbon offset mechanism, the tour is noted as the practical form of slow travel (Dickinson et al., 2011; Lumsdon and McGrath, 2011), similar to "slow tourism" referred by Matos (2004).

In addition, many cities in Taiwan have renovated abandoned or lowly-utilized industrial establishments to embrace tourism and recreational activities. There was an estimate of more than 110 certified manufactures redeveloped to attract about 10 million visits or generate more than 70 million US dollars of revenues in 2013. These new popular attractions mostly in city's peripheral industrial zones are relatively lacking of public transit services and thus have induced a large number travels of private cars, as well as GHG emissions. In a current, several industrial establishments are collaborating with governments and NGOs to plan for low-carbon bus route services. The compound tour product would package the central elements of slow travel, sustainable and slow travel modes, inclusive tourism benefits (e.g., pricing, safety, flexibility, deeper interaction with people in destinations, and freedom), and environmental actions to lower GHG emissions. At its infant stage, it is highly suspected for consumers' attitudes and acceptance of this kind of slow-travel products by the tourism industry and governments; therefore, this research aims to understand industrial tourists' intention towards this kind of alternative and responsible tourism and the attributes to their customer decision.

METHOD

This study built the research model to include three major determinants suggested by Dickinson et al. (2011) and Lumsdon and McGrath (2011), including slowness of transport mode, experience, environment. Variables or items in each construct were developed and organized based on the past literature. The first group of variables was about how industrial tourists would perceive mode-oriented benefits attached to this kind of slow-travel product. Eleven items were adapted from the past literature, covering functional and trip service aspects and limitations. The second group of variables included twelve items, drawn from previous studies about tour-based services and practices of current Taiwanese slow-travel initiatives. All of the items were presented to a panel of 8 experts consistent of tour operators, managers of tourism factories, undergraduate and graduate students from tourism major, and professors from tourism and transportation planning fields. Suggestions of experts were contributable to improve item wordings and arrangements in order to enhance the content and construct validity of the research assessment. The third variable was environmental awareness of tourists. It was measured by a set of ten items selected and modified from the New Environmental Paradigm (NEP) scale developed by Dunlap and Van Liere (1978). All the above variables were measured with the bipolar scale with the anchors between 1 (strongly disagree) and 5 (strongly agree).

On-site surveys were conducted on weekends between April and June, 2013 in 4 out of 10 industrial establishments certified to receive tourists, selected for their highest number of visitors in the previous year in Taoyuan City, Taiwan. Convenience sampling was applied that researchers approached visitors to ensure their ages older than 18 years old and then request their assistances to fill out the survey questionnaires. There were total 288 self-administrated filled questionnaires received evenly from these 4 establishments.

FINDINGS

The study modeled the effects of mode-oriented benefits, tourism-based benefits, environmental awareness, age, education, and visit frequency on industrial tourists' intention to employ the way of slow travel to visit industrial establishments. In addition to the control variables (i.e., age, education, and visit frequency), three groups of independent variables were entered separately in the multiple linear regression models (MLR) for analysis and hypothesis test (see below Table).

All three factors in the construct of mode relevant were significant predictors of tourists' intention towards slow travel, supporting H1. Among factors in the construct of tourism relevant, two factors (i.e., touring experience and limitation) had significant effects on tourists' intention toward slow travel while the factor of economic character held an insignificant effect on the intention, partially supporting H2. Two factors in the construct of environmental awareness positively and significantly influenced industrial tourists' intention towards slow travel, supporting H3. In addition, among all independent and control variables, the leading factor to affect tourists' willingness toward slow travel was "mode" (ß=.25), followed by "touring experience" (ß=.21). "Age" and "education" were significant predictors, but held negative effects on tourists' intention towards slow travel.

IMPLICATIONS OR CONCLUSION

The present study models three major determinants (i.e., slow and sustinable transport mode, tourism experience, environmental concerns) suggested by the literature to investigate the effects of them on Taiwanese industrial tourists' intention to slow travel. Importantly, it notes that all three pillar elements of slow travel play significant roles on intention of tourists' sustainable travel, but the features of slow mode are the most powerful predictors. Tourism or tour experience and environment consciousness follow. With regard to reduce the strong reliance of industrial tourists on cars and promote low-carbon slow travels, Taiwanese governments and destination managers could collaborate to prioritize their efforts based on the empirical findings of the current research.

Results of MLR models

	Model 1 Coefficient (Beta)	Model 2 Coefficient (Beta)	Model 3 Coefficient (Beta)	Model 4 Coefficient (Beta)
Transport Mode Relevant (Hypothesis 1)				
Mode	.15(.29)***			.14(.25)***
Trip	.19(.20)***			.10(.11)**
Limitation	-.03(-.04)			-.10(-.13)**
Tourism Relevant(Hypothesis 2)				
Touring experience		.18(.37)***		.11(.21)***
Economic benefits		.03(.04)		.02(.04)
Limitation		-.19(-.15)***		-.17(-.14)**
EnvironmentalAwareness (Hypothesis 3)				
Man over nature			.07(.15)***	.05(.11)**
Limit and balance of nature			.14(.27)***	.06(.11)**
Age	-.16(-.14)***	-.20(-.17)***	-.21(-.17)***	-.17(-.13)***
Education	-.28(-.11)**	-.27(-.10)**	-.08(-.03)	-.23(-.09)**
Visit frequency	.07(.06)	.08(.07)**	.08(.08)	.05(.05)
Constant	5.35***	7.07***	5.04***	4.95***
N=288 note: **p<0.05 ***p<0.01(one-tailtests)	F=11.94 P>F<0.001 R-sq.=0.20 Adj. R-sq.=0.19	F=13.44 P>F<0.001 R-sq.=0.22 Adj. R-sq.=0.21	F=8.08 P>F<0.001 R-sq.=0.13 Adj. R-sq.=0.11	F=11.03 P>F<0.001 R-sq.=0.31 Adj. R-sq.=0.28

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REVISITING TOURISM PLANNING APPROACHES: THE CASE OF HONG KONG FROM AN INDUSTRY PERSPECTIVE

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This paper revisited the major tourism planning approaches advocated by Getz, Hall, Murphy, Inskeep, Gunn, Keogh, and Jamal, and used the case of Hong Kong to illustrate their appropriateness and inadequacies, both in theory and in practice. Hong Kong as an important contemporary destination receiving over 50 million visitors a year is chosen as a case to illustrate the different approaches and to come up with an industry perspective to inform tourism planning specifically for the destination. To solicit the tourism industry view, the research team conducted in-depth interviews with leaders in 12 of Hong Kong's tourism sectors. The following themes were found to have emerged from the in-depth interview responses: (1) embracing more visitors, (2) assessing tourism demand, (3) addressing workforce issues, (4) engaging the community, and (5) looking for leadership.

Keywords: tourism planning approaches, government, tourism industry, tourism issues, in-depth interview, Hong Kong.

DISASTER TOURISM DEVELOPMENT IN THE TSUNAMI-DEVASTATED AREA BY THE GREAT EAST JAPAN EARTHQUAKE

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INTRODUCTION

The purpose of this paper is to examine on the disaster tourism, and to discuss the possibility of disaster tourism in the tsunami-devastated areas, which is also known as dark tourism. Shimakawa (2014) compared the consciousness of local residents about the preservation of the ruins damaged by the Great East Japan Earthquake and Tsunami in different stricken cities/towns. However, there has been no objective analysis on the tourists' motivations of the disaster tourism. Dark tourism is a relatively new area of tourism research. It is defined by Foley and Lennon (1996:198) as the phenomenon which encompasses the presentation and consumption (by visitors) of real and commodified death and disaster sites. The phenomenon has drawn substantial attention from academic research in recent years and widely recognized as a tourism niche for both tourism academia and practitioners. In recent years, it has been seen an increasing number of papers analyzed the particular case from the perspective of dark tourism, such as Kang (2012) and Ozer (2012), than conceptual discussions. While the definitions of the phenomenon and its components are somewhat vague, Stone and Sharpley (2008) proposed the thanatological framework on Dark Tourism Consumption to understanding of tourist behavior with respect to dark sites and attractions. This paper has also an intention to develop and apply this framework to consider the possibility of the disaster tourism development and management as well.

Since March 2011, the North-Eastern part of Japan has been badly suffering from 'the Great East Japan Earthquake'. The magnitude 9.0 quake and tsunami left 19,000 people dead or missing and 344,000 evacuees are still living in temporary housing. The prime minister has been giving priority to such issues as the recovery from 'the Great East Japan Earthquake', the Fukushima nuclear plant crisis and the restoring of the nation's economy. However, the effect of the initiative has taken by the government is still not fulfill the needs of tsunami affected people and devastated areas. Under this circumstances, can we expect the recovery through tourism? The tsunami swept away most of the social infrastructures, including tourism facilities such as hotels, tourist spots and scenes in Sanriku area. After a year of the devastating tsunami, most rubble seems to be removed with the exception of the big ones. Now we can see only a lonely plain land, before the natural disaster that was a downtown in the tsunami affected area. After the piles of debris had been removed, a group of the local people began to recognize the value of the rubble, and have operated the disaster tour that including visiting the rubble and hearing the story from local residents' those who experienced 'the Great East Japan Earthquake'. There is a dichotomy of opinion over the disaster tourism.

METHOD

This paper has examined the possibility of development of the disaster tourism using the cases of Minamisanriku-Town, Miyagi Prefecture, which had an extensive damage among the tsunami affected areas. This study adopted quantitative research approach to study the disaster tourists' motivations with the push-pull model. The data of the tourists' response to an interview were collected from the travel review site (TripAdvisor), and the push-pull framework was adopted to analysis the findings. In addition, this study adopted semi-structured interviews with the tour operators to consider the tourists' evaluation factors.

FINDINGS

Since the disaster tour had started in February 2012, the accumulation of the participants has been more than 60 thousand people. Four years after the devastating earthquake, the number of participants in the disaster tourism going to increase day by day. The push factors were mainly three points, which were *ethical behavior, the pursuit of truth, and education*. On the other hand, there were three factors that were identified as pull factors within the data; *a lot of media exposure, openness to the disaster tourists, and excellent tourism facilities* such as hotels. The tour operators have been continuously operating the disaster tours to convey widely the lessons of the disaster for more than three years, sometimes they are not seeking any financial benefits from it. Furthermore, it is necessary to create some successful business models to quantitatively measure the expansion of the disaster tourism through the local people active participation in policy, development and management.

IMPLICATIONS

The intention of this paper is to understand the development of the disaster tourism in Japan. In the future, Asia-Pacific regions may face same kind of natural disaster. Japan's experiences may provide useful suggestions to overcome the problem of other part of the Asia-pacific regions. A further study of disaster tourism through an empirical analysis of various cases should be conducted.

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COMMUNITY ENGAGEMENT AS A SOCIALLY AND ENVIRONMENTALLY JUST TOURISM EDUCATION: FACILITATING STUDENT INITIATIVES IN SUSTAINABLE COMMUNITY-BASED TOURISM DEVELOPMENT

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This paper discusses a particular mode of tourism learning, namely community engagement fieldwork, focusing on its philosophical background. A diverse range of fieldwork programs are offered as part of tourism program at the Faculty of Tourism, Wakayama University, in which students engage with issues identified in local communities to work towards tourism-focused solution. Programs are offered nationally and internationally, and here we focus on a program being implemented in Bohol, Philippines collaboratively with the Asian Institute of Tourism, University of the Philippines. Building on literature in community-based tourism, volunteer tourism and just tourism, we identify specific benefits and challenges this mode of learning can offer to tourism students. The learning follows an action learning cycle, applying the principles developed by Tribe, philosophic practitioner. We believe this mode of tourism learning is particularly important today, as it addresses social and environmental justice, sustainable community development, making meaningful social and economic contributions, and facilitates multi-disciplinary knowledge, and creative and holistic thinking in tourism learning.

INTRODUCTION

This paper aims to present a conceptual framework for community engagement as a tourism education program, especially focusing on community-based tourism development programs offered at the Faculty of Tourism, Wakayama University, Japan. A diverse range of community engagement is offered as part of the curriculum both nationally and internationally, which reflects the faculty's philosophy with a strong commitment to social contribution, as the only independent tourism faculty in the national university system in Japan offering undergraduate to PhD study in tourism. Accordingly, a clear emphasis is given to community engagement and field study in its the diverse range of subjects and programs. This paper focuses on our ongoing program in Bohol, the Philippines as an initial two-year student research project (2014-16).

LOCAL ENGAGEMENT AS A MODE OF TOURISM LEARNING

Community development through tourism, or tourism for community development can be framed as a community-based tourism (Sharpley and Telfer, 2014; Nunkoo and Ramkissoon, 2011; Asker et al, 2010; Hamzah and Khalifah, 2009; WTO, 2009; Hatton, 1999) related to a number of fields eg tourism management, planning, heritage conservation, sustainable development (eg. Sharpley and Telfer, 2014; Beeton, 2006; Friedel and Chewings, 2011; Ijasan and Izobo Martin; Kayrooz, Sanders, and Ritchie, 2005; Waterton, and Watson, 2011). The recent increased awareness in natural disaster raises issues of vulnerability of rural communities in particular, and issues concering risk reduction and management (Ritchie, 2009; Korstanje and Tarlow, 2013; McLennan, 2011; McLennan et al, 2012; Miller, 2007) and community resilience (Lew, 2013;

Biggs et al, 2012; Carlsen, 1999; Davoudi, 2012, Hollings, 1973; Hopkins and Becken, 2014; Ruiz-Ballesteros, 2011; Shaw, 2012) have also become critical in community development.

We believe that tourism development should be based on a philosophical founda-tion of social and environmental justice (Higgins-Desbiolles, 2010, 2008; Pritchard, Morgan and Ateljevic. 2011) and sustainability; and thus tourism education should reflect these qualities ie. practical engagement (eg fieldworks) based on philosophy, as Tribe's philosophic practitioner (2002). We designed the learning to follow the action learning cycle of four phases: Assessment (needs identification and assessment), Planning, Action and Evaluation (Pedler, 2011; Revans, 2011). While many community-based tourism development guidelines take this approach, the 8-stage model proposed in Hainsworth et al (2007) is particularly useful, as a holistic and creative approach promotes multidisciplinary knowledge deemed essential for tourism education (Sharpley, 2011).

Our intention is to apply the tourism for development concept specifically to disaster recovery and reconstruction, and develop a tourism education program building on our experience in two fields of operation: one is a diverse range of local community engagement programs we offer both nationally and internationally; and the other is the ongoing disaster recovery and reconstruction project initiated after the East Japan Earthquake and Tsunami in 2011. International engagement naturally requires other considerations, including language skill, intercultural understanding, travel funds and security issues. Planning requires local knowledge and capacity for logistics and contingency strategy, and thus a joint planning process with a local university is ideal.

TORIL, MARIBOJOC, BOHOL, PHILIPPINES

Bohol is an island province located in the Central Visayas Region. It is the 10th largest island among some 7000 islands in the Philippines, neighbouring the islands of Cebu, Leyte and Mindanao. Bohol and its region was devastated by a 7.2 magnitude earthquake on 15 October, 2013, claiming 156 lives and injuring 347 people in the region. The municipality of Maribojoc was one of the worst hit, suffering the loss of 22 lives and some 3,700 houses. Significant heritage buildings, including Santa Cruz Parish Church (1872) and Punta Cruz watch tower (1796), were also destroyed. The earthquake triggered awareness of traditional knowledge connected to the environment, especially traditional style of dwelling. The timber-framed houses are walled with woven bamboo strips and thatched with (nypa) palm leaves. The earthquake did unsettle and damage many traditional houses, but they are easily repairable using abundant local materials. Many of the 'modern' concrete houses, on the other hand, collapsed, some causing casualties. Moreover, the tents provided by many international NGOs, although meant to be a temporary shelter, were unusable in the hot climate, and unrepairable (locally) when broken. This triggered a realization of more sustainable ways of living based on traditional knowledge formed in the local environment. As volunteer workers came into the village, their interaction with the community, led to a 'volunteer tourism' (Benson, 2011; Benson and Kaminski, 2014; Wearing, 2001, 2002) combined with the learning of traditional culture initiated by the Asian Institute of Tourism (AIT), University of the Philippines. The site was selected in the community of Toril, one of Maribojoc's 22 barangays (districts) (116 households, pop. 563) (Gonzalo, 2014; Meda and et al., 2014). The Faculty of Tourism, Wakayama University joined this initiative with the aim of contributing to the development of community-based tourism[1)] .

TORIL COMMUNITY ENGAGEMENT PROJECT

The community engagement program in Toril, Maribojoc, Bohol was planned as an initial two-year program (2014~2016), and participants were selected accordingly at Wakayama University. The initial visit, a three-week program was designed for February-March, 2015, with seven students and five teaching staff participating. Further visits during 2015 and 2016 are planned. In the initial visit (assessment phase), students explored two directions in development through a number of discussion sessions with community members and based on their

1) Authors acknowledge the initiatives of and cooperation from Toril community and Mr. Cooper Resabal, and support given by Prof. Miguela Mena, AProf Richard Gonzalo and other AIT, UP staff.

daily interaction as they experienced local daily life through homestay.

Two developmental plans are: 1) Homestay-based tourism incorporating locally available activities, ranging from learning traditional crafts, songs, cooking traditional meals, trail walks or river rafting; and 2) Restoration or rebuilding of a multi-use community house deemed essential as a place not only for community gatherings, but for community welfare (eg health care) and skill development and training especially for women and young people. This phase (Assessment) was completed with a presentation to the Toril community, and to the mayor and key persons in tourism development in Marib-ojoc. Students are investigating possibilities of ongoing aid facilitation alongside the development of homestay-based tourism resources and facilitation (eg staff development, distribution network and advertising) (Planning phase).

CONCLUSION

Community engagement programs allow students to engage with local community, developing multidisciplinary knowledge and skills, and creative and holistic thinking. Engagement with rural and disaster-prone communities on issues of social and environmental justice and sustainability challenges students, many of whom are from an urban and privileged background. We believe that practical skills and knowledge supported by a firm philosophy should be part of tourism education if we are to nurture philosophic practitioners, who can make contributes to a socially and environmentally just society.

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CULTURE AND AGE IN THE HOTEL INDUSTRY: AN EAST-WEST STUDY OF EMPLOYMENT ATTITUDES IN MID-SCALE HOTELS

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INTRODUCTION

Literature on the aesthetics of workers and the commodification of labour has expanded since the late 1990s, particularly in the hotel, hospitality and retail industries (e.g., Warhurst & Nickson 2007; Speiss & Waring 2005). 'Youth' is perceived to be the 'face' of the hotel and hospitality sectors, and the importance given to 'lookism' and 'sounding right' (Oaff 2003) suggests some prominence for youth and the sexualisation of the front-line hotel workforce.

Appearance has often featured in employment, particularly in the service industries (Warhurst & Nickson 2007), and selection practices of front-line workers reflects a focus on the aesthetics of 'pose, poise, polish, performance and prettiness' (Quinn 2007, p.79). Particular jobs are often considered more appropriate for workers of certain ages (Warhurst & Nickson, 2007) and, because of its low barriers to entry, younger people commencing work tend to favour the hotel industry, even when the work is physically demanding and poorly paid (Oak & Iyengar 2009; Richardson 2008).

There is limited research on the source of such attitudes that may be termed 'ageist', and the extent to which these attitudes might stem from conscious organisational decision making processes in the hotel industry.

This paper reports on a study of two culturally opposed hotels; one in Singapore considered a multi-cultural society with an Eastern culture, and the other in Sydney, also a multi-cultural society, but with a prominent Western cultural influence. According to Schwartz and Sagiv (1995), the emphasis in Eastern cultures is on the prevalence of hierarchy, tradition and embeddedness, where people are viewed as part of a collective society. Conversely, Western cultures are considered to be influenced by egalitarianism, intellectual autonomy and hedonism, where people are more individualistic. The national culture of individuals can influence their behavioural traits and, 'culture emerges from the individual and the individual emerges from culture' (Rowe 2007, p.604). This suggests that culture functions at a deep personal level. Understanding the influence of culture is important as it also impacts on management practices within organisations.

METHOD

This paper aims to extend the current understanding about the influence of national cultures on employment practices in four-star hotels. The research sought to appreciate how perspectives of aesthetic labour are reflected in the recruitment of front-line workers in these organisations, particularly in the front-office and food and beverage departments. The research therefore addressed a gap in current literature by analysing the influence of culture as one of the probable determinants of 'looking good' (Oaff 2003) in the hotel industry. This qualitative study took a case study approach to gather interview and focus group data from line-staff and from senior and middle managers, in order to obtain perspectives from all levels of the organisations. The properties were part of the same multi-national brand, and were comparable in size and organisational structure.

FINDINGS

The data indicates that the average age of front-line staff in Sydney was slightly younger than in Singapore, and this was the case in both the front-office and food and beverage departments. One reason for this may have been cultural attitudes in Singapore where parents have more influence on the young, who often commence employment on the completion of their secondary and/or tertiary education. By contrast, in Australia, the young often undertake part-time work while they continue their studies. This suggests a greater cultural emphasis, in Singapore, on education and complying with elders' influences. In addition, Governmental emphasis on educating young people beyond the secondary level may also contribute to a higher age on entering the work-force, in Singapore.

Seniority and trusted authority figures make decisions tending to hierarchical cultures or, what Sung (2004) terms the power of 'elder respect' in the East. In particular, the Singapore case uncovered two front-line employees aged well into their late 70's and early 80's, who were respectfully called 'Aunty'. Traditional Chinese society and culture revere elders with a strong respect for hierarchy, thus demonstrating positive attitudes to older workers. Harmony and morality rather than justice are prominent features of Confucianism (The Chinese Culture Connection 1987). This is in contrast with Sydney where the median age in the departments was 23. Another possible reason for a higher average age of front-line staff in Singapore was the two-year compulsory conscription of young men into National Service of the defence forces. This meant they entered the workforce at a later age, having lost some of their early years in the workforce while they were completing national service. In both Singapore and Sydney, the research participants included workers from a wide range of ethnic backgrounds, including Chinese, Indian and, in Singapore, Malay. Some participants felt that the position at which they were permitted to work, and their possibilities for promotion within the hotel, were restricted by their ethnicity. Such ingrained socio-ethnic beliefs of their status seemed to perpetuate a sense of an ethnic glass-ceiling. This was consistent with Schwartz and Bilsky's (1990) cultural values of tradition and hierarchy, as well as Richardson's (2008) impression of the hotel sector being suitable for unskilled workers.

CONCLUSION

Although participants in this research felt that there was some veracity to 'lookism' and aesthetic labour as being the norm, other factors such as cultural dimensions also affected employment attitudes. National cultures as social phenomena were found to be one of the factors influencing employment practices in hotel operations, albeit in different ways in Singapore and Sydney.

The implications of this research can be understood to extend beyond individual properties, to the hotel sector more generally, which is impacted by wider societal influences such as the aging workforce brought about by an increasing life expectancy and an older retirement age. The study appeared to have uncovered elements of exploitation by organisations through prevalent socio-cultural values and beliefs. For example, some participants in Singapore believed in the existence of a culturally-induced ethnic glass-ceiling, while there were no such suggestions made by the research participants in Sydney. These differences warrant further investigation. In addition, this research has highlighted that culturally specific orientations of the 'East' and the 'West', including socio-economic and political forces may contribute to the relationship between age and the timing of when an individual joins the workforce. Research in these areas also has the potential to add to the hotel sector's understanding of related aspects such as casualisation of labour and the impact on employment attitudes in the hotel industry.

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INTER-ORGANIZATIONAL NETWORKS IN A TOURISM CLUSTER: A GROUNDED THEORY APPROACH

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INTRODUCTION

It is widely suggested that industrial clusters promote synergies, cooperation, and knowledge transfer between heterogeneous organizations and result in the diffusion of innovations (Porter, 1990, 1998; Rosenfeld, 1998). In particular, many previous studies have concentrated on the concept of inter-organizational networks to explain the positive outcomes of interconnected relationships between organizations, suggesting that inter-organizational networks serve as excellent platforms for knowledge transfer (Bell, 2005; Easterby-Smith, Lyles & Tsang, 2008; Huggins, Johnston & Thompson, 2012). Tourism researchers have also increasingly addressed the concept of tourism clusters, focusing on knowledge management and transfer, and innovation (Brown & Geddes, 2007; Jackson & Murphy, 2006; Novelli, Schmitz & Spencer, 2006). However, existing studies on tourism clusters have concentrated on the application of Porter's (1990) diamond model for macro-level analysis of a particular cluster, while largely ignoring on a micro-level how independent cluster members actually interact and share knowledge through inter-organizational networks and how it benefits the tourism cluster.

In this regard, the Bomun Tourism Complex (BTC) in South Korea provides an excellent case study to examine how various networks are formed and sustained within a tourism cluster. The BTC is the oldest national tourist district in South Korea, covering an area of 19.38 square km. and located in Gyeongju, a popular historical city that was designated as a World Heritage Site by UNESCO in 2000. The BTC is home to 25 hotels, recreational facilities, shopping areas, and restaurants surrounding Bomun Lake. Considering the geographic concentration of tourism-related organizations including global chain hotels and small and medium-sized enterprises (SMEs) in this district, the BTC could be expected to show how tourism clusters differ from other industrial clusters.

This exploratory study was part of a larger research project concerned with knowledge transfer in the BTC. The study resulted in framing a grounded theory of the relationships that exist between various factors that affect member engagement in inter-organizational networks, having analyzed the personal experiences of individual members of the BTC. The results of this study contribute to the understanding of tourism clusters, social networking, and knowledge transfer at a micro-level and offer theoretical implications for tourism cluster development.

METHOD

Grounded theory is a qualitative research method of inquiry that inductively examines specific situations and relevant data to develop explanatory theoretical frameworks (Strauss & Corbin, 1990). This method was particularly well-suited to our exploratory study since inter-organizational networks in tourism clusters have been the subject of so little previous work.

Between August 2014 and January 2015, a total of 12 individuals, namely ten owners and two employees of tourism-related businesses (hotels, restaurants, and retail shops) and two staff members of the BTC operating company, participated in a semi-structured interview. Respondents shared their own experiences with networking activities in the BTC. Each interview lasted approximately 20-30 minutes and each respondent received a small gift for participation.

Following the procedure outlined by Glaser and Strauss (1967) for the grounded theory method, researchers analyzed the interview data in three steps: open, axial, and selective coding. The first step was open coding, in which themes and categories associated with the research question were freely generated. The second step was axial coding, which identified relationships and structures between the categories generated in open coding to formulate a paradigm model. The last step was selective coding, in which researchers developed a single storyline within the paradigm and further refined the theory.

FINDINGS

Open coding. In this step, researchers examined interview data, focusing on recurring regularities and emergent patterns revealed in respondents' experiences with inter-organizational networks. The process of open coding generated approximately 35 descriptive and partly overlapping codes which were then grouped into 13 categories based on shared characteristics.

Axial coding. The relationships between thirteen different categories were explored using axial coding. As shown in Figure 1, the resulting paradigm model illustrates the interrelationships between these thirteen categories in terms of six elements: context, causal conditions, phenomenon, intervening conditions, action strategies, and consequences.

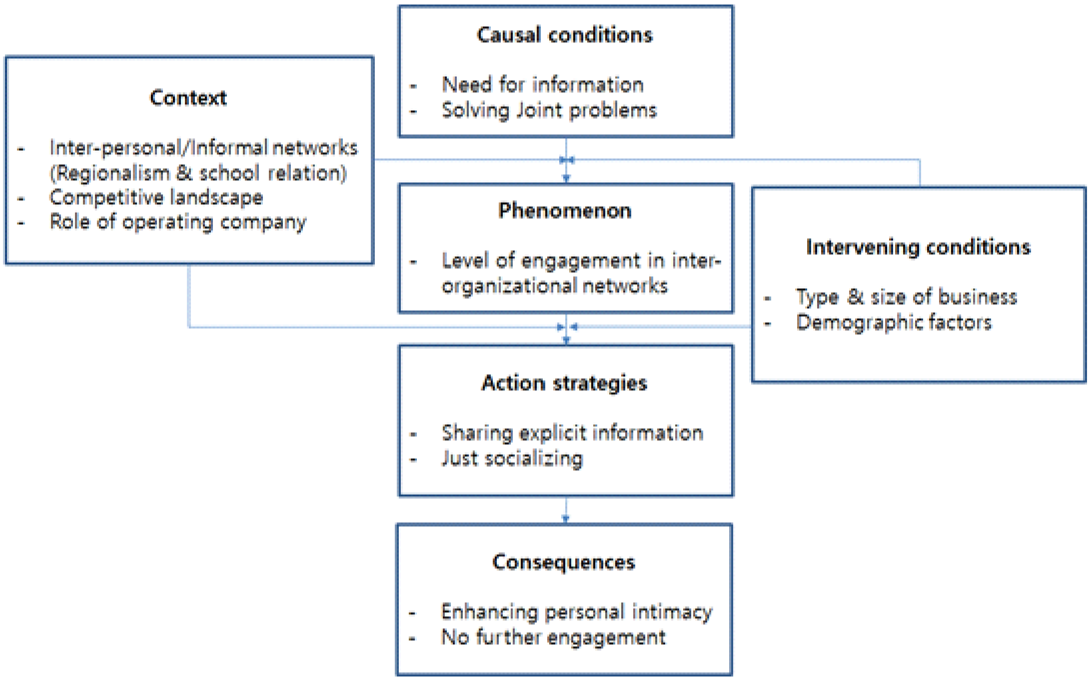

Figure 1. Paradigm Model

Selective coding. The results show that cluster members of the BTC do not actively interact through inter-organizational networks. In particular, the paradigm model offers new and interesting findings that reveal that the most frequently mentioned elements are context and intervening conditions, while the findings concerning action strategies and consequences did not point in innovative directions but rather supported previous studies on inter-organizational networks. In other words, the current results reveal that in order to understand the dynamic nature of inter-organizational networks, various moderating variables, such as the socio-economic background and current circumstances of tourism cluster members, significantly influence the level, type, and results of inter-organizational networks.

CONCLUSION

This study reveals that to understand the role of inter-organizational networks in tourism clusters, more scholarly attention is needed to identify contextual and situational elements that facilitate or impede interactions between cluster members before trying to understand the current status or positive consequences of such networks. .

The results of the current study provide two primary implications. First, the results show that the regional, historical, and cultural characteristics of a tourism cluster should be considered prior to examining the current status of inter-organizational interactions or the consequences on knowledge transfer and innovation within a tourism cluster. Despite the motivation of cluster members to participate in inter-organizational networks, their level of engagement was primarily determined by indirect influences of structural conditions, such as the existence of inter-personal/informal organizations, the competitive landscape, and the role of the operating company, all of which dynamically change over time. This implies that more case studies are needed to explore the local context of various clusters.

Second, the characteristics of cluster members, such as the type and size of organizations and the demographics of employers and employees should be considered in order to arrive at valid assessments of the role of inter-organizational networks in a tourism cluster. In tourism clusters mainly composed of large franchise chains and SMEs, the particular conditions of an organization significantly affect the capacity, need, and attitude of the organization to engage in inter-organizational networks within a tourism cluster. Furthermore, the significance of inter-personal/informal relationships in knowledge transfer indicates that the gender and age structure of cluster members may construct unique paths to transfer implicit knowledge, creating meaningful differences in business relationships.

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GENDERED DESTINATION PERSONALITY: PERSONALISATION OF KUALA LUMPUR THROUGH PROJECTIVE TECHNIQUES

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INTRODUCTION

Destination branding is prevalent in the literature (Hankinson, 2004) and fluid in its context of studies, be it at national or city level (Morgan et al., 2004). In effect, destination branding was initially embraced at national levels by countries like Australia, Hong Kong and Spain and later followed by major cities in US such as Seattle, Las Vegas and Pittsburgh (De Carlo et al., 2009; Morgan et al., 2004). Most countries regard branding as an essential part in enhancing their competitive advantages (Morgan et al., 2004). In order to be more competitive, destination branding is currently considered as a competitive strategy that is able to offer memorable and gratifying experiences to target consumers (Dinnie, 2008). Consequently, there has been a growing academic research in the field of destination branding in the past one decade (see De Carlo et al., 2009). Despite the burgeoning literature on destination branding, there remains a significant gap in the literature in terms of city branding processes and a lack of case studies in this field (De Carlo et al., 2009; Kavaratzis & Ashworth, 2006); a gap that this study aims to explore through its exploration of Kuala Lumpur, the capital of Malaysia.

This study focuses on one of the vital elements of branding, the brand personality, and its application to tourism destinations. Brand personality is particularly pertinent in the tourism context as brand personality inclined to serve as symbolic function (Keller, 1993) and tourism destination is perceived as a symbolic and status indicator (Clarke, 2000), which is an essential indicator in marketing and consumer research. Referring to the description of brand personality by Aaker (1997), destination personality is conceptualised as "the set of personality traits associated with a destination" (Hosany et al., 2007, p. 63), a definition that this study seeks to adopt. To provide a comprehensive representation of Kuala Lumpur's personality, this study used qualitative research in the forms of projective techniques to elicit destination-specific personality characteristics (Hosany et al., 2007).

METHOD

In this exploratory study, projective techniques were used to elicit in-depth sentiments about Kuala Lumpur from 10 individuals with perceptions of the city. Elicitation is a common way of getting rich descriptions of perceptions from interviewees on particular brands or products and different techniques have been developed to facilitate the elicitation process (Morgan & Pritchard, 2000). Though helpful, measurement for the descriptions bound to be problematic "since images, attitudes and perceptions are subjective and in many cases even subconscious" (De Carlo et al., 2009, p. 17). Consequently, qualitative approach is prevalent in exploring subjective notions like images and impressions whereby diverse projective techniques have been used by marketers in recent years to establish prevailing images of respondents' perceptions of brands (Westwood, 2007). In projective techniques, interviewees are encouraged to respond to questions with the assistance of stimuli and often entail sentence completion and personification.

In this study, personification or personalisation techniques, which are a form of projective techniques, were used to elicit interviewees' impressions of Kuala Lumpur's personality. Frequently used in the field of marketing and consumer research, personalisation is introduced by Aaker (1997) on the idea that similar to humans, products and brands are perceived to have definite personalities. Thus, the process of personalisation involves the ascription of human personality traits to the objects of inquiry. In this study, interviewees were asked to imagine Kuala Lumpur as a person and to describe their perceptions on the personality of Kuala Lumpur with careful considerations of the city's gender, characteristics, behaviour, clothes, and lifestyle. The constructions of the personality profiles were done through a narrative approach in which the elicitations were constructed and narrated in a cohesive manner by combining and arranging the descriptions elicited from interviewees (Extracts 1 and 2).

FINDINGS

Extract 1: Personality profile of Kuala Lumpur as a "She"

Kuala Lumpur is very elegant and beautiful. She represents the class of high end, which is sparkling and signifies freedom. She represents the glamourous side of Malaysia. She is a very lively person who indulges in entertaining night life. She never sleeps, literally. She is always busy with work in the morning to the evening. After work, she will hang out with her friends at clubs or even some fancy restaurants. Sometimes after drinking, they will go to a *mamak* stall nearby and most of the time she bumps into her friends, whether they are Malay, Chinese, Indian or others. Ms. Kuala Lumpur is very wealthy. She owns many properties, whether it is an old ancient building or a sky-scraping condominium. She is 55-year old but she is still young at heart, still blooming into a matured person. Kuala Lumpur embodies a girl-like temperament because of the traffic that Kuala Lumpur is in, always unpredictable, just like the temper of a girl. The busy traffic reflects the behaviour of a busy body girl who is always talkative and likes going here and there. She is sociable and a shopaholic who always keeps up with the latest fashion trend. She is fashionable and dresses up according to the events from formal to casual.

Extract 2: Personality profile of Kuala Lumpur as a "He"

Kuala Lumpur is a strong male with open-minded multicultural characteristics and behaves rationally according to situations. His lifestyle is a hectic one as the city of Kuala Lumpur never sleeps. He has a lot of works. He has serious work in day time but crazy entertainment at night. He has 2 different extreme personalities. Kuala Lumpur embodies masculinity due to the heavy traffic, hot weather, no green view that the city envelopes. He is a young adult, with a lot of facilities that can be improved and is totally lack of healthy exercise in view of the lack of greenery in the surrounding landscapes. His masculinity is pronounced through his appearance, in which he is scruffy, like a man who has not shaven for a few days, stubble growing, but has great eyes. Some things can be seen as dirty or unattractive but if you look beyond the aesthetics of some places, you will discover a great place: easy place to live, cheap cost of living and plenty to do, but like all places he has areas, which can be worked on.

In this study, the notion of gender is explored in destination personality through projective techniques since gender plays a vital role in destination image considering its significance within the sociological framework that effects the construction of image. The exploration of gender in the context of tourism is pertinent in view of its influence on destination image through the concept of gendered space, whereby this concept can be defined as the inherent characteristics a place (e.g. destination) embodies that associate it to either masculinity or femininity (Pritchard & Morgan, 2000). Therefore, the overall image of a destination is essentially gendered depending on how masculine or feminine a place is; however, scholars should take note that this construction of gendered image in popular media is greatly influenced by the male heterosexual viewpoint (Sirakaya & Sonmez, 2000). Since destination itself is capable of being gendered, it is evident that gender has an influence on destination branding, in particular destination image.

CONCLUSION

Destination personality is an essential notion in developing destination marketing strategies. In effect, constructing and conducting a suitable "destination personality (or brand personality)" have become important for strong positioning and differentiation (Hosany et al., 2007, p. 76). Kuala Lumpur is a city of charming contrasts and regarded as one of the most vibrant cities in Asia. With its colourful potpourri of different ethnic groups and vibrant cultures, the city is a kaleidoscope of delightful sights and sound. In order to enhance the positioning of Kuala Lumpur, amalgamating its idiosyncratic characteristics and communicating its brand personality can help to elevate its dynamic profile at international level. Bringing a place's stories to live is essential in positioning as stories and characteristics are inseparable from the place itself; therefore, Kuala Lumpur's destination management agencies must deliberate the appropriate marketing strategies and promotional campaigns to bring the brand to life. In particular, emphasis should be made on developing promotional campaigns that bring the distinctive destination personality of Kuala Lumpur to life as it is a key strategy to enhance brand identity for Kuala Lumpur.

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THE EFFECT OF EXPERIENTIAL VALUE ON VIVID MEMORY AND POSITIVE BEHAVIORAL INTENTION IN AN INTERNATIONAL INDUSTRIAL EXHIBITION

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INTRODUCTION

An exhibition is considered an important vehicle in highly competitive industries because of its beneficial functions (Rubalcaba-Bermejo, & Cuadrado-Roura, 1995; Yuksel & Voola, 2011). In this study, G-STAR 2014 (hereafter, G-STAR), the fourth largest international exhibition in the gaming industry, was chosen to examine visitors' experiential value and its effect on vivid memory and behavioral intention. G-STAR provides intense experiential opportunities for introducing new game software and upgraded game equipment developed by leading global companies, offers game demonstrations to visitors before releasing new games, and observes potential consumer reactions (G-STAR, 2014).

Previous studies have shown that successful marketing strategies not only focus on qualities of products and services (Whitfield & Wibber, 2011), but also create added value via experiences. Furthermore, such strategies provide memorable consumption experience associated with increased consumer satisfaction and loyalty (Pine & Gilmore, 1999).

Industrial exhibitions should enhance visitors' experiential value and vivid memories by providing extraordinary experiences in the venue. In this regard, vividness acts as a unique cognitive mediation between visitors' experiential values and their behavioral intention. However, limited research has been conducted on whether delivering experiential value provides vivid memory after an extraordinary event and on whether vivid memory facilitates storytelling and patronage intention in the context of industrial exhibition. The purpose of this study was to examine the relationships between experiential value, vividness, storytelling, and patronage intention in the context of the industrial exhibition. This study provides a proposed model for a deeper understanding of the role of experiential value (Holbrook, 1994) and the effect on vividness, storytelling, and patronage intention.

LITERATURE REVIEW

Experiential values and vividness

Holbrook (1996) defined customer value as "an interactive relativistic preference experience (p. 138)." Perceived value has been considered as an important outcome of marketing activity (Holbrook, 1994). The present study views that various activities and programs in the venue of the exhibition enable the creation of experiential values. Therefore, it employed the experiential value measure developed by Mathwick, Malhotra, and Rigdon (2001) to identify experiential values. Mathwick et al. (2001) proposed the measure based on the typology of self-oriented customer values suggested by Holbrook (1996), which included four dimensions such as aesthetics, playfulness, customer return on investment, and service excellence along two axes (i.e., intrinsic-extrinsic value and active-reactive value). Moreover, these experiential values can facilitate visitors' vivid memory in the context of the festival and event (Manthiou et al, 2014). Vividness is defined as "the amount of perceptual or sensory detail, has been the autobiographical memory property studied most in emotional memories (Talarico, Labar, & Rubin, 2004, p.1120)". Visitors participating in an extraordinary event may perceive different values through their experiences in the exhibition venue and can recall vivid information about the exhibition. Therefore, the four experiential values are hypothesized as predictors of vividness.

H1-4: Experiential values (aesthetics, playfulness, customer return on investment, and service excellence) have positive effects on vividness.

Vividness, storytelling, and patronizing intention

Storytelling refers to “recounting experiences in a coherent narrative format with the perspective of an audience in mind (McGregor & Holmes, 1999, p. 403).” According to Delgadillo and Escalas (2004), word-of-mouth communication is typically conveyed in a narrative storytelling format. For instance, when people recount their experiences with products and services to others, they recall their memory about their past experiences, and relieve these experiences (Delgadillo & Escalas, 2004). Patronizing intention refers to visitors’ intention of repeat visitation and recommendation (Yoon, Lee, & Lee, 2010). Visitors recalling a vivid memory about their exhibition experience are more likely to actively tell their stories to others in online and offline contexts and to visit the exhibition in the succeeding years (Delgadillo & Escalas, 2004; Manthiou et al., 2014). Therefore, the following hypotheses were proposed.

H5-6: Vividness has positive effects on storytelling and patronizing intention.

H7: Storytelling has a positive effect on patronizing intention.

METHOD

Four main constructs were measured using items from previous research to test the suggested model empirically: experiential value, vividness, storytelling, and patronizing intention. The measurement of experiential value of the G-STAR was mainly employed from the study of Mathwick, Malhotra, and Ridgon (2001). Experiential value had three second order dimensions such as aesthetics, playfulness, customer ROI, and one first order dimension, Service excellence. Vividness included four items (Rubin, Schrauf, & Greenberg, 2003). Storytelling included five items (Zhong, Busser, & Baloglu, 2013). Patronizing intention included four items (Yoon, Lee, & Lee, 2010). All items were measured on a five-point Likert-type scale ranging from (1) strongly disagree to (5) strongly agree. An onsite survey was administered to domestic visitors at the BEXCO, Busan, South Korea from November 20 to November 23, 2014. The convenient sampling method was used due to on-site field situations. All respondents completed the survey voluntarily. A total of 211 respondents were used for the final analysis. The hypotheses suggested in the proposed model were tested by using structural equation modeling (SEM) in SPSS 19.0 and AMOS 18. Based on the suggestion of Anderson and Gerbing (1988), a two-stage testing procedure was used. In the first stage, a confirmatory factor analysis (CFA) was computed to assess the unidemsionality of scales measuring each construct. In the second stage, structural relationships in the structural equation model were tested.

RESULTS

The sample (n=211) collected for the study include more males (70.6%) than females (29.4%). The mean age of the respondents was approximately 25 years old. In terms of education, 41.7% of the respondents reported holding high school diploma and 41.7% has bachelor's degree. The results of the confirmatory factor analysis (CFA) include the standardized factor loadings ranged from .682 to .849 and were significant at $p<0.001$. The overall fit of the measurement model was confirmed. The CFA results indicate that the overall fit of the measurement model was statistically acceptable: $\chi 2$= 677.518; $\chi 2$/ df = 1.769; df =383; CFI = .930, IFI

= .931; TLI = .921; RMSEA = .061. In addition, the composite reliability of all intended constructs exceeded the recommended threshold of .7 (Hair et al., 2006). These results indicate the sufficient internal consistency of measurement items for all constructs. The structural model analyzed to empirically test the hypotheses. According to fit indices based on AMOS, the model provided an acceptable fit to the data ($\chi 2$= 698.341; $\chi 2$/ df = 1.786; df = 391; CFI = .927, IFI = .928; TLI = .919; RMSEA = .061), and the results reveal that the overall fit of the structural model was satisfactory (Byrne, 2001). Figure 1 presents the estimated results for the proposed model. Four experiential value dimensions, including aesthetics (β = .257, $p < 0.05$), playfulness (β = .399, $p < 0.05$), and service excellence (β = .420, $p < 0.05$). However, one of the experiential value, customer ROI (β =-.044, p =.879), was not significantly related to vividness. These results provide support for H1 to H4, but not for H3. The results provide support for the hypothesis that experiential value has positive effects on the formation of vividness. In addition, vividness (β = .864, $p < 0.05$) was positively related to storytelling. Vividness (β = .453, $p < 0.05$), was positively related to patronizing intention. Storytelling (β = .499, $p < 0.05$) was positively related to patronizing intention. These results provide support for H5 and H7.

CONCLUSION

The results of this study revealed that vividness was influenced by three experiential values, with the exception of customer return on investment. In addition, these results highlighted vividness as an important factor with positive effects on storytelling and patronizing intention. Furthermore, storytelling had a positive effect on patronizing intention. The results of this study provide insightful theoretical and practical implications that enable exhibitors, academic professionals, and event managers to develop various marketing strategies to create experiential values through exhibition experience and maximize the likelihood of positive storytelling and patronage intention. This study contributes to providing empirical evidence of the exhibition's impact on experiential values among visitors. It also emphasizes that event managers should deliver experiential value that leads to memorable experiences, positive storytelling, and patronage intention.

A STUDY OF FOREIGN VISITORS' MOTIVATIONS TO VISIT GUANGZHOU CHINA BASED ON PUSH-PULL FACTORS

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INTRODUCTION

The aim of this research is to identify the *"Push-Pull"* factors that motivate and influence the travel decisions of foreigners to choose Guangzhou, China as their destination of choice. A total of 200 foreigners selected randomly from three districts in Guangzhou (i.e. Baiyun, Yuexiu and Tianhe) were surveyed between February 2014 and May 2014. The responses were then categorized in various units (e.g. Push-Factors and Pull Factors, Travel Purpose, Travel Behavioral Preferences, etc.) and then analyzed for any patterns. The results suggest that the *"Free Independent Travelers (FIT)"* who make up most of the visitors in Guanghzou are internally driven by *"the need to explore and experience"* foreign land – a *"Push"* factor. The outcomes of this research have significant marketing implications and use. For one, it identifies which areas or aspects of Guangzhou's travel infrastructures (Pull Factors) are in need of enhancement, and which among the internal desires or motivation (Push Factors) of travelers need more amplification through marketing and advertisement.

Keywords: Tourist motivation, push-pull factors, Guangzhou Tourism, Destination Marketing

METHOD

A total of 200 international travelers were surveyed and interviewed for this study. The respondents were randomly selected from four (4) districts in Guangzhou (i.e. Baiyun, Yuexiu and Tianhe) which also served as the 'Sampling Frame' of the study. Due to restrictions and limitations in time and resources to conduct this study, and in view of the relatively large geographic scope of the research area, a non-probability sampling technique (i.e. stratified quota sampling) was used to set the criteria or limits for each identified respondent group (or strata) – and each strata was conveniently determined by the researcher. A structured questionnaire consisting of 35 questions (divided in three parts) was used to solicit information from travelers regarding their attitude and perceptions toward Guangzhou as a tourist destination. The questionnaire is also designed to obtain information about the travel patterns and travel behavior of respondents.

Academic journals, the internet and other verifiable secondary data sources were used to design the theoretical and conceptual framework of this study, as well as to validate and support its findings.

FINDINGS

Please refer to Appendices A, Table 1 shows the frequencies of respondents' visit to Guangzhou. Nearly four (4) out of five (5) visitors or 79% of total respondents have visited Guangzhou *'at least 3 times'* over the past 5 years. In contrast, only 7% total respondents are *'first time'* visitors. The relatively high incidence of 'repeat visits' to Guangzhou is an indication of the positive *'brand image'* that Guangzhou has developed with tourists, particularly among the *'Free Independent Travelers'* which comprise of 42% of all visitors in Guangzhou.

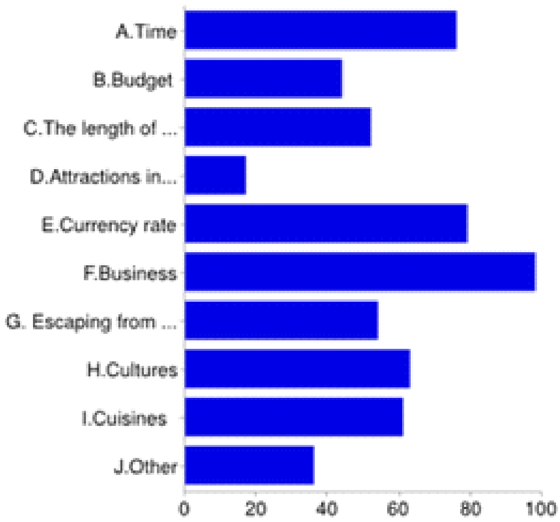
Traveler's Assessment of their Experience

The high rate of *'repeat visitors'* in Guangzhou is evident of the positive approval ratings given to it by its visitors. On average, tourists' primary interest or purpose of visit to Guangzhou is concentrated on 2 to 3[1)] types of activities only – i.e. Business, Attending Canton Fair, and Shopping/ Sightseeing. These three activities comprise 57% of all reported tourist activities in Guangzhou.

Appendices A, Table 2 shows that most of the respondents are 'Free Independent Travelers' (42%) traveling either for business or work-related purposes (e.g. attending business fairs and conventions). While it has been established that two (2) out of five (5) tourists prefers to travel to Guangzhou alone, however, those that travel with a companion – travel with a work colleague (27%). Apparently, Guangzhou is not as popular with couples or as a Family holiday destination – either for leisure or shopping destination. Only one (1) out of ten (10) visitors to Guangzhou traveled with a family member. On average, two (2) out of ten (10) travelers travel with friends or join tour groups. *'Attending Canton Fair'* appears to be the single largest and most popular activity and reason to visit Guangzhou. This biennial event is regarded as the largest trade and business exposition event in the province of Guangzhou. Considering that nearly a quarter of all respondents or one (1) in every four (4) visits the province to attend the *'Canton Fair,'* then one can assume that the influx of tourist is seasonal and highly concentrated in two specific periods of the year. The *'seasonality'* of tourism in Guangzhou is perfectly reflected in the frequency distribution of the *'purpose of visit'* of travelers (please refer to Appendices A, Table 2), where business-related activities top the list of reason for visit to Guangzhou – with leisure/ holiday activities tailing behind.

The top three (3) motivators of travel are: Business (17%), Favorable Currency (14%), and Time (13%) – together, they represent 44% of all reported motivation for travel. Coincidentally, these primary *'Drivers of Travel'* all happen to be *'Push Factors'*, that is, the motivation to travel is internally driven often by necessity or need, and the drive to travel is independent of the inherent character or features of the destination. The next three (3) motivators of travel are: Cultures (11%), Cuisines (11%), and Distance (9%) – together, they represent one-third of all reported motivation for travel. Except for *'Distance'*, the other two factors are considered *'Pull Factors'* of travel, that is, they represent the destination's characteristics that pulls (or attracts) people to travel to a destination. *'Pull Factors'* are often considered as the *'Primary Attraction'* of tourist destination, whereas, *'Push Factors'* are often regarded as *'Secondary Attractions.'*

Figure 1: Travelling factors of respondents (n = 200)



A. Time	76	13%
B. Budget	44	8%
C. The length of Distance	52	9%
D. Attractions in Guangzhou	17	3%
E. Currency rate	79	14%
F. Business	98	17%
G. Escaping from a monotonous environment	54	9%
H. Cultures	63	11%
I. Cuisines	61	11%
J. Other	36	6%

1) 493 Total Responses on Purpose of Visit / 200 respondents = 2.47 or 3

CONCLUSION

A visitor profile of travelers to Guangzhou can now be drawn from the data collected. Travelers to Guangzhou are Free Independent Businesses Travelers from high income countries in Europe, Africa and Asia, who envision travel as a 'Purposeful Activity' more than anything else. They are mostly young professionals or entrepreneur who has a business or office in Guangzhou, and is motivated by China's ballooning economic opportunity. Guangzhou is clearly branded as a business destination. Travelers to Guangzhou are attracted to it because of the economic and trade opportunities it offers. One way to expand Tourism in Guangzhou is to integrate sightseeing, shopping, culture and heritage visits, and other attractions/ activities in the itinerary of 'Travel Fairs' and 'Business Conferences' that Guangzhou is already known for. This will have the effect of diversifying tourist activities in the province, which, in turn, will generate additional Tourism Dollars.

APPENDICES A

Table 1: Frequencies of respondents visited Guangzhou

Frequency	number of respondents	Percentage (%)
1st time	14	7
2nd time	28	14
3rd time	18	9
Over 3 times	140	70
Total	200	100%

Table 2: Purpose and travelling companions of respondents

Traveling Companions	Number of Respondents	Sample %	Traveling Purpose	Number of Each Item	Sample %
Family	22	11	Leisure/Holiday	41	8
Friends	38	19	Business	103	21
Alone (FIT)	83	42	Attending Canton Fair	116	24
Work Colleagues	54	27	Jobs	49	10
Spouse	0	0	Visiting friends/relatives	35	7
Tour groups	3	1	Education	60	12
			Shopping/ sightseeing	56	11
			Other	33	7
Total	200	100%	Total	493	100%

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EXPLAINING PERFORMANCE IN HOTEL AND RESTAURANT BUSINESSES

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The purpose of the paper is to investigate performance in hotel and restaurant businesses in Denmark. The analysis places a special emphasis on factors that influence business performance. We explore the factors from both internal business factors, such as investment and profits of businesses, as well as the level of employees' education; and external factors, such as productivity of hotels and restaurants in the municipality where the businesses are situated, and demand side factors such as tourism demand for hotels and restaurants. A location factor and factor for business agglomeration are also taken into consideration.

The data applied for this analysis is the business registered database from Statistics Denmark. There are approximately 13,000 hotels and similar businesses and 102,000 restaurants, café and similar businesses in the database. This database is merged with personal registered data where the employed persons at businesses are included. The external variables are obtained from regional production accounts and regional tourism satellite accounts.

We test our hypotheses with an econometric model on the basis of micro business data. Preliminary results show that performance in hotel and restaurant businesses is positively related with profits, level of investment of businesses, productivity of hotels and restaurants in their regions and concentration of businesses. It is found that professional education, for example, as a cook has a positive impact on the performance in restaurant businesses. A higher level of educated employees including under education university students in hotel businesses also has impacts on the performance. Tourist demand also plays a role in the business performance. It is found that the more tourism expenditures at hotels and restaurants in the municipalities, the better the businesses perform. The location factor tells us that the hotels and restaurants situated in the city centres perform better than those located elsewhere. Furthermore it seems the businesses have difficulty in performing well when located in the peripheral regions.

The contribution of this article to the scientific research is that we apply micro business data within hotel and restaurant branches to explore the business performance in tourism industry. There is not much research so far that applies both micro business data and personal registered data for analysing in hotel and restaurant businesses. The research results have also allowed us to compare the performance between hotel businesses and restaurant businesses. The potential implication of this research is to understand the relationship between the business performance and a series of factors, eventually help tourism businesses to improve their management.

Keywords: Performance of hotel businesses, productivity, hotel management, human skills, location.

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IDENTIFYING CHALLENGES IN IMPLEMENTATION OF HOMESTAY PROGRAMME: A STUDY IN BUM BUM ISLAND, SEMPORNA SABAH, EAST MALAYSIA

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Developing countries like Malaysia often use tourism as a tool to boost the country's economy and provides job opportunities to the local community. Successful tourism development in Malaysia needs collaboration from the various stakeholders and local community participation in tourism planning. Two decades ago, Malaysia has given special attention on rural tourism development and assumed that rural destinations in Malaysia has a great potential to be one of the tourists attractive products. Rural tourism like Homestay Programme has been recognised as one of the potential product where Malaysia government actively supported this programme. Bum Bum Island of Semporna, Sabah as well known tourist destinations and recently the homestay programmes are being involved by the local people in rural areas.

The main objective of this study is to identify the implementation challenges of Homestay Programme in Look Butun Village, of Bum Bum Island, Semporna, Sabah. Look Butun Village were chosen as a case study because homestay programme was started its operation in November 2014. The study related to homestay programme in Bum Bum Island focused on the stakeholders' perspective. The homestay programme product based on seaweed cultivation activities but it was given less attention on the challenges faced by the homestay operators. Thus, this study is significant to identify the challenges of homestay programme. This study was carried out in July 2014 until January 2015. In-depth interviews were conducted with the 5 homestay operators to gain qualitative data. Then, field observation was also performed by the researchers in order to understand the social and environment landscape of the homestay programme in Look Butun Village. Secondary data through documents sources are used to support the primary data.

The findings revealed that the community participation in homestay programme is crucial and there are few challenges were faced by the homestay participants, namely (1) financial limitation, (2) lack of knowledge and training in homestay operation, and (3) physical environment landscap of the village itself. Therefore, the findings of this study is significant to the stakeholders in tourism industry in Semporna, Sabah to ensure the challenges faced by the homestay operators could be solved systematically through active involvement of the local community and could be developed in sustainable ways.

REDEFINING SLOW TOURISM FOR RURAL DESTINATION: A CONCEPTUAL STUDY

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INTRODUCTION

The lifestyle of rural areas has been considered to be moving in a slower pace in contrast to urban areas. In terms of tourism, the activities for tourists in rural destinations constituted experiences that are closer to natural environments and traditional heritage. The recent awareness of slow tourism brought a renewed understanding of how one should spend their time during travelling. Slow tourism values time enrichment that could possibly be achieved in a rural setting. However, there is little consensus on the definition of slow tourism in the context of rural setting. The current literatures of slow tourism mostly concentrate on the definition, characteristics and types of slow tourism rather than the suitable environment to pursue slow tourism. While the natural areas are mentioned as a requirement for the slow lifestyle, rural areas has not been linked directly to be a part of slow tourism. Therefore, this conceptual paper proposes to redefine slow tourism in the context of rural destinations. A content analysis of various definitions used in slow tourism literatures will be conducted to identify the most suitable definition of slow tourism that can be applied to rural destinations.

METHOD

The next step will be to carry out content analysis which is to identify all data that relate to the already classified patterns, expanding the patterns, identify specific and contributing pattern which are then combined into sub-themes. In the process of content analysis for this paper, the researcher will analyse the definitions of slow tourism in the literatures, identify similar themes and classify the themes that fit the connotation of a rural setting. The classified themes will then lead to the conceptualization of slow tourism definition that may suit a rural environment. Finally, a set of definition regarding slow tourism in rural destinations will be introduced as the finding for this paper. Content analysis is chosen as the methodology due to the increasing number of tourism studies undertaking qualitative data and using content analysis techniques to deduce meaning from a broad collection of textual material. By using content analysis of existing literature on slow tourism, the most suitable definition of slow tourism will be applied to rural destinations.

FINDINGS

Slow tourism has been defined as a type of tourism that are unhurried, tranquil, serene, chilled out, seeking simplicity and switching off from everyday life. There are places or areas that can be called as 'slow' areas indicating a certain character to the area that could be suitable for slow tourism. According to the literature, the destinations of slow tourism should be a territory that pays attention to the place's sustainability, the quality of life of the local community thus avoiding conflict that happens in other destinations which attract a large number of tourists.

Clemenson and Lane (1997) refer to rural tourism as a series of niche activities within a larger niche activity. Therefore, in order to introduce slow tourism as an activity in a rural tourism destination, a suitable definition needs to be constructed. Table 1 and Table 2 will display a set of definitions regarding slow tourism and rural tourism to further understand the concept of both types of tourism.

Table 1: Definitions of slow tourism

Definitions of slow tourism	Sources
"Entering into a journey with all the senses, wasting time in order to understand the journey and enjoying the journey during the process."	Grasso, 2008
"A set of various cultural perspectives or a movement, which leans against the western societal structures encouraging quick consumption and also against a volume increase and boost of frequent trips."	Honore, 2004
"A conceptual framework that involves people who 'travel to destinations more slowly overland, stay longer and travel less."	Dickinson and Lumsdon, 2010
"Closely connected to low-carbon tourism practices of encouraging the usage of less energy-intensive forms of travel and accommodation which carry lower environmental impacts."	Lumsdon and McGrath, 2010
"In contrast to the fast and unsustainable life of modern industrial society by facilitating a return to a better sustainable slow life based on enriching experience, rather than increasing consumption."	Timms and Conway, 2012
"A philosophical level that promotes the small-scale; local travel utilizing transport modalities that decreases the environmental impacts and brings a more authentic connection with local citizens in contradiction of the standardize elements of globalisation and the concept of tourism as a commodified mobility experience."	Markwell, Fullagar and Wilson, 2012
"Slow travel is a state of mind, transforming it into a commodity of abundance rather than scarcity."	Gardner, 2009
"Substituting air and car travel, people travel to overland destinations more slowly, staying longer and travelling lesser."	Clancy, 2012
"The richness of a travel experience at a destination or the importance of a journey."	Dickinson, 2011
"Sustainable consumption through "slower" transport and products, reduced mobility, and "less" travel as a key ingredient."	Lipman and Murphy, 2012

Table 2: Definitions of rural tourism

Definitions of rural tourism	Sources
"A small scale form of tourism characterised by being developed outside urban centres; using the ways of natural, cultural, heritage and accommodation resources available, and the services of the rural setting; and contributing to local development and to the diversity of competition in tourism sector."	Blanco Herranz, 1996
"Tourism that is location-based and comprised of rural/traditional experiences, as opposed to coastal/modern in order to achieve an increase of balance and sustainability to tourism development."	Sharpley, 2002
"The idea of sustainable tourism representing planning, development and management approach, calling for an integrated and balanced tourism sector that takes into account ecological-environmental interests,"	Jonas and Mansfield, 2005
"A primary concept regarding the mobilization of local resources and local operators to structurally diversify the local economy and employment as a residual issue in the planning process."	Liu, 2006
"Multi-functional activity based on sustaining local resources and traditional agriculture, cultural and natural heritage encouraged in rural areas that are facing depopulation, economic fall and total marginalization because of intense industrialization, electrification and urbanization."	Mihailovic and Moric, 2012

‘‘Choosing to stay in a farmhouse bed-and-breakfast and enjoying the hospitality of a family-owned establishment as a form of tourist game which is psychologically against the concept of city break.’’	Voase, 1995
“Converting the usage of space and rural heritage for touristic activity through authenticity, ethnicity and cultural values.”	Marie and Vilard, 1977
"A myriad of activities that are being developed in rural areas closely linked to the supply of services and experiences in tourist and leisure activities.”	Canoves, Villarino, Priestley and Blanco, 2004
“The rediscovery of natural environment by the post-industrial society.”	Reis and Jellum, 2012
“Opportunity to relive moments of their own past life, often belonging to their childhood; for others, it is a quest for certain aspects of tradition which they have not experienced directly but only imagined; introspective and soul-searching journey.”	Cipollari, 2010

Similarities in the literature regarding the concept of slow tourism and rural tourism are illustrated by Table 3:

Slow tourism	Rural tourism
Small-scale (Markwell, Fullagar & Wilson, 2012)	Small-scale (Blanco Herranz, 1996)
Authentic (Markwell, Fullagar & Wilson, 2012)	Authentic (Marie & Vilard, 1977)
Sustainability of environment (Lipman & Murphy, 2012)	Sustainability of environment (Jonas & Mansfield, 2005)
Against modern consumption (Timms & Conway, 2012)	Against modern consumption (Sharpley, 2002)
Psychological (Gardner, 2009)	Psychological (Voase, 1995)

CONCLUSION

Recommended definition of slow tourism in a rural destination is a type of tourism in a rural setting that is small-scale and comprised of a psychological approach towards travelling emphasizing authentic experiences, environmental sustainability and opposed to the consumption of a modern society. Through the recommended definition, slow tourism in a rural destination is suggested to be an activity where travel enrichment and the quality of life happen through enjoying a step back from the hectic lifestyles. In a nutshell, rural destinations are the ideal place of quality towards slow tourism, because as a place unfocused entirely on development, it is part of the characteristics defining a ‘slow’ destination.

IMPLICATIONS

Slow tourism is a bench of tourism that has not been widely studied especially in the Asian region. It is hoped that by conceptualizing this study, it can be a stepping stone to a further interest of slow tourism in Asia. While slow tourism can be pursued in an urban or rural environment, the choice to propose a set of definition of slow tourism in a rural landscape will serve as an initial step towards the idea of promoting slow tourism as an attraction of rural destinations. In a nutshell, this paper can contribute to the body of knowledge on slow tourism especially concerning the pursuance of slow tourism in rural destinations. Not to mention, more studies could be done by other researchers to use the findings as a concept for their future studies in slow tourism especially the ones involving the rural locations.

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AFTER UNGPs ON HUMAN RIGHT AND BUSINESS : STUDY ON SEVERAL FOLLOW-UP IN TOURISM

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INTRODUCTION

Tourism is one of the human activities that rely on human right principles and it also makes an impact on human rights fulfillment. On one side human rights principles serve as a foundation to guarantee each person to have leisure time, perform a free traveling, and give the effort needed to create tourism opportunity (Veal, 2003; Higgins-Desbiolles, 2006; Sandang, 2014). On the other side, human rights principles work as guarantor for fulfilling basic rights and protections against abuses arise from tourism activities both for tourists and to the host community (George & Varghese, 2007; Eriksson (et al), 2009; Cole & Morgan, 2010; Cole, 2014).

Although human rights are not a new issue within tourism activities, there is one particular progress that plays important role in addressing human right issues, in this case: the Guiding Principles on Business and Human Rights (UNGPs). UNGPs (also known as Ruggie Principles) came from a long process initiate by the United Nation, they consist three pillars, which are: State Duty to Protect (principle 1-10), Business Responsibility to Respect (principle 11-24), and Access to Remedy (principle 25-31).

After The United Nations Human Rights Council (UNHRC) endorsed UNGPs: Implementing the United Nations 'Protect, Respect and Remedy' Framework in its resolution 17/4 of 16 June 2011, there are significant follow-up (where as in discourse and actual efforts) on how businesses must tackle human right issues, including in tourism business. Among many tourism organizations and business, there are few that already took effort and initiative based on UNGPs, such as: Roundtable Human Rights in Tourism (RHRT), International Tourism Partnership (ITP) and KUONI (Zotz (ed), 2013; ITP, 2014; KUONI, 2014).

This study aims to identify and make summaries from follow-up that has been taken by tourism organizations and business mentioned above. By doing this, there would be an understanding on how tourism organization and business responds to the human rights issue after the UNGPs and what lesson could be learnt from it. After the conclusion has been drawn, this study would give closing remarks with a few matters that could be addressed for further study.

METHOD

This study uses document analysis as qualitative method by skimming, reading, interpreting, and evaluating key document from RHRT, ITP, and KUONI that could referable to fulfill the aim of this study (Bowen, 2009). For RHRT the key document is HUMAN RIGHTS IN TOURISM: An Implementation Guideline for Tour Operators (Zotz (ed), 2013). For ITP the key document is Know How Guide: Human Rights & the Hotel Industry (2014). For KUONI the key document is Assessing Human Rights Impacts: India project report (2014).

FINDINGS

There are several key findings that could be summarized here (see Table 1).

Table 1. Categorization of Findings

No	Item/Categories	RHRT	ITP	KUONI
1.	Form	Implementation Guidelines	Know to How Guide	Impact Assessment
2.	When	2013	2014	2014 with previous pilot project in 2012
3.	Subject	Tour Operator	Hotel	Tourism Stakeholders (Internal –External)
4.	Objective	To give systematic way to implement UNGPs	To give high level introduction, including: steps to implement UNGPs	Understand the local human rights context within the sphere of their business (actual and potential impact, and efforts taken to deal with) To try a new Human Rights Impact Assessment (HRIA) toolkit Foster local partnership
5.	Correspond to UNGPs	Yes (principle 11-24 and 29 -31)	Yes (principle 11-24 and 29 -31)	Yes (principle 18)
6.	Approach	Normative: as in explaining the UNGPs	Normative: as in explaining the UNGPs	Field study, semi-structured interview, on site meetings
7.	Result	Step by step guide with link to further source	General guidelines with link to further source	Identifies several actual key issues (impacts) Can be used as internal awareness raising Can be used as learning media for wider tourism stakeholder
8.	Challenges	Know how many tour operator that already implement UNGPs base on this guidelines and what are the feedbacks	Know how many hotel that already implement UNGPs base on this guidelines and what are the feedbacks	Strategies and time limits of study Classify the impact Monitoring action plan and changes based on the findings

CONCLUSION

This study concludes that the form of follow-up that has been done is on a good path, because it is directly correspond to UNGPs (specially the second pillar). Follow-up is done not only in the form of guidelines, but also in the form of impact assessment and taken only a few years after the UNGPs. It should be noted here that the assessment conducted by tourism business that already had a long policy commitment to human rights, so the guideline is essential for tourism business that does not have any policy committed to human rights.

Because having human right policy (and also practiced it) is aligned with the principles of corporate responsibility and also would brings good effect for the business, thus it is necessary for every tourism business to have human right policy. So the next challenges is to know how many tourism businesses that already implement UNGPs base on this guidelines and what are the feedbacks.

Different form also means different approach. In the form of assessment, it uses field study approach. It covers actual and potential impact and also the efforts that needed to deal with the impacts. As in form of guideline it uses more normative approach in attempts to explain UNGPs for tourism business. What has been done by KUONI could be a valuable lesson for every tourism business in doing due diligence and showed the results publicly (know and show). However, there are few challenges that need to overcome during and after the assessment.

The first one is a matter of assessment strategies within a certain limited time. Appropriate strategies need to be considered in the context of the field and allocate certain period of time frame, so that it could achieved optimal result. ***The second*** is a matter of reading and classifying the results precisely. Reading and classifying the results precisely means to identify the victims (the actual and the potential one), the types of violations that occur, as well conducted by whom accurately. It can be done by doing triangulation as one way to ensure the accuracy of the findings (Bryman, 2004, Cresswell, 2009, Yin, 2011). This means the assessment should be treated as conducting a full research with complete and holistic methodology. ***Thirdly,*** do actual changes based on findings and monitoring the efforts made. Assessment is not merely a study of sheer, but it needs a proper action plan and carried out by the appropriate party. Therefore further action must be made to make sure that all stakeholders understand the findings and also prepare evaluation instruments in order to know and measure the extent of changes that have been made.

Based on the conclusion given above, there are a few matters that could be raise for further study. From time perspective UNGPs is relatively a new product, therefore there could be a study (surveys) about how many tour operators, hotels and other tourism businesses that already implement UNGPs or at least had human rights policy. Another research could also developed by conducting impact assessment according to the context, scale and reach from every tourism business. In this kind of study even where there is no clear policies on human right, at least good will from tourism business should be sufficient. Active involvement from researcher, academia, and tourism consultant also could be helpful to initiate the study. Since they had the tool needed to conduct such study, they also could approach tourism business to start launch the assessment.

Finally, related to the first pillar of the UNGPs (state duty to protect), it requires a study on how tourism policy in certain state covered human right principles and correspond to UNGPs. This kind of policy research requires studying several regulations at once, such as: labor law or employment regulation, land use, and others that related with tourism business. At the same time this study also could exam what effort already taken by state to promote UNGPs in tourism sector.

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THE ROLE OF SOCIAL MEDIA IN ONLINE TOURISM INFORMATION SEARCH : CASE STUDY ON THE APPLICATION OF WECHAT AMONG 1990S OF CHINA

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BACKGROUND

With the growing importance of social media as information sources for travelers, a good understanding of the role of social media in online tourism information search is vital for making effective travel plans. In order to carry on a focused study, this paper has selected a popular social media, WeChat, as a platform to analyze its application among 1990s in China. Since born from 2011, WeChat has evolved from an instant message App to an application which covers from clothes, food, buildings to transportation. Moreover, as indicated by Tecent, the developer of WeChat, in its latest report of 2015, those who were born in 1990s in China accounted for the largest user group of WeChat, approximate to 45.4%. Therefore, further study into the usage of WeChat by 1990s in China is crucial to identify the characteristics and trend for social media in online tourism information search.

LITERATURE REVIEW

Relevant literature in social psychology, information search mode, computer-mediated communication, and consumer behavior were reviewed to provide a conceptual basis for the discussion on information search, social media, online tourism domain, as well as the interaction among them.

The acquisition and usage of information accelerates the evolution of human society and transforms the existed lifestyle. As the basis of tourism, information develops along with the tourism activities (Buhalis, 1998). Meanwhile, the intangibility, non-transition and perishability of tourism made the combination of tourism and information more stable (Schertler, 1995). Travelers initiate online tourism information search due to different intentions. Undoubtedly, the use of social media technologies determines which elements of the trip might be used by the tourist thus having a great impact on the market. And the intentions to use social media are directly influenced by the perceived benefits of that use (functional, psychological and hedonic and social) (Eduardo et al., 2011). Furthermore, the information search experiences are characterized as a process constituting some common elements: prior knowledge and searching experiences, online searching strategies, processing and recording information, barriers to online searching, reasons for ending an online search, summarizing information, exchanging information and searching for more information through other sources (Chaang-Iuan et al., 2012).

However, the existed literature mainly focuses on the role of social media in online tourism information search from the perspective of social psychology or search process, with limited attention on tourism domain. Also, little emphasis was put upon the exact role of social media in search process.

METHODOLOGY

Since WeChat provides as one of the primary “gateways” for travelers to access the online tourism information, the overall goal of this research is to gain an understanding of the role of social media in online tourism information search. Specifically, the following questions are formulated to guide the research:

1) What types of tourism information search demands (e.g. functional or hedonic demands) do WeChat meet;
2) What characteristics enable WeChat to meet such demands;
3) What can we do in the future to improve WeChat to assist with purchase decisions for traveling.

Overally, this article will be organized as follows. It first outlines the context of online tourism domain and the impressive rise of social media. In the next section, the article reviews related studies on online tourism information search, especially those concerning with social media. It then provides the theoretical framework of this study; based on the findings from literature review, this study will adapt the existed mode by combining the information search process mode (Xiang et al., 2008) with demand realization mode (Vogt & Fesenmaier, 1998) to design the questionnaire, in which the Likert scale will be embedded to assess the interaction between social media and tourists' demands. The paper moves on then to present the quantitative study regarding the use of WeChat by tourists and the role it plays to meet the demands of tourists. The study's conclusions and implications are presented into the next section. Finally, the article indicates the study's limitations and suggests directions for future research.

CONCLUSION & FINDINGS

The results show that a form of social media though it is, WeChat is expected to meet functional demands instead of social interaction first. Also, compared to browsing "moments" or public forums, direct interaction with specific friends tends to be more effective in online tourism information search. Therefore, social media developers are supposed to put more emphasis on peer to peer interaction with no ignorance of hedonic and aesthetic demands of travelers, as well.

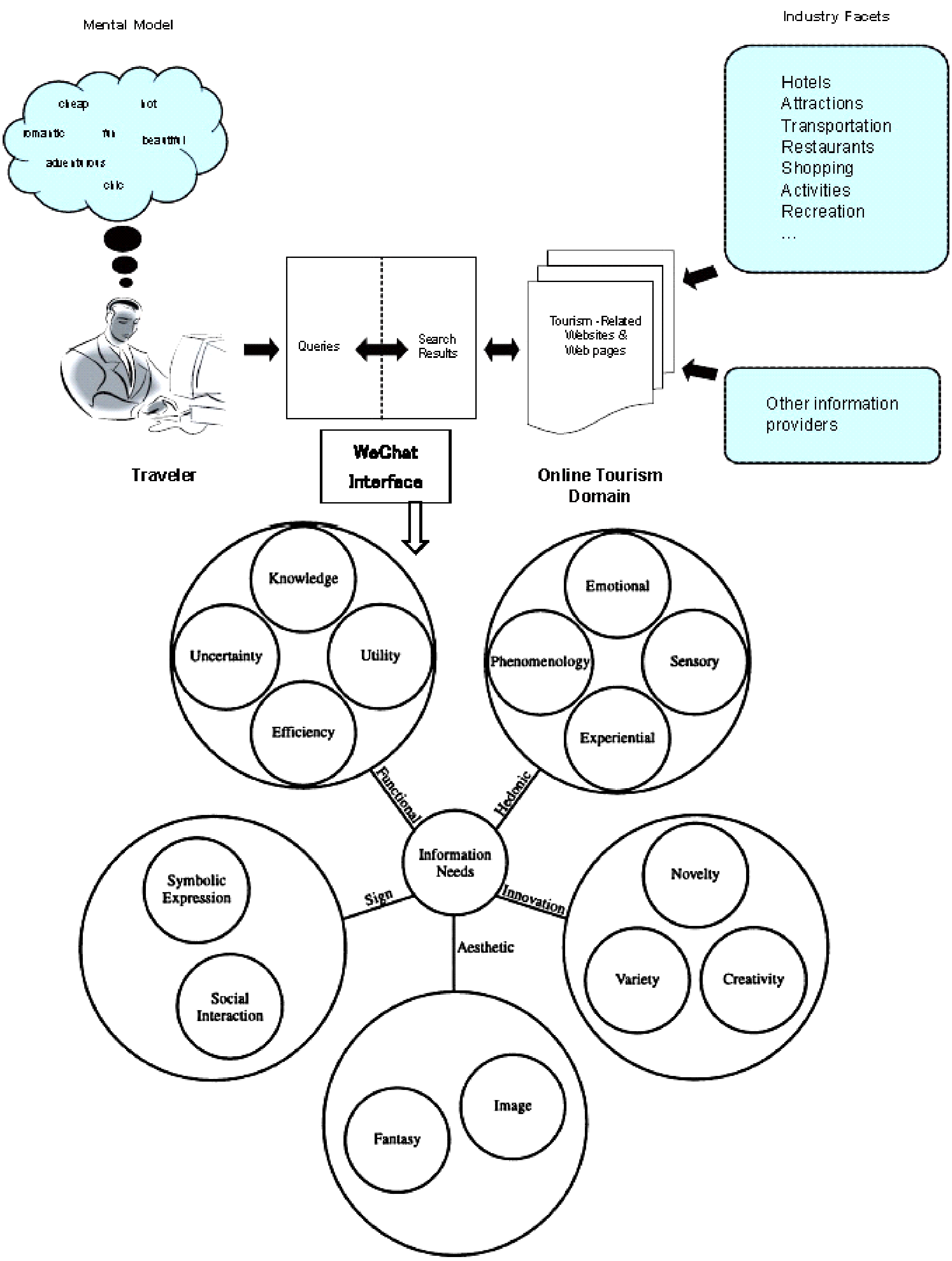

Fig. 1. The interaction between travelers, WeChat and online tourism domain (Adapted from Xiang, et al., 2008).

INTERGROUP CONFLICTS IN COMMUNITIES IMPACTED BY GAY TOURISM IN THAILAND

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Gay tourism or lesbian, gay, bisexual, and transgender (LGBT) tourism is an alternative form of mass tourism that has been regarded as a profitable market segment for past decades (Melian-Gonzalez, Moreno-Gil, & Arana, 2011). Scholars have defined this form of tourism into varying terms but the meanings have a closely undifferentiated manner and focus on the same relationships (Monterrubio, 2010) such as homosexual tourism (Graham, Clift, Luongo, & Callister, 2002), pink tourism (Hughes, 2006), or queer tourism (Puar, 2002). The size of the overall gay tourism market is not accurately estimated, but its substantiality is noticeable. For example, Gates (2011) asserted that approximately 9 million American adults, equivalent to the population of New Jersey, identify as LGBT. Accordingly, the National Survey of Family Growth reported that nearly 19 million or 8.2% of the United States population has experienced homosexual behavior. It also appears that the number of gay tourists has been rapidly increasing for many years. In Cap Town, South Africa, for instance, it was found that 10 percent of arriving international tourists indicated that they were homosexual visitors out of 800,000 arrivals annually (Visser, 2002). These numbers show that gay travelers are influencing changes in the tourism industry, resulting in new opportunities for travel agencies, gay-friendly accommodations and destinations across the world.

Notably, Thailand is one of the most open countries in regard to homosexual people in the region of Asia. In Thailand, being homosexual is not a problem if they respect the rest of population and other heterosexual visitors unless they break the law. Particularly, in terms of LGBT issues, changes in local attitudes and public policy began to occur during the 1990's. There are several gay, public events held in Thailand annually; gay pride festivals are the major gay activities that are held in Bangkok, Phuket and Pattaya. Recently, however, there are anti-homosexual movements from local residents who are conflicted with the gay tourists and the festivals. In response to the movement, the local political group in Chiang Mai province tried to stop a gay parade in 2009 to avoid possible conflicts between gay tourists and local residents. These resident movements and political actions indicate that there would be potential hostility and even violence raised by local residents and communities in gay tourism areas even though the locals recognize the benefits of gay tourism.

Hughes, Monterrubio & Miller (2010) found that there are inconclusive arguments about gay tourism in terms of the perceived benefits. Economic impacts, in general, were acknowledged positively as a higher benefit than the mainstream tourism (Waitt & Markwell, 2006). Whereas, the negative consequence derived from gay tourism was associated to the sexual activities in public. More specifically, some scholars argued that the sexually related negative consequences influenced not only the rest of the tourists in the destination but also host communities and local residents (Hughes et. al., 2010). The majority of studies on gay tourism have shown local residents' positive attitudes. However, the negative consequences derived from gay tourism are substantial enough, in that there are many locals who may dislike and disapprove of the culture and lifestyle of gay tourists in the destination that the locals believe is their own backyard. Furthermore, there are possible conflicts between locals due to different perceived benefits or attitudes toward gay tourists. With this realization, the purposes of this study are 1) to examine the conflicts between gay tourists and the different types of locals (i.e., direct and indirect locals), and 2) to identify the relationship between the locals impacted by gay tourism in communities.

Social Identity Theory

Intergroup conflict (e.g. in-group versus out-group) is a social phenomenon referring to the dark side of society such as hostility behavior, group violence, civil war, or battle. To investigate how the intergroup conflict arises in a community, "social identity theory (SIT)" could be a powerful theoretical instrument by contributing to better understanding the degree of intergroup conflict (Tajfel & Turner, 1986). SIT usually refers to group similarities: group-interest, attitude, value, belief, or achievement. Individuals would categorize themselves and others differently into an in-group and an out-group based on the movement of group(s) that they belong to and belief of "who they are." Individuals view their group positively in order to maintain positive self-esteem, attributes, or a satisfactory image about themselves through positive association. However individuals view out-group members with negative attitudes and as being competitors for scarce resources (Takács, 2003; Vallacher, Coleman, Nowak, Bui-Wrzosinska, Kugler, & Bartoli, 2013). The differences of group's identities may potentially create a high level of intergroup bias or unfair situations. The study of Dovidio & Gaertner (2010) found that the unfair situation between in-group and out-group could lead to negative emotions, protest, and possibly even group aggression and conflict on the part of the disfavored and excluded individuals. An unfair response also disadvantages another group and its members while valuing members of one's own group. In this study, we operationalize the concept of in-group as those who are directly involved with gay tourism and out-group as residents in the gay tourism destination who are not directly connected with gay tourism.

Residents' Attitudes Towards Gay Tourism

Studying residents' attitudes could be the most important factor to understand public support for tourism development in a country. According to Hughes, et. al. (2010), there were frictions between locals' and hosts' attitudes in terms of approval and disapproval toward gay tourism and gay tourist's behavior in Zipolite, Mexico. Hosts viewed gay tourists as benefit gaining to communities in terms of economic impact. Nevertheless, some locals consistently argued that gay tourism has brought some problems to communities, linked to the overt sexual activities in public that could change social and cultural values, increase environmental pollution, or even bring a bad reputation to the destination. As mentioned previously, differences of individuals' attitudes are serious issues leading to the occurance of intergroup conflict (Figure 1). Based on the realization, we propose the research framework as shown below.

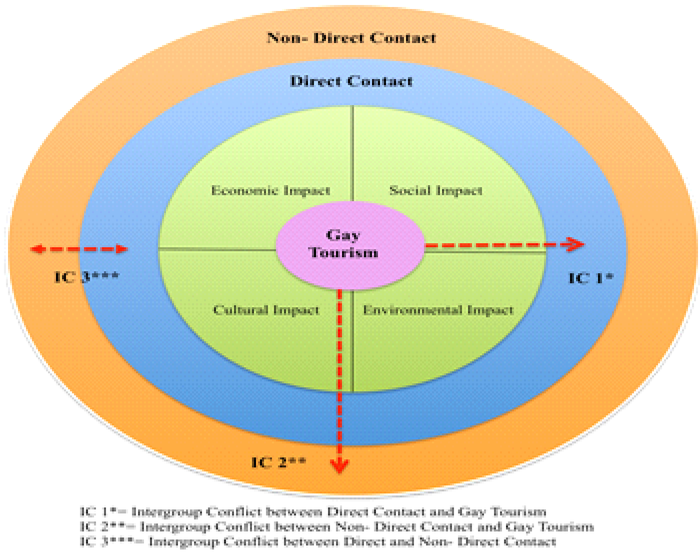

Figure 1: the model of intergroup conflict in communities

METHODS

The data collection for this study will be collected at the well-known gay traveling destinations in Bangkok (e.g. Silom, Ratchadapisek, Rama 9, and Chatuchak) and Chiangmai. A questionnaire will be designed to verify the impacts of gay tourism on intergroup conflicts in communities. The survey will be given to local residents living inside and outside gays' communities. A total of 400 subjects is estimated to participate in the study. The survey questionnaires will be distributed in a three month period during the summer from the beginning of June to the end of August due to those three months being the peak season of the tourism industry, attracting 1.5 million,1.9 million, and 2 million visitors each month in 2014, including non-gay and gay tourists (Department of Tourism, 2014). Statistical methods such as frequency analysis, t-test, ANOVA, factor analysis, and Likert Scale will be used to verify the hypotheses. Furthermore, the interviewing process will be used to disclose the subject's attitudes toward the gay tourism industry.

IMPLICATIONS

This study attempts to examine the intergroup conflict between two different groups of locals (e.g. direct contact and non-direct contact) in communities that have been noted as gay traveling areas in Thailand. Intergroup conflict has been critical throughout contemporary human societies. In other words, conflict between groups is not only a pervasive problem affected by gay tourism development, but also happens in other industries, organizations, and social classes. In terms of managerial implications, it could be stated that activists or third parties such as governors should pay close attention to this issue in order to mediate problem solving and balance the attitudes between groups of locals so that each group will have better satisfaction (e.g. win-win) for having gay tourism in their communities. In addition, in order to attract more gay tourists the activists need to educate or communicate to locals and same-sex tourists frequently to raise awareness of both the advantages and disadvantages of gay tourism. Then they could help each other avoid negative consequences in the future. "If you are happy and I am happy, so you are welcomed and we are willing to have you here." Further discussions, implications, and limitations will be addressed in the final paper.

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THE EFFECTS OF HUMOR ON IN-FLIGHT SAFETY ANNOUNCEMENTS

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INTRODUCTION

A key factor for success in the airline industry is safety and performance of strict rules. According to the Federal Aviation Administration (FAA) (2014), safety practices are a requirement for passengers to learn about emergency reaction procedures before every flight. The in-flight safety announcement can be conveyed in person by flight attendants or through the use of a pre-recorded video. Yet, it is a challenge for many passengers to pay attention throughout the in-flight safety briefing or announcement (e.g., Parker, 2006). There have been numerous discussions in regard to why passengers do not pay heed to the pre-flight safety announcement. According to Fennel and Muir (1992), the reason for passengers' distracted attention is a lack of interest in the flight attendants' announcement and the perceived quality of information that is contained in the pre-flight safety announcement. Parker (2006) found that the perceived information relevance contained in the briefing is a salient factor in passengers' attention to safety messages. He also identified other factors, such as passengers' overconfidence about the content of the safety communication and familiarity with the content of the message. In terms of demographic information, it was found that it is most challenging for young men with a high educational level to listen to the in-flight safety announcements (Johnson, 1979).

In spite of its importance, there has been a lack of guidance or direction about the delivery method of the in-flight safety announcement. For instance, most airline companies passively rely on the safety guidance provided by the FAA (2003), and, consequently, limit the development of innovative guidance materials. The FAA, however, specifies the content that must cover seatbelt usage, locations of emergency exits, emergency oxygen, and fire extinguishers. As a result, the majority of airlines have used similar messages in terms of format and content. Recently, however, some airlines (e.g., American Airlines, Air New Zealand, Cuba Pacific Airlines, and Southwest Airlines) have attempted to develop different communication approaches in this area. For example, Air New Zealand has released various versions of their pre-recorded in-flight safety video with a different interesting or funny theme such as the Hobbit, Bear Grylls, and Crazy about Rugby.

A survey targeted at the top advertising agencies found that a majority of advertising executives and practitioners believed that humor had an effective role in obtaining people's attention (Madden & Weinberger, 1984). Beyond the benefits of humor in marketing, these benefits have also been seen in a medicinal context (Strean, 2009), classroom learning settings (Stebbins, 2012), and teamwork study (Dean & Major, 2008). Additionally, Chan (2011) determined that humor was effective in gaining the attention of students when viewing humorous and nonhumorous television advertisements.

However, the results found that humor disturbed the processing of the core and important messages. According to Osterhouse and Brock (1970), humor is considered to work in two ways. First, it creates a positive emotional response, and second, it prevents the vital processing. From a safety viewpoint, if humor blocks the central processing of key messages, using it to deliver salient safety messages in the in-flight safety announcements might be counterproductive. The effectiveness of humorous videos in delivering safety communications remains mixed from a safety viewpoint.

In terms of methodology, some research has mainly focused on the self-reported method to identify the effectiveness of humor to deliver the pre-recorded safety video message. Recently, however, some communication scholars have focused on what happens during exposure to ads and how individuals perceive and think advertised messages over time. Even though many advertising studies based on during-exposure measures examine the effects of communication, the studies do not report in-flight safety announcement processing during exposure. For this reason, the internal mechanisms that make a safety-based message effects remain unclear. With regards to message effects, many communication studies have investigated the relationship between the types of messages and the psychological and physiological processes of the human brain during exposure to ads. Researchers in communication areas have also examined the relationships between real-time cognitive and emotional processes processing of media messages.

Since application and interpretation of cognitive and emotional processing about flight safety announcement using psychophysiological methods have been currently lacking, this study will especially compare humorous and nonhumorous messages in terms of individuals' processing of in-flight safety announcements. Respondents' heart rates, skin conductance, and self-reported data will be examined and measured. Therefore, processes occurring inside the brain—that is connected with human mind and body—will be examined through this study. Specifically, this study will investigate the effects of safety processing evoked by a stimulus on individuals' responses (i.e., attention, arousal, memory of the key safety messages, and attitude) in humorous versus nonhumorous safety messages. The proposed model of this study is shown in Figure 1.

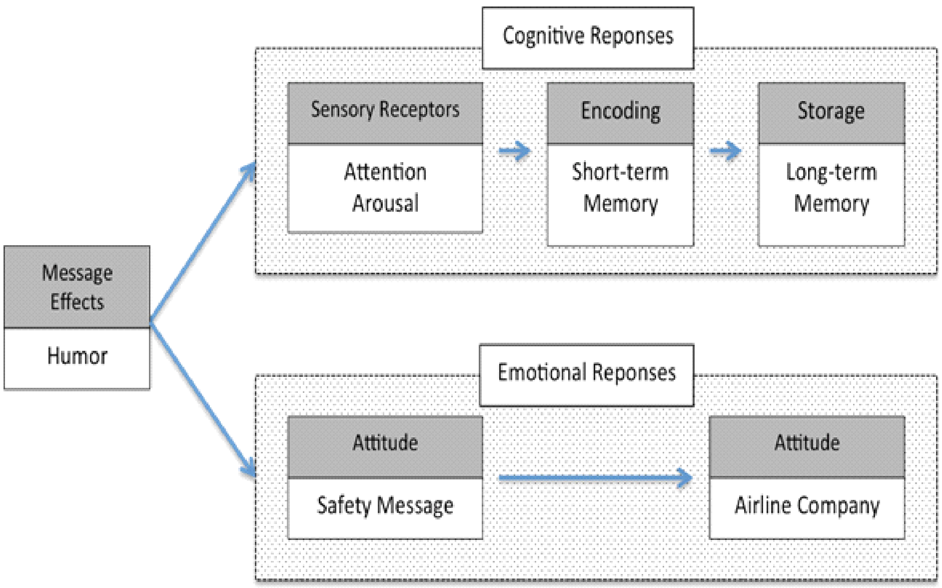

Figure 1. Proposed model of the study

METHODS

The study will employ a 2 (message: humor/non-humor) × 3 (message replication) within-subjects repeated-measures to investigate the proposed relationships. Participants' heart rates and skin conductance will be measured during exposure to safety messages. Also, self-report measure will be collected after viewing each safety message. In terms of attitude measures, participants will be asked to assess their attitude toward the message using a seven-point scale items. The semantic-differential scale includes two bipolar adjectives (e.g., interesting/boring, appealing/unappealing, likeable/unlikable, and dynamic/dull). Also, with regard to attitudes toward the company, three questions will be included to measure attitudes toward the company using a seven-point semantic-differential scale containing two bipolar adjectives.

Stimuli

As stimuli for this study, the messages will be in-flight safety announcements of representative airline companies selected from YouTube. The final stimulus messages will be determined through a pre-test and all safety messages will be four-minute long. The computer program MediaLab software will control the experiment and procedures.

The Procedure of Experiment

Trained member of the research team will be assigned to each participant. On arrival, the investigator will obtain informed consent; participants will enter the lab with a TV monitor, a mouse, a keyboard, and a comfortable chair. The investigator will provide a brief description of the experiment will ask participants to answer the questions about demographic information. Also, the researcher will explain the psychophysiological sensors for collecting data of heart rate and skin conductance and attach the standard AG/AGCL electrodes. During the experiment, the computer program MediaLab will control the presentation of study instructions, stimulus messages, and dependent measures items (i.e., attitude). Then, the participants will view 6 in-flight safety messages in random order and will be asked to answer the questions for attitude on the TV screen.

CONCLUSION

Many airline passengers disregard in-flight safety announcements that use a video format. Due to this problem, some airlines have changed this method to deliver this vital in-flight safety announcement. Based on the framework, this study aims to test variations of in-flight safety videos employing pre-flight safety briefings using topical, entertaining, fun, and humorous approaches. In addition, this study seeks to identify the effects of these videos on viewers' perceptions using new psychophysiological measures. This study may suggest that using humor to affect airline passengers' perceptions could have benefits. The possible result may positively contribute to the airline industry to find new ways of engaging the passengers in airline safety, even frequent passengers.

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PERSPECTIVES OF THAILAND HOTEL MANAGEMENT: THE ASEAN ECONOMIC COMMUNITY

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ABSTRACT

With a focus on workforce development, this study examines management's perspective related to workforce development in Thailand's hotel industry. A convenience sample consisting of 166 supervisory level employees from eight hotel properties in Bangkok and Chonburi, Thailand reported the highest need for effective communication and cross-cultural understanding as necessary aspects for operational success in the context of the development of an ASEAN community. With greater workforce mobility and travel within the region, opportunities for advancement were also highlighted as being favorable for growth within hotel management in their respective organizations as well as the wider hotel industry. Management perspectives indicated a realization for the need for effective communication at all levels of the organization as well as the value of diversity. The majority of management level employees however, reported a desire and need for more training and development in regards to leadership.

Keywords: Thailand, ASEAN, Hotel Management, Workforce Development

INTRODUCTION

The formation of the 2015 Association of Southeast Asian Nations (ASEAN) Economic Community (AEC) presents numerous opportunities and challenges for hospitality and tourism. With a focus on workforce development, this study examines management's perspective related to workforce development in Thailand's hotel industry. A convenience sample consisting of 166 management level employees from eight hotel properties in Bangkok and Chonburi, Thailand reported the highest need for effective communication and cross-cultural understanding as necessary aspects for operational success in the context of the development of an ASEAN community. With greater workforce mobility and travel within the region, opportunities for advancement were also highlighted as being favorable for growth within hotel management in their respective organizations as well as the wider hotel industry. Management perspectives indicated a realization for the need for effective communication at all levels of the organization in addition to the value of diversity. The majority of management level employees however, reported a desire and need for more training and development in regards to leadership.

Recognizing the vast array of literature on leadership, workforce development, and strategic human resource development, this research focusses on perspectives of Thailand hotel management in the context of the formation of the 2015 AEC. With diverse types of leadership styles that can be applied to different hospitality settings among unique organizations ranging from large to small, there are a number of common elements that are beneficial in this rapidly changing and diverse environments including learning organizations.

With the signing of the 1967 Bangkok declaration among the original ASEAN Member States including Thailand, Malaysia, Philippines, Singapore, and Indonesia, along with the joining of Brunei in 1984, Viet Nam in 1995, Myanmar, Lao PDR, 1997, and Cambodia in 1999 ASEAN now consists of 10 countries in a region of over 626 million people with a combined GDP of $2.4 trillion (ASEAN Secretariat, 2014). As one of the critical transit points in the world with over $5.3 trillion in global trade, the ASEAN region has evolved into one of the strongest economic growth areas in Asia, the third largest economy in Asia, and the world's seventh largest economy (ASEAN matters for America, 2014). As the pursuit for increased socio-cultural cooperation and economic integration along with changing security and political dimensions, the ASEAN region is one of the most dynamic areas with unprecedented opportunities and challenges for hospitality and tourism. This study examined the impact the formation of the 2015 AEC from the perspective of hotel management in the context of Thailand which is one of the rapidly developing areas among the ASEAN countries.

LITERATURE REVIEW

Identified in the ASEAN Tourism Marketing Strategy (ATMS) for 2012-2105 one of the overarching objectives for ASEAN tourism is the theme "ASEAN for ASEAN" to recognize the significance of visitors and potential for economic development within the region along with increased mobility among people. Creating a rapidly changing and dynamic environment for hospitality and tourism, organizations that can thrive will require a workforce that can leverage assets including the high level of human capital that is characteristic of hospitality and tourism organizations.

Coupled with an increasing diverse customer and employee base, hospitality organizations will increasingly require a more strategic approach to workforce development. As the hotel industry in Thailand has experienced periods of high growth followed by the recent political uncertainty, the retention of guests is critical and particularly during lower volume periods. With less restriction for travel and employment among countries within ASEAN, workforce mobility will also allow an increasing flow among the hospitality workforce along with investment.

With the ASEAN theme of "One Vision, One Identity, One Community" (ASEAN Secretariat, 2014), communication among all levels that supports the ASEAN story will arguably require a similar concentrated approach among hospitality organizations and human resource development. As theorists such as Peter Senge (1990) who notably coined the term "learning organization", suggests that shared visions bring the visions and goals of the individual in conjunction with the organization that consists of commitments that are reciprocal in nature.

Other human resource development advocates, leadership development theorists, and management strategists have similarly argued for the importance of the interaction among employees and management, along with the organization as a continuous learning process (Barney & Griffin, 1992; Bass, 1985; Kirton, 1994; Nadler & Wiggs, 1986; and Ross, 2003). As Senge (1990) advocates that as successful teams bring employees together to act on personal mastery and shared visions, strategic dialogue can open the flow for superior levels of communication, innovation, and creativity that can be greater than only one individual. Organizations that can create and communicate a vision through participation and learning, are more likely to thrive in rapidly changing environments while having the ability to be less adverse to diverse changes in the operating environment, minimize misperceptions, and own a more collectively shared vision and organizational identity (Senge, 1990).

With the continued integration of technology and wide exposure to media, new opportunities and challenges exist in communicating not only in hotels, but destinations around the globe. The image of a destination for example as advocated by Tuohino (2002) can be created through marketing or an associative image that the customer creates. Friendly people or safety as Echtner and Ritchie (1993) propose, as the psychological characteristics of their described destination image. With factors such as convenience and cost that play an important role in the selection of a destination, image may also heavily influence the identity of the brand that can increase or decrease the chances of visitors choosing that destination (Davies, 2003). Bigne, I. M. Sanchez, and J. Sanchez (2001) similarly argue that image also influences the evaluation of the destination that extends even beyond the selection process. Tourism destinations in ASEAN with Thailand being no exception, will need to be careful regarding their image to reduce potential disconnect among the perception of visitors and widespread scope of social media.

To promote unique culture in Thailand the Tourism Authority in Thailand (TAT) promoted the message that Thailand seeks to enhance a sustainable tourism product through leveraging its uniqueness and culture. In a survey conducted by the TAT and Siam University on the image of Thailand as an international tourism destination, results indicated that among 510 respondents among the largest 13 inbound markets, there was a positive image including Thailand as a rich natural, historical, and cultural travel destination (Rittichainuwat, Qu, & Brown 2001). Similarly, other research conducted on people outside Thailand by the Northwestern University's Kellogg School of Management and Chulalongkorn University reported that Thailand was one of the most favored vacation destinations that ranked high in food image (Changsorn, 2003). More recently in Thailand however, the political crisis has caused great concern with travel warnings that not only served as a disadvantage for tourism and the hotel industry in Thailand, but also in other ASEAN countries as well. With a substantial drop in international tourist arrivals and decreasing hotel occupancy and revenue per available room, the competitive environment changed dramatically. Groups sensitive to political instability including the Chinese market which accounts for nearly 20% of total tourist arrivals in Thailand declined (Credit Suisse, 2014). While not the focus of this study, the number of studies examining the effects of political instability on tourism is increasing (Campiranon, Laws, & Scott; N. Hall & O'Sullivan, 1996; Laws & Prideaux, 2005; Mansfeld & Pizam, 2006; Schwartz, 1991; Sonmez, 1998). Coupled with increasing levels in the usage of technology and widespread social media, any political instability or crises can be quickly and easily compounded. Tourism and hospitality employees including hotel employees can however, be effective conduits for communicating the circumstances and happenings "on the ground". If a clearly communicated vision is in place for a hospitality operation, the employees can be effective in maintaining a competitive advantage to overcome possible misunderstandings.

Relying on single sources of information by only a few at the top of the organizational structure may not be as convincing as data can now be accessed and often more often available than ever before. As many organizations flatten their organizational hierarchy as Senge (1990) argues, the wealth of information is accessible to greater numbers of employees who are expected to interpret, plan, and guide initiatives. With vast amounts of available information, the opportunity exists to apply relevant information to the context of one's own situation as well to that of a "shared vision". Shared visions as Senge (1990) argues, connects the vision and goals of the individual to that of the organization in order to build reciprocal commitments. Strategies for instance that can improve how situations can be handled through a learning organization approach may improve organizational effectiveness in the short and long terms for hospitality organizations. The individual visions of the employees collectively also create the shared vision of the learning organization. The organizational vision must be created through the interaction and communication among the employees Facilitating participation and encourage employees to share their visions may be the most effective role for the leader rather than simply forceful approach. The vision then will evolve out of the collective visions that can be created by the employees of the organization.

In highly competitive environments such as the hospitality industry, leading change is central to building learning capacity (Buyens, Wouters, &

Dewettinck, 2003). Organizational level learning depends on the capacity of the employees that can perform in certain and uncertain operating conditions to acquire information and knowledge. Effective problem solving capacities that lead to continuous learning capabilities enhance the learning organization approach (Senge, 1990).

Employees who thrive in rapidly changing environments and high levels of competition will lead to satisfied customers (Iverson, 2001).

In the context of ASEAN therefore, a clear vision will also need to exist beyond the hotel operation itself to include the uniqueness of the destination and within the regional position of ASEAN to reduce stereotypes and possible disconnect among perceptions. Fragmented approaches to workforce development in the ASEAN region may not prove as successful as approaches that support the diversity as a region with a clear vision. Therefore an understanding on the perceptions for effective hotel leadership in ASEAN is the central focus of this study.

METHOD

A convenience sample questionnaire was administered during the summer of 2014 to gather data on the perspectives among hotel management in Bangkok and Chonburi, Thailand related to the formation of the 2015 ASEAN Economic Community. A total of 26 questions ranging from demographic and 5-point Likert-scaled questions was designed to provide an overall perspective of supervisory level opportunities and challenges relating to aspects of workforce development, leadership, and cultural for the hotel industry in Thailand. Questionnaire content was adapted from the Whetton and Cameron's (1998) Developing Management Skills and Bass's (1985) Leadership and Performance Beyond Expectations.

Participation in this study was voluntary and respondents were ensured of the confidentiality on their responses to all questionnaire items. Due to the questionnaire being self-administered and anonymous, it is believed that all participants answered the survey instrument truthfully. The survey instrument was written and administered in English in pen and paper format.

FINDINGS

A total of 166 supervisory level and above managers with administrative and operational responsibilities participated in the survey among a total of eight different hotel properties in a wide representation of functional areas. The sample consisted of 66% males and 34% females with an average age of 41 years. The majority of respondents identified as Asian (77%), Caucasian (21%), and Other (2%) with over 92% having at least a bachelor's degree or higher.

Communication and cross-cultural understanding were identified to be the greatest challenges facing the integration of the ASEAN community as related to workforce development at the management level as represented in Table 1. Mobility and career advancement within the organization were also ranked as being as an important benefit and opportunity within the ASEAN community.

Table 1: Importance of Items Related to Hotel Management in Thailand for ASEAN

Item as Related to Hotel Management	Percent of Respondents			Mean*	Std. Dev.*
	Not Important	Neutral	Important		
Communication challenges	3.2	8.2	88.6	4.25	0.894
Cross-cultural understanding challenges	16.4	21.1	62.5	3.65	1.136
Importance of training & development	16.4	22.8	60.8	3.62	1.152
Importance of career advancement	4.1	11.6	84.3	4.10	0.960
Importance of mobility	8.3	17.2	74.5	3.86	1.058
Importance of diversity	20.0	34.2	45.8	3.28	1.154
Importance of teamwork	9.0	33.3	57.7	3.58	1.013

*1 = Not at all Important; 3 = Neutral in respect to Importance; 5 = Very Important

IMPLICATIONS

This preliminary research highlights some of the opportunity and challenges facing hotel management in Thailand with the formation of the 2015 ASEAN economic community. While management level employees were aware of the ASEAN community, the level of readiness highlighted areas of concern relating to communication and cultural understanding both within the organizational culture as well as managing the service relationship with the guest. Increasing diversity with the organization will require greater levels of effective communication in developing a shared vision for the organization. With increasing competition among ASEAN countries along with the mobility of people for employment and travel, cross-cultural understanding will become an even greater contribution for having a competitive advantage. While extensive literature exists on leadership and workforce development, the context of the ASEAN community requires advanced inquiry into the dynamic opportunities and challenges facing this region.

A number of limitations in this study highlighted the need for a larger sample and among a wider demographic and geographic profile. With the increasing recognition of understanding among the hospitality workforce in ASEAN, learning strategies will be essential in gaining competitive advantages. Further research related to employee motivation, training and development, along with advanced skill and behavior development may be advantageous for further researchers and practitioners. The high level of integration among the organizational culture of a hospitality operation to the destination and nation, as well as the place within ASEAN as a region offers many unique and timely opportunities and challenges that will be reliant on a competitive workforce to meet the changing needs, preferences, and expectations of new and existing markets. Reliable and effective communication is central to focusing on the tourist image of the ASEAN brand with hospitality organizations having a pivotal role in this dynamic region.

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THE IMPACTS OF TOURISM ACTIVITIES, DEVELOPMENT AND INFRASTRUCTURE ON THE ENVIRONMENT OF REDANG ISLANDS: AN ANALYSIS OF VISITORS' PERCEPTION

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INTRODUCTION

Tourism industry is one of largest service industry in Malaysia and continually growing. In 2012, the country received 4 to 6 billion tourists per year and is the 9th most visited country in the world which receives an income of RM 1 billion from foreign tourist per week. The industry is expected to grow further with a 36 million tourist arrival and 168 billion in income per year by 2020. (Economic Transformation Plan, 2010).The tourism industry is a major contributor to the foreign exchange, employment, payment for imported input goods while accumulating investments for new infrastructures (Bhattarcharya and Sankar, 2000; Lee and Chang, 2008; Lee, 2010; Lozano-Oyola et al 2012; Schubert et al, 2011). In the year 2005, the industry contributes key foreign exchange due to its contribution of 40 percent in the country's balance of payment (Ministry of Finance Malaysia, 2011).The tourism industry is targeted to raise total GNI contribution of RM67 billion to reach RM 104 billion by year 2020. Furthermore, the industry is targeting of employment offering opportunity amounted to 497,000 jobs (Economic Transformation Plan, 2010)

The tourism industry has proven to be not only beneficiary toward the economic and social well-being but also contributes toward negative impacts towards a country (Mohamed et al, 2000; Bhattarcharya and Sankar, 2000; Castellani and Sala, 2010; Choi and Sirakaya, 2005; Gladstone et al, 2012). Tourism activities have been identified to have a major negative impact towards the environment (Arrow et al, 1995; Buckley, 2012; Choi and Sirakaya, 2005; Holden, 2009; Kilipiris and Zardava, 2012, Kim et al, 2012; Kostopoulou and Kyritsis, 2012;Silva and Lopez, 2012; Simon et al, 2004). The impact of tourism activities towards the environment spreads in a variety of components. The components that are directly affected by tourism activities include ecological resources, natural sights, air, energy and water consumption, and natural resources (Arabatzis and Grigoroudis, 2009; Bhattarcharya and Sankar, 2000; Castellani and Sala, 2010; Choi and Sirakaya, 2005; Lei and Zhou, 2012, Kim et al, 2012; Song et al, 2012; Tang, 2011). There is also an indication that tourists' behaviour plays an important part in aggravating the impact on the environment. In contrast, it was also found that tourists showed concern towards the environment is to ensure the sustainability of natural activities (Lee and Othman, 2008; Aznie et al, 2012) However, there is no clear indication in recent studies whether the tourist have a clear perception towards the impact of tourism on the environment.

Hence, the aim of the study would be look at tourist perceptions impacts of tourism activities, development and infrastructure on the environment of Redang Islands. The specific objectives of this study would be to:-

i. The level of agreement of tourists on the impacts of tourism activities, development and infrastructure on the environment of Redang Islands.

ii. The difference in the level of agreement of tourists according to type of tourist and gender on the impacts of tourism activities, development and infrastructure Redang Islands.

METHOD

The main research method that was used is a quantitative design in the form of a survey. According to Best & Kahn (1998), a survey based on evaluation usually involves acquiring a desired or undesired result. In addition, the survey conducted in this research has two main purposes which are descriptive and explanatory (Taylor, 2007). The descriptive purpose of this study is to look at the level of agreement of the visitors and residents on the impacts of tourism on water quality. The explanatory purpose would be to look at the difference between the level of agreement of the visitors and residents.

The most common instrument used to collect data in a survey is by using a questionnaire. The questionnaire that was used in this study consists of questions on all the physical impacts of tourism on the environment. A 5 point Likert scale was used to measure the level of agreement of the respondents on the water quality. Location that was chosen for the study is Redang Island. This island was chosen as it is a popular island destination in Malaysia. Redang Island is believed to attract more than 8000 tourist per day during its peak season besides being recognized as one of the most beautiful island Peninsular Malaysia (Lim et al 2011, Jaafar and Mohideen, 2011).

A convenience sampling method was applied to distribute the questionnaire. Data obtained was analysed using SPSS. The data collection was done during the peak season (July to October 2012) of tourist to ensure more samples are available. The researcher distributed and gave some time for the respondent to fill in the questionnaire to avoid incomplete questionnaires. Data obtained was analysed using SPSS. A mean analysis was used to analyze the level of agreement of tourists. The level of agreement for descriptive analysis is analysed by dividing the range of Likert scale (5-1=4) with 3. The range of the mean analysis are Low (1.00 – 2.33), Medium (2.33 – 3,67) and High (3.68 – 5.00). An independent sample t-test was conducted to analyse the difference of perception between tourists according to type of tourist and gender.

FINDINGS

A total number of 211 tourists from Redang Islands were obtained as respondents. Although convenience sampling was applied, the tourists varied in the types of tourists and gender. There were 136 (64.5%) local and 75 (35.5%) foreign tourists as respondents. From the samples, total number of 144 (68.2%) were male tourist and 67 (21.8%) were female tourists Vargas-Sanchez et al (2008) included perception of tourist as an important variable in the model of explaining attitude towards tourism impacts. A descriptive analysis would allow the researcher to analyse the perception of tourists.

Table 2 : Level of Tourists Perception on Infrastructure Development Impact

Level	Frequency	%
Low (<3.72)	57	27.0
Moderate (3.73 – 4.00)	94	44.5
High (>4.01)	60	28.5

The level of tourists perception in Table 2 indicates that the total percentage of respondents with moderate and high level of agreement stands at 66.7%. This can interpreted that a large number tourists do agree that tourism infrastructure development have a significant impact on the environment of the island. There is significant difference between local and foreign tourist on the perception regarding the impact of infrastructure development. The local tourist had an higher level of perception than the foreign tourist. There are no significant differences for perceptions according gender

CONCLUSIONS

The study derived from the various impacts that tourism activities has brought on the environment of islands. Tourist behaviour play an important the aggravating the impact on the environment of islands. Past studies revealed that there was less focus in obtaining the perception of tourist on the impact brought on the environment. A survey using questionnaire was conducted to elicit the perception of tourist on the impacts of tourism on environment. Redang Islands which is a popular island destination in Malaysia was chosen as the location of the study. From the results that was obtained, it can be concluded that tourists believe that tourism activities, development and infrastructure have a significant effect on the environment. This brings to the conclusion that the tourists are very much aware and concerned towards the affect of tourism on the environment.

As a recommendation, instilling tourists with environmental education could be a step to bring out positive actions. Ballantyne et al (2011) believed that environmental education could be the bridge that helps to bring out a positive attitude from visitors towards the environment. Environmental education is also believed to bring out positive attitudes from residents as well (Kim et al, 2012; Tosun, 2000). Carrying capacity could become a standard indicator of an acceptable level for both visitors and residents. Carrying capacity in tourism is the maximum number or threshold value which can be accepted or accommodated by a tourist destination while maintaining visitor and residents satisfaction with reference to a standard of quality (Bhattacharya and Shankar, 2000; Bimonte and Punzo, 2007; Kostopulou and Kyritsis, 2006). Carrying capacity established in coastal areas would help to cope with environmental degradation.

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FUNCTIONALITY OF SIGNAGES OF MAJOR TOURIST DESTINATIONS IN THE BICOL REGION, PHILIPPINES

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INTRODUCTION

The tourism is the emerging economic booster in any part of the globe including the Philippines. In the country alone, tourism posted a high contribution in its economic growth for the last five years. Tourist spending increased in for the past five years as it increases its arrival in the same period. Noted to have the biggest tourist arrival was in Region VI - Western Visayas because of the famous and world class Boracay Island Beach and Resort which had been the venue of national and international events. Camarines Sur also shared this record once when the operation of the CWC was still in peak coupled by a side visit in the natural wonders and beauty at the Caramoan Peninsula for Adventure Island hopping.

Bicol Region is expecting around 1.2 million foreign tourists because of the comprehensive promotional strategies to market the region's tourist destinations (Oropesa, 2015).

However, it is not only the tourist destinations like the natural wonder of majestic Mayon and prestine crystal waters of Caramoan that are attracting tourists. Ravanilla (2015) cited that the traditional fiestas, authentic food and unique sports activities offered by each province and city in the region serve also as come-ons to tourists.

Raciles (2015) said the presence of Butanding in Donsol town in Sorsogon has always been drawing tourists. Rosal (2015) added that that Legaspi City is keen on being hosts to local and international conventions this year. Lanete (2015) in his part said that his province Masbate would have its first International Rodeo Competition in April this year.

These means that both foreign nationals and local tourists will enjoy spending their time not only in Boracay and CWC but practically in all popular and not so popular tourist destinations and attractions in the Bicol Region.

For a comfortable and enjoyable stay, tourists should be informed, directed, should be reminded of the destination's safety and regulatory standards, and should assisted be in the identification with regard the services, facilities, functional spaces, amenities and the likes of the tourist destination where they are staying.

Tourists visiting in the Philippines are not only locals but also of foreign nationals. It is a must that proper communication of the messages of information, direction, identification and messages of safety and regulatory should be clearly understood and accepted.

It is therefore a must that signs of different kinds, forms, colors and sizes should be in place in all the tourist destinations. It is on this premise that this study is being conducted.

Objectives of the Study

Generally, this study will assess and evaluate the different signage being used by major tourist destinations in the Bicol Region. And specifically the study aims to:

1. Determine the different signage being used by the major tourist destinations in the Bicol Region according to its function along Information, Directions, Identification and Safety and regulatory functions.
2. Determine the extent of implementation of these functional signages.

3. Identify the languages used to communicate in these signages.
4. Formulate legislative actions for local government adaptation and utilization in the regulatory requirements of the tourist destinations in their locality.

The result of this study may be significant to different stakeholders in the tourism industry. Tourists, both local and foreign nationals may be guided on how they would be able to generate of their own the information they need in their visit to different tourist destinations and attractions. Operators of tourist destinations, investors and businessmen and organizers of events would be properly informed and guided on how signage can best help them in serving better their clients. Results of this study may help local government officials and agencies enhance in their policy making and direction setting, and in their administrative, legislative and regulatory functions.

The study is limited to the functionality of signs installed in the different tourist destinations only. Only one DOT-identified major tourist destination, man-made or natural per province in mainland Bicol will be included in this study. Those tourist destinations, events and other attractions outside of the stated area are not included in this study.

METHODOLOGY

This study will employ the descriptive methodology. Both qualification and quantification of data will be conducted through surveys, documentation of on-site visit and inspection, face to face interviews, focused group discussions and analysis of both primary and secondary data, both description.

MEASURING THE DESTINATION ATTRACTIVENESS TO GAIN A COMPETITIVE ADVANTAGE: A CASE STUDY OF VIETNAM AS A DEVELOPING TOURIST DESTINATION

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INTRODUCTION

In the new millennium, tourism has experienced continued growth and diversification to become the most significant economic activity on a worldwide scale (World Tourism Organisation 2014). The international arrivals have been well above expectations, with 5% growth in 2013, reaching a new record 1,087 million arrival. Asia and the Pacific are the most popular regions for international tourists with an increase of 6% to 248 million. The international tourism has reached US $ 1.4 trillion in total export earnings within 2013. No doubt the travel and tourism industry has contributed itself as an essential driver for the growth of the world trade and prosperity in general, and a major player in the economy of many countries in particular. As a result, destinations are getting more competitive in the global tourism market (Buhalis 2000; Morgan et al. 2002b).

In fact, the competitiveness of a tourism destination has become a topic of increasing attention from researchers, managers and policy makers because of its importance in many aspects (Gooroochurn & Sugiyarto, 2005; Enright & Newton, 2004; Kozak & Rimmington, 1999). According to the report of the Council of Travel and Tourism World in 2009, the tourism sector (Blanke & Chiesa, 2009) has created 9.4% of world GDP (worth 5,474 billion) and is expected to reach 10,478 billion in 2019, and 219.81 million jobs created in 2009, accounting for 7.6% of the total. This figure is forecasted to offer 275.6 million jobs in the tourism industry, accounting for 8.4% of the total in 2019. With the increasing role of tourism in the world economy and the increasingly national importance of tourism development at developing countries, tourism has become a key driver for social and economic development. Along with economic prosperity, people's living standards are improved leading to; higher demand for quality tourism, safety and affordability. Tourists are knowledgeable and experienced, flexible and independent, and have high demands in quality and higher expectation during their travel. Many tourism destinations are emerging. Infrastructure and information technology have been improved significantly. The role and influence of travel agents and media has been improved on the growing market. Tourists pay more attention to quality, hygiene, environmental issues and facilities. This increases the pressure on the development of tourism in the developing countries and to attract more visitors in such a competitive environment. Therefore, wining the competition becomes the key factor for the long-term success of a nation in general, and a tourism destination in particular.

Many scholars (Gunn, 1979, Lew, 1987; Ritchie and Crouch, 2005; Yoon & Uysal, 2005; Leask, 2010) have agreed that attractions are as one of the major determinants of tourism in the competitive world market. Many destinations are well-known for only one single attraction. For example, the fame of Cape Town lies in Table Mountain whereas the area of Giza in Egypt is famous for the fascinating pyramid structures. Not only is it regarded to the unique landmarks of the destination, but it also links to the interaction between people and the main feature or the image of a destination. Tourists have no motivation or desire to travel to a destination with poor supply and unappealing perception. This triggers the development of a tourist attraction to continually increase the capacity of supporting services and facilities in the way of fulfilling customers' experience. That's why, destination should always ensure their attractiveness to compete with other competitors in the international tourism market.

Along with the continuing development trend of the global and regional tourism, most countries in the ASEAN had devoted themselves to be international destinations. From 1999 to 2012, the number of total international visitors to the region has been steadily growing. Malaysia and Thailand had continuously gaining ground while Singapore had experienced fluctuations, but still followed a rising trend. These countries have been successful in attracting foreign visitors and become popular destinations that are widely known in the world tourism market. However, compared with their neighbors, Vietnam had been slowly found their way to attract foreign tourists. Therefore, the study wishes to shed light on the sources and conditions that impact on competitiveness of ASEAN countries in general and Vietnam in particular to support them in becoming internationally attractive tourism destinations. Thus, better understanding of destination attractiveness and its competitiveness can help tourism stakeholders to identify the strengths, weaknesses, opportunities and threats of a destination to build its operation in becoming a trusted destination for visitors and a sustainable business practice for its residence.

METHOD

The study is to assess the perceptions of stakeholders and international visitors about the Vietnam attractiveness and its competitiveness by using both quantitative and qualitative research methods. The combination of mixed-method studies (Creswell, 2003, p.18-21) allow researchers gain better understanding about the research problem by collecting either sequential or simultaneous data. In this approach, a broad survey is mainly used to collect an overview of a target population whereas open-ended interviews are conducted to gather detailed opinions from partakers.

FINDINGS

The study aims to explore the relationship between destination attractiveness and competitiveness since this research area is still under investigated in the world. It also constructs and tests the new model of Destination Attractiveness and Destination Competitiveness (DADC) (Figure 1) as an indicator to measure a competitive destination. It provides a foundation for better understanding of the ability of tourism destination to attract and compete in such an effective and sustainable way within the tourism context.

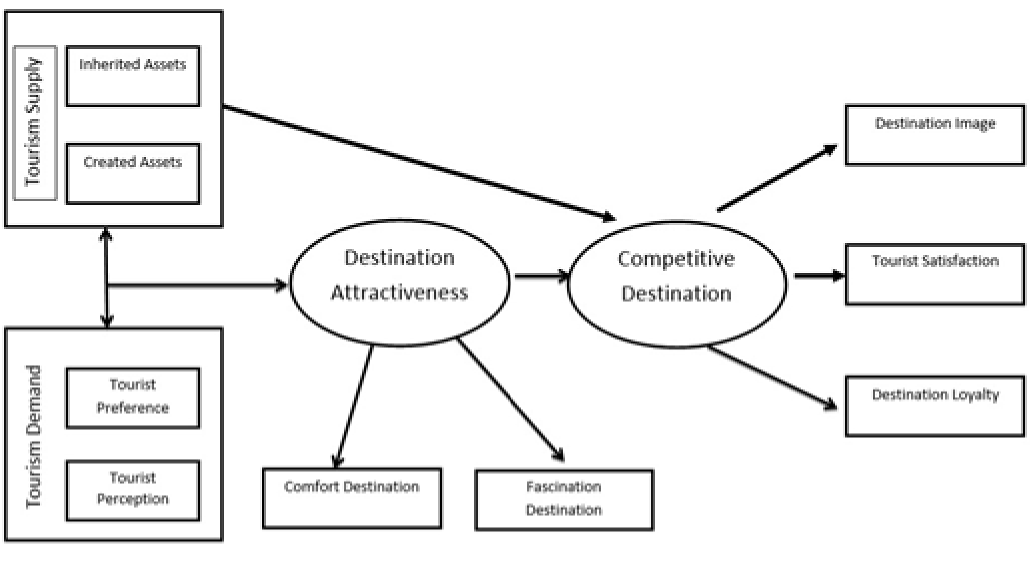

Figure 1: The proposed conceptual model of Destination Attractiveness and Destination Competitiveness (DADC)

CONCLUSION

Improving the attractiveness and competitiveness of tourism destination in ASEAN is a critical issue of the tourism industry, especially in terms of fierce competition among destinations in the world. Currently, the global tourism industry is coping with enormous challenges due to the impact of the downturn in global economic, terrorism, natural disasters, and epidemics around the world. In the study, the author concentrates on the requirements set out in the preamble. In addition, there are some contributions to a selective overview of the rationale for the attractiveness and competitiveness of destinations, overall experience of improving the level of destination attractiveness/ competitiveness from Vietnam, analysis and evaluation to gain an in-depth understanding of its tourism competitiveness, which answers the research questions "what is the current state of the competitive position of Vietnam as an attractive destination by international standards ?, what are its strengths, weaknesses, opportunities and threats in comparison with the main competitors in the region?". The research then puts forward a number of proposals and recommendations on policies and measures to improve the competitiveness of the regional tourism destinations. The opinions of stakeholders also help the author understand the up-to-date policies and measurements to improve the competitiveness of Vietnam tourism at the same time support her to make value added recommendations on policies and measures mentioned in the study

Since the destination attractiveness and competitiveness is always a problem with practical implications for the tourism industry, the author spends more time on researching, summarizing theory and practice in the hope of analysis and evaluation to give an overall picture of the correlation of attractiveness and competitiveness of a destination in general and of Vietnam tourism in particular. Thus to present recommendations on policies and measures to improve its competitiveness. However, because time is limited, the research certainly cannot cover all the issues related to the attractiveness with its regard to competitiveness of tourism destination in Vietnam and unavoidable shortcomings. Therefore, the author hopes to obtain insights and feedback from scientists, managers, professionals, businesses, and colleagues to achieve a complete and meaningful dissertation and to accomplish value added research findings that can be applied in real practice to contribute to the development of tourism industry of the country in the next decade.

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LOCATION-BASED SERVICES: TOOL FOR TOURISM SERVICE PROMOTION

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ABSTRACT

In today's highly competitive market where multiple service providers are vying for a limited pool of customers (in tourism sector), this call for continuing good relationship among the potential customers which can be achieved through the deployment of location-based service promotion. Location-based service promotion is a new marketing strategy that depends on individual location, mobile internet services and a mobile phone. The study found that location-based services have potential to attract, monitor and strengthened customer relationship. Tourism as an information driven industry would be better-off through application of location-based services to tourism activities. The study did not examined consumers' privacy concerns. The paper is structured into introduction, literature review, discussion and conclusion.

Keywords: Location-based service, Promotion, Tourism, Tourism industry, Information technology

INTRODUCTION

Understanding human mobility patterns remains challenging, mainly because mobility is probably very much constrained geographically by the distance one can travel within a day; it may also be shaped by our social interaction (Gonzalez, Hidalgo & Barabasi, 2008). Human mobility as it linked to human daily activities and business engagements have become interested area in modern business research. Scholars have invested their time and resources to investigate such relationships (Mok, Wellman, & Carrasco, 2010; Goldenberg & Levy, 2009). One of the achievements in that regard is the deployment and application of location-based services. It is another online social network which depends on individual location for interaction. AMA (2011) defined it as any application service or campaign that incorporates the use of geographical location to deliver or enhance marketing activities.

Location-based services provide location specific data with regards to individual profile check-in into a place. It provide platform for users to track friends and relatives at a particular place irrespective of the distance; platform for social engagements, and avenue for point-of-interest. It can serve as a tool to coordinate and monitor business activities specially while away from the office. (Scellato, Noulas & Mascolo, 2011; Noulas, Scellato, Lambiotte, Pontil, & Mascolo, 2011). For instance, the study conducted by Zheng, Xie and Ma (2010) on location-based service in relations to users' information found that it could serve as tool for matching individual locations with travel preferences and friend recommendations.

In modern business, attracting and satisfying the consumers becomes much challenging, because consumers has access to information due to internet availability and affordability; consumers' therefore are more educated and informed than ever, they have the tools to verify companies' claims, and seek superior alternatives (Kotler & Keller, 2007; Vikas, Eugene, Akin & Pandu, 2005; Glen, 2004; Michael, 1998). Consumers' do this within the bounds of search costs and limited knowledge, mobility, and income, because they tend be value-maximizers with the aim of achieving a satisfactory level for products and /or services purchased (Goldsmith & Horowitz, 2006). Promotion then plays an important role in providing essential information to tourists and other potential consumers.

Promotion is one of the marketing strategies used by firms to inform their customers about their services. Promotion aimed to present information to consumers and others; to increase demand, and to differentiate products (Pantea, 2011; Kurtz, 2010; Mukesh & Ranju, 2009). Promotion is significant in modern business because numbers of brands has increased; competitors use promotions frequently, mainly brands are similar, consumers are more price-oriented, the trade has demanded more deals from manufacturers, and advertising efficiency has declined because of rising costs, media clutter and legal restraints (Kotler, et al., 2007).

Promotion can be done by different media namely print media which includes newspapers and magazines, electronic media which includes radio and television; digital media which includes internet, social networking and social media sites (Frank, 2009). The fast-paced environmental of digital media presents new methods for promotion to utilize new available technologies such as mobile devices and location-based services. For instance, the study conducted by Mangold and Faulds (2009) on social media- the new hybrid elements of the promotion mix found that they have become a major factor influencing various aspect of consumer behaviour including awareness, information acquisition, opinions and purchase intentions.

The print media and electronic media are one way communication. It provides one way communication from the marketing organizations such as Airlines and hotels to the customers. This lacked of feedback on these media limited it interaction between the marketing organizations and their customers (Sherif, 2009). However, the digital media presents two-way communications between the marketing organizations and the consumers thereby creates platform for mutual relationships which can lead to loyal customers (Mersey, Mithouse & Calder, 2010). The electronic dissemination of information had a powerful impact on the way people communicate for personal reasons and even for business purposes. Miranda (2015) states that the impact of digital media on business includes faster information- business organizations such as companies Airlines and hotels can get their business information out to the public faster than ever; they do not need to wait for print media like Newspapers and Magazines to release their information to the general public. Location-based service is one these digital media.

Virrantaus, Markkula, Garmash and Terziyan (2001) classified location-based services into pull and push services. Push services are activated by a network operators and sent to the user without the user's request such as short message service received via mobile network operators informing customers about their services and new packages, emergence alert and traffic information (Levijoki, 2000). Pull services deliver information on the user's request this is based on the user's permission such as Myteksi search.

Although location-based services could be utilized to change business activities and better life of individuals, there are limited studies on it effective deployment to business, especially as a promotional tool. For instance Okazaki and Taylor (2013), content that it is not clear whether these location-based services become significant promotional vehicles? Buczkowski (2012) also argued that although the academic and non-academic literature on location-based social network marketing promotion is accumulating, the topic is still under development and the research is in its early stages, highly inconsistent, and fragmented.

LITERATURE REVIEW: LOCATION-BASED SERVICE

The advancement in location-acquisition and mobile communication technologies has helped to drive usage of location-based services thereby enabling people to use location data with existing online social networks like Facebook, to comment on an event at the exact place where the event is happening and organizing a group activity in the real world, record travel routes with global positioning system to share travel experiences in an online community. Zheng, Xie and Ma (2010) conducted a study on geo-life and found that the advance of location-acquisition technologies would facilitate locations connection in the physical world and as well as bridging gap between users and locations.

Tourism as a global activity and one of the most important forces in the world's economy (Cooper, Fletcher, Fyall, Gilbert & Wanhill, 2008) can utilize location-based services to provide necessary information to the tourists before arrival and during their stay at the tourist's sites. Although it popularity among consumers is limited due to privacy concerns (Zhou, 2013; Tsai, Kelley, Cranon, & Sadeh, 2010).

Tang, Lin, Hong, Siewiorek and Sadeh (2010) in their study rethinking location sharing, found that the popularity of micro-blogging have made general-purpose information sharing a pervasive phenomenon which impact location sharing applications in such a way that users are sharing their location data with a much wider and more diverse audience. The push for information sharing is largely driven by micro-blogging and social media sites like Facebook and Foursquare. Tourism as an information driven industry could be better off with deployment of location-based services, for instance it would provide information on customers' profile as they check-in to hotels or tourism sites which tourism managers can utilized to improve their services and effectively management the tourists. Such profile can also be used to segment the market based on the needs of the tourists, thereby providing better management of the tourists and the tourism facilities.

Reilly, Dearman, Ha, Smith and Inkpen (2006) studied the need to know: examining information need in location disclosure; administered fifty questionnaires among universities students and industry notice boards. The study found that purposive-driven location sharing is mostly associated with coordinating meetings, arranging transportation, sending reminders, providing roadside assistance, checking for availability hotels, and asking for estimated time of arrival. This assertion was supported by Wilson (2012) on his exploratory study of location-based services that argued, location changes everything, it has potential to change all outputs-where we shop, who we talk to, what we read, what we search for , where we go; they would change once we merged location and web (Honon, 2009).

The dimension of location-based services would help bridge the gap between the physical world and online social network services (Cranshaw, Schwartz, Hong & Sadek, 2010). For instance, a user with a mobile phone can leave her comments with respect to a restaurant in an online social site so that other people from her social networks can reference her comments when they later visit the restaurant. Cheng, Caverlee, Lee, and Sui (2011) for example found in their study exploring millions of footprints in location sharing service that check-ins have several unique features- they are social; associated with particular venues and can be augmented with short messages, providing partial insight into the thoughts and intentions of users of these services.

A location-based service has no bound on social engagements and interactions among like manners individuals. People in an existing social network can expand their social structure derived from their locations (Zheng, 2011). Location being one of the most important components of user context, extensive knowledge about an individual's interests, behaviors' and relationships with others could be learn from its location. This could be a better platform to understand tourists perceived values in relation to tourism services. For instance, people who visit the same restaurant and enjoyed similar dishes can connect with each other, share their experiences; and individuals constantly hiking the same mountain, beaches or lakes can be put in a contact with each other to share their travel experiences (Xiangy & Gretzel, 2010; Li, Zheng, Xie, Chen, Liu & Ma, 2008).

Location-based services have potential to impact friendships, which are integral not only to the operation of society but also to the individual's well-being (Keller, 2009). The study conducted by Husain and Dih (2012) on a framework of a personalized location-based traveler recommendations system in mobile application found that modern technological devices such as mobile phones has opened new channels and platforms through which travelers can find tour information and share their tour experience via websites, social network sites, blogs and forums, and to deliver information according to the user's current location and needs. Chen and Caulfield (2014) conducted a study on 'location, location, location', posit that it has become the maxim for property marketing and hunting.

Hoffman and Novak (2012) content that marketers are searching for a firm foundation in which to base their strategic decisions regarding how to employ social media to engage and influence their customers; location-based services present a new and unique social platform for marketers to engage customers in location-specific contexts. For instance, Yavuz and Toker (2014) studied location sharing on social networks: implications for marketing report that location-based services are rapidly growing in number and popular, consumers are increasing participating in these new online social environments, and sharing their location information which ranges from appearances at the workplace to participation in special events and visits to prominent places, therefore providing customer-to-customer relationships (Burton & Khammash, 2010).

The key driver for location-based service would be it economic value to the society and individuals. Strategy Analytics predicts that the consumer and advertiser expenditure on location-based services would approach US$10 billion by 2016. One reason for this would be the ever-growing availability of embedded global positioning system devices thereby present new research areas for consumers'.

LOCATION-BASED SERVICE AND TOURISM INDUSTRY

The relation between tourism and technology has always been very intensive (Buhalis & Law, 2008). The development in internet system in conjunction with the mobile technologies has influenced tourism sector as a whole and in particular every tourism actors. For example, Pedrana (2014) in his study location-based service and tourism, content that location-based services are the new challenge for tourism destinations, because they would serve as important information and communication means for business actors, tailoring services to customers' locations. For instance, Margherita (2014) opined that location-based service can be used in searching location-based information and services quicker than the traditional means of communication, while Buhalis and Law (2008) argued that tourists have become more sophisticated, more selective and price sensitive, investing less resources in travel planning because of deployment of information technologies to tourism (Alisha & Andrew,2014; Kupper, 2005). Tourism industry is today's leading application of the internet in a business to business context (Werthner & Ricci, 2004).

For instance, Pritchard, Vines, Briggs, Thomas and Oliver (2014) content that transport companies are seeking ways to support passengers by providing location-based services that can alert them when the next train or bus is arriving and maintain schedules between vehicles to deliver a more regular service. Location-based services could be utilized in such manner. For example Liburd (2005) found in his study sustainable tourism and motivation that with location-based service, destination managers can create innovative experiences for the tourist at each stage of their travel experience by providing them information on variety of activities relevant to their needs. Dutch Airline KLM for instance utilized Foursquare as part of innovative social media campaign to appreciate and reward their loyal customers; when passengers checked in at KLM's foursquare locations, the KLM 'Surprise Team' used social networks such as LinkedIn, Twitter and Facebook to find out information about the passenger. The surprise team then used this information to come up with a personalized gift to surprise the passenger. Location-based service could therefore be utilized to make tourism experience much enjoyable for potential tourists, and motivate other prospective tourists.

CONCLUSION

Modern consumers are better informed, and have tools to verify company's claims. It is expedient for business operators especially tourism firms to toll the line of their customers' inquest for technology adoption and usage. Firms that keyed into new technologies being used by their customers would be at edge advantage than its competitors that are still looking aloof. Promoting services via such technologies would not only create awareness but also facilitate customer interaction.

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VIRTUAL TOURISM BASED ON VIRTUAL VISION AND INDUCTION TECHNOLOGY

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Virtual tourism products based on virtual vision technology of Oculus Rift, the induction technology of Virtuix Omni, technologies of fourth and fifth movie have came to the market , and more dimensional movie and overall perspective may come to the market in 5 or 10 years.

The product may be used in tour simulation of outer space or abyssal sea, heritage or ancient site reappearance, disaster experience, sealed-off heritage site that closed for protection reasons or environmentally fragile landscapes. It may also be used as a supplementary tool for marketing. The market segment could be senior citizens, disabled individuals, travel agencies, people who have no time to travel or those who are interested in the product. To a certain extent, the product may also be a protection of fragile environment and a release of tourism pressure in large populated country such as China.

Keywords: Virtual tourism; virtual vision technology; induction technology

THE INSTITUTIONAL IMPLEMENTATION OF DESTINATION MARKETING UNDER THE TOURISM ACT OF 2009: AN ASSESSMENT OF THE TOURISM PROMOTIONS BOARD

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INTRODUCTION

On May 12, 2009, Republic Act No. 9593 (RA 9593) or the "Tourism Act of 2009" was passed by the Philippine Congress. In its declaration of policy, the law declared tourism as an indispensable element of the national economy and an industry of national interest which must be harnessed as an engine of socioeconomic growth. Through this law, the Philippines is being geared not only as a premier travel destination, but also as a potential investment haven for domestic and foreign investors.

With the passing of the Tourism Act of 2009, a complete reshuffle of public tourism bodies was done. This includes restructuring the Philippine Convention and Visitors Corporation into the Tourism Promotions Board (TPB), which was put in charge of marketing and promoting the Philippines domestically and internationally as a major global tourism destination.

In connection with this, Brinkerhoff (1996) states that successfully pursuing long-term reforms in democratizing environments involves not just knowing which direction to move in, but paying attention to how to get there. In essence, this suggests recognizing that policy implementation is understanding its process as much as its content. This is because policy implementation, particularly of reform measures such as Philippine Tourism Act of 2009, means not simply tinkering with existing operating routines or refining the analysis of policy options. Experience worldwide clearly demonstrates that long-term reforms do not proceed automatically or in a linear way; a 'jump-start' push is not enough to achieve policy goals (Bressers & Rosenbaum, 2003; Krutwaysho & Bramwell, 2010; Liu, Tzeng & Lee, 2012).

This paper seeks to highlight these points by examining the processes involved in the implementation of the destination marketing aspects of the Philippine Tourism Act of 2009. This is undertaken through an assessment of the issues and challenges met by the principal organization tasked with the duty: The Tourism Promotion Board.

METHOD

To meet the above objective, the paper uses a framework that focuses on the issues and challenges that arise from institutional arrangements, inter-organizational relations, coordination structures, through to the administrative organization, engendered by the Tourism Act. The framework analyzes the seven dimensions of policy implementation as identified by the implementation assessment tool by the U.S. Agency for International Development. The main analytical concepts of this tool include (1) the policy; (2) socioeconomic and political context; (3) leadership for implementation; (4) stakeholder involvement in policy implementation; (5) resource mobilization; (6) operations and services; and (7) feedback on progress and results. The focus is not the impact of the policy, but rather, the process, extent and nature of its implementation. These factors reflect the key concepts and themes that emerge from a review of the tourism policy implementation literature as well as the contextual conditions that influence policy implementation in the Philippines.

The research relied mainly on qualitative methods of data collection and analysis. In-depth interviews and focus group discussions were conducted with 12 officials of the Tourism Promotions Board from October 14 to November 6, 2014. Respondents came from the different functional departments of the office, and represented a cross-section of the staff. The face-to-face semi-structured interviews lasted between one to three hours, and were recorded to ensure data capture. Questions asked followed the framework, so dealt with the motivation behind the creation of the Tourism Act, the existence of social, political or economic barriers, the support among leaders, the sufficiency of resources, the provision of services, and the process of feedback. Secondary data were retrieved from TPB to verify the claims of the interviews. Data collected include performance reports as well as statements of financial conditions starting 2012.

The main method to analyze the data was thematic analysis or coding. Under this method, data collection and analysis are “developed together in an iterative process” (Hartly, 2004, p. 220). Coding was carried out after the interview data had been fully transcribed by the researcher. Primary codes used followed the organizing framework, thus, included dimensions of the policy, socio-economic factors, leadership and commitment, stakeholder involvement, funding, human resources, coordination mechanisms and feedback measures. A manual coding method of cutting and sorting and the need for refinement was employed during the processing stage (Ryan & Bernard, 2003).

FINDINGS AND CONCLUSION

Results from the analysis of data reveal a range of issues and challenges faced by the Tourism Promotions Board as it implements the marketing provisions of the Tourism Act of 2009. These issues are discussed below following the dimensions of policy implementation.

In the policy dimension, interview data show that implementation is initially not seen as a problem as interviewees believe that the existence of command and control mechanisms could guide execution. These include implementing rules and regulations as well as clear policy statements regarding the budget, powers and functions, and duties of the office. However, during the transition phase, the interviewees reveal confusion regarding assignment and sharing of responsibilities with the mother agency, the Department of Tourism. Singled out in particular were product development and market development. Another source of challenge was the inflexibility of budget sources and availability of resources to support the marketing functions.

A lot of these have to do with the environmental context. As Bhuyan et al. (2010) discuss, achieving policy goals means that implementation must contend with the changing context particularly the reshaping of political regimes, governmental structures, economic conditions, and social environments. This is validated through the data collected from the research. In particular, it was observed that that the thrust of tourism depends on the expertise and the direction wanted by the secretary of tourism. The wider economic and social environments of the country is seen by some of the interviewees as a big deciding factor in explaining the behavior and motivation of tourists towards the country.

Leadership then is seen as critical in order to steer the TPB amidst the constant change. Fortunately, as the data shows, there are actors, from the mother agency to the president of the republic himself, who were viewed as supportive of the thrust of the office. This is consistent with comments by Jenkins and Henry (1982), that the more important tourism is to economic development or economic recovery, the more support government will give to the tourism industry. Nonetheless, the respondents identified some politicians critical of the operations of TPB because the corporation was not a revenue-generating entity, its job of marketing and promotions were seen as plain costs, and the gestation period to recover investments was quite long.

The political class is just of the many stakeholders that the TPB consider in implementing marketing programs. As the interviewees reveal, a broad range of stakeholders are involved in varying degrees in implementing destination marketing: tourists, industry, local community, government, special interest groups and educational institutions. Data show stakeholder enthusiasm is undeniably present in the implementation of the strategies of TPB. It is noted, for example, that different government agencies and members of the private sectors help in the execution of TPB's projects. In contrast to this positive attitude, insufficient political will of regional leaders is noted, as it has been observed that some don't see tourism as a viable investment, thus do not focus on the supply of tourism infrastructure developments crucial to the marketing of a destination.

It should be noted, however, that the question of infrastructure development is to a large extent a question of resources and its mobilization. In the case of TPB, respondents agree that mechanisms on ensuring funds exists, but delays in obtaining approvals, thus, disbursement of funds is a main challenge. There is the danger of the seed money from the national government being depleted in 2-3 years, according to the interviewees. Moreover, human and material resources are found to be insufficient, thus the need for the employees to be flexible in utilizing the on hand assets and talents, including developing the ability to interpret qualitative or quantitative studies of marketing and planning to supplement common sense and gut feel in drawing up programs and projects. As recommended by one of the respondents, one of the old practices that need to be abandoned is the "government employee tendency" of doing what is just needed instead of surpassing expectations. This call is consistent with the views by Bhuyan et. al (2010), who mentioned that estimating and mobilizing the financial, human, and material resources required may entail organizations to modify or even abandon old practices and undertake new activities because new policies often involve new strategies.

In the operations and services dimensions, the number one problem encountered by the agency, according to the respondents, is the restrictions brought about by the enactment of Republic Act No. 10149 or the Government-Owned and Controlled Corporation Governance Act of 2011. It has imposed limitations to the term of TPB's chief operating officer and the number of employees that it can hire. Interviewees have also lamented that the need to fulfill all the required numbers in the scorecards have given TPB staff more workload than can be accomplished by existing human and material resources.

This issue has to come to light due to monitoring and feedback. As Bhuyan et al (2010) suggest, receiving feedback and using information on how policy implementation is rolling out allow policymakers and implementers better able to assess interim achievements, to make necessary course corrections, and to see themselves as part of a larger effort. In the case of TPB, based on interview data, monitoring is undertaken both internally and externally, with external review undertaken by constitutionally mandated bodies and other government agencies. A challenge, according to respondents, is obtaining the full cooperation of the private sector in revealing the costs and benefits of their participation in marketing events, and the standardization of processes as TPB obtains ISO certification.

All the above factors reveal a plethora of issues and challenges for the TPB as it meets the requirements imposed on it by Tourism Act of 2009. The study shows that the execution of the marketing and promotional strategies are affected by overlapping functions, political conflicts, insufficiency of resources, and multiple and sometimes restrictive requirements from monitoring agencies. These findings support earlier views that tourism policy implementation, particularly within the Philippine context, can be constrained by a lot of factors particularly contextual conditions (Dela Santa, 2013). This implies that efforts should be geared towards understanding the nature of these barriers and taking action where warranted in order to inch closer to achieving policy goals.

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COGNITIVE FEAR OF OUTBOUND TOURISTS IN THE EVENT OF TRAGEDIES: IMPACT ON TOURISM PARTICIPATION

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INTRODUCTION

'Fear' is an emotional expression as well as a reaction, whose stimuli could be created by socialization, a told story and also through one's own previous observation. This fear restricts individuals from doing something for a period of time, and may be forever. Unexpected incidents always lie as a major factor causing a mental shock or a spontaneous hesitation towards a particular action. As for many usual activities, this psychological mindset is also a constraint for tourism participation. People lean towards panicking on travel due to certain instances witnessed by world's eye and this ends with a decline in people's intention to travel globally. Peoples' participation in tourism is always depended upon travel motivation, tourist's satisfaction, decision making and destination's Image (Chi & Qu, 2008, p.625). Any hindrance to certain comfort-circles resulting to a mass decline in tourism participation can end with global crisis. Tourism being a potential way to achieve growth and development (Cortes-Jimenez & Pulina, 2010, p.61); effective tourism participation is to be maintained by every nations. By tracing the tourism growth during the past decade, a down fall could be noticed due to number of episodes that caused for its fluctuations. 'Global political events such as terrorism attacks and the emergence of global epidemics have reignited awareness of the importance of risk perceptions, adding a new dimension to the potential consequences of not understanding what scare tourists' (Dolnicar, 2007) . Tourists are particularly susceptible to perceived security threats related to crime (Pizam and Mansfeld, 1996; Brunt et. al., 2000), political instability, violence (Hall & O' Ullivan, 1996; Sonmez, 1998), health risks (e.g. SAR's, HIV, and AIDS) and natural disasters (2004 tsunami, earthquakes).

Researches are usually limited in pointing some of threats to tourism, peoples' attitude towards that and downfall in tourists' arrivals. Fear is often recognized as the causative factor for this downfall. But the aspect of 'why fear?' is uncovered. This research will also focus on evolving a parameter to understand the cognitive fear arising upon a travel motivation followed by the occurrence of a tragedy. Also, the impacts on inbound tourism and decline in tourist arrivals at the happening of tragedy are widely mentioned. But the importance of exploring the attitudes of outbound tourists and its reactions on the tourism industry is tiniest seen. All these responses are reflected through the act of tourism participation. The study ponders all these spaces in relation to each other and recognizes its global outcome regarding how this leads to a global crisis. This paper elucidates the fear of outbound tourists in the event of tragedies and its impact on tourism participation through an intensive literature review.

BACKGROUND OF THE STUDY

A condition of distress or uncertainty is where people are in dilemma and unable to take decisions. The fear or anxiety affects a person intuitively through cognition. In relation to tourism activities, this feature of fear is of high relevance. A widely broadcasted tragic incident that happened at any region of the world creates a terror in tourists' mind, especially for the potential travellers intending to visit that region. This results in changing tourists travel plans. Therefore the visitors to that destination decrease and through various multiplier effects it affects the countries revenue. In a wide perspective, it can even result to global crisis. The ultimate reason for this is a cognitive fear evolved in tourists mind. The aspects of 'what contributes for causing fear' are studied by various researchers. But why do they fear is less considered. It is essential to identify this to analyse how hardly it affect tourism participation, how it is impacted. At the same time, this analysis is needed for suggesting solutions that can abridge travel fear and enhance tourism participation. The study is conducted from the outlook of outbound tourists towards their fear and travel preferences after an awful incident befallen within their region. There lags a learning to evaluate the outbound tourists' attitudes and fear of travel. This paucity is recognized in this study. Especially the present scenario of continues episodes of events like Malaysian Airline mishap, Airline crash, spread of Ebola virus disease, terrorist attacks, an evaluation of the tourist fear and its impacts on tourism participation is necessary and this remarks the significance of the study.

The ambiance for the evaluation of peoples psychological fear towards travelling is mainly derived from the events like 9/11 2001: World Trade Centre attack, 2004: Tsunami, 2009 recession, 26/11/2008: terrorist attack at Taj Mahal Hotel Mumbai, 2010: Haiti earthquake, 2013: Landslide in Uttarakhand, India, Malaysian Airline (MH 370) abduction, Malaysian Airline (MH 17) crash, Landslide in Kashmir, outbreak of Ebola Virus Disease, Air Asia flight crash, on 2014 and Charlie Hebdo shooting at France in 2015. During 2001, the expected growth of America was 3.8% in the tourism sector. But it was dipped by 5.1% because of the unexpected 9/11 incident (Belau, 2003). In Bali, after the Bali bomb blast the statistics have shown a sudden down fall from 5.0 million in 2002 to 4.4 million in 2003. There are several instances that depict these falls (O' Connor, Stafford, & Gerry). A number of studies have been conducted on the areas like the image of destination and tourist satisfaction (Chi & Qu, 2008), loss and restoration of travelers trust on the basis of tragic events and perceived risk and travel avoidance in the post tragedy occasion (Volo & Pardew, 2013, p.200), investigations of travel related concerns of tourists due to crisis (Dolnicar, 2007) etc. The area of why fear and what makes people aversive of travelling as well as the views of outbound tourists on such incidents and influences on their travel intentions along with its effects on tourist generating region and how it results in a global crisis is an area less considered. This unseen area concerning an in-depth study of outbound tourists' attitude is to be explored. Here comes the relevance of the topic "Cognitive fear of outbound tourists in the event of tragedies, impact on tourism participation."

METHODOLOGY

A qualitative research design is particularly appropriate for the investigation of emotion (Mura & Khoo-lattimore, 2012). Similarly, Strauss and Corbin (1990) claim that qualitative techniques are particularly useful in the exploration of perceptions and emotional experiences (cited in: Mura& Khoo-lattimore, 2012). Therefore, the mode to do this research study regarding the cognitive fear of outbound tourists is set along with a qualitative method which is most appropriate approach to deal with the qualitative concepts like psychological emotions, people's opinion, fear, perceptions, attitudes and their responses in tourism participation in the occasion of terrible events. These are the core concerns discussed in this research. Semi-structured in-depth interviews and direct observations will be done to gather data from the people and analyse to form findings and suggestions from it. This is necessary to bring out the hidden thoughts in human. All these obviously require an interpretive research paradigm. The interpretive research paradigm considers the world is constituted of multiple realities (Jennings, 2010). Here, people have their own says about their reasons of fear and their decisions for why they decide to travel or not to travel. The assumed sample size is fifteen to twenty in-depth interviews, among that five will be travel agency personnel. This is to understand how the outbound tourists react to their travel plans and how it affects tourism participation after the happening of such disastrous incident. Even though the numbers of interviews are demarcated as 15-20, it varies until obtaining theoretical saturation. The other subjects who are being interviewed will be young Asian outbound tourists. The varied travel frequency like frequent travelling or deferred travelling of subjects of and how the intensity of fear varies for them will be also a concern for the study. These will be studied and explained through the interpretive research paradigm. Qualitative Content Analysis (CA) will be used to analyze the data collected through the semi structured interview (Jennings, 2010). Understanding the tourism potentials and cultural vibrancies of Malaysia and being the victim of some terrific events like abduction of Malaysian Airline 370 and flight crash of Malaysian Airline 17recently, which have already created a terror in peoples mind that is being reflected in Tourism participation, the intended venue for data collection is preferred to be the airport and some major travel agencies located in Malaysia.

IMPLICATIONS

Man is prone to travel from the very old time. His travel intentions are remarked from being nomads to the invention of jet planes. Travelling and the then evolved concept of tourism have now grown to the world's largest money making industry. Tourists are attracted to various destinations due to several factors such as the climate, geography, culture, architecture and so on. The factors such as good accommodation, accessibility, amenities also influence travellers for their decision making. Anyhow most people travel for rest, relaxation and leisure. That is to reveal themselves from the stress full living. What if they come to know that the places they intent to visit are in trauma? There will be an anxiety evolved in their mind on hearing about that place. This persuades them to change their travel plans. Tourism being a major indicator for economic growth in numerous nations and greatly influenced by multiplier effects, a massive downfall in travelling and tourism happened due to some serious issues would create the economy as well as social stability of a nation in distress. Downfall in exports and industrial production, rising unemployment, sway in tourists' confidence on the occurrence of crisis will negatively affect tourism consumption (Bodosca, Gheorghe & Nistoreanu, 2014). Mostly these issues are some kind of tragedies. These disasters in the form of terrorism, accidents, diseases, natural calamities generates feel of horror in travellers resulting in uncertainty. There arises the question 'it is safe to travel versus it is unsafe to travel' (Volo & Pardew, 2013).

Tragedies can happen anywhere at any time. But the matter is how we are prepared for overcoming such situations. It is inevitable to understand how people react to such situations of terror and the response of their personal mindset towards the particular incident and also the attitude on thinking about a chance for its happening again. A study about these aspects is relevant for making suggestions to the policymakers to make preparations to minimize the chances for tragedies and manage the crisis situation (O' Connor et. Al). Also it is needed to formulate methods to overcome troublesome situations at the time of emergency in the most efficient and influential way. Goodrich (2002) explains the importance of managerial implication for the study on tourist reaction at the tragic event of the context of 9/11 attack as it increases the concern of management for safety and security. This was reflected on increased number of surveillance camera and security personnel. This is a relevant aspect in this research also. In another scenario of tragedy, Ravi Chopra who is an expert in the Naga Ganga River Basin Authority suggests for a green approach to avoid the natural disasters like Uttarakhand landslide occurred on 2014.

This study will insist policy makers and stakeholders to take into consideration the fear aspect that strokes tourists. This can be avoided through advertisements campaigns, passing confidence provoking information through mass media and so on. This can also provide insight to the aspect of minimizing the distorted spread of news regarding a crisis situation and the information should be broadcasted with regulation without panicking the public (Fazlur-Rahman, Holdschlag, Basharat, & Ihsan, 2011). The implications also encourage the stakeholders to help the issue of down fall in tourism participation by the promotion of domestic tourism that could maintain the revenue from tourism to certain extend (Goodrich, 2002).

This research focuses on the fear of outbound travellers which is a less considered area. Uplifting this area is worth full to realize intrinsic feeling of natives towards travelling. Solving such cognitive conflicts would increase outbound and domestic tourism which causes consequent rise in tourism participation and multiplier effect as well. Thus it could be summarized that the outcome of this study is highly relevant.

CONCLUSION

Cognitive fear is the fear or threat that is arising and inhibiting in one's mind due to some particular reasons. These fears unknowingly push back people from doing an action. In tourism point of view, some sensational incidents like terrorism, war, natural disaster and epidemics are examples. And this makes people aversive towards travelling. There is paucity in the serious studies done for understanding the amount and intensity of fear inhibiting in travelers. This fear will adversely affect the tourism participation and thereby tourism industry of that region. Even though studies have been done regarding some incidents like world trade center attack (Kingsbury & Brunn, 2003) and their impact in tourism, specific studies has not yet done to examine how outbound tourism and tourists are feeling about this trauma. The less tangible impact of outbound tourism could be the reason for that. It is to be noticed how outbound tourism is affected to balance tourism participation and maintain the benefits for domestic tourism, multiplier effects, domestic stakeholders, spreading the countries fame in its tourism potentiality and increasing world view and lifestyle of natives. Thus the relevance of this study can be understood. A qualitative study is therefore done here through interpretive research paradigm, narrations and observations to gain in-depth awareness regarding psychological fear in out bound tourists on the unexpected occurrences of tragedies and their impacts on tourism participation. The suggestions and conclusions formulated after the study can help policymakers as well as travelers take precautions as well as to face unexpected incidents.

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THE RELATIONSHIP AMONG EMOTIONAL INTELLIGENCE, CULTURAL INTELLIGENCE, AND CROSS CULTURAL ADJUSTMENT OF ASIAN CHINESE STUDENT STUDY IN TOURISM MANAGEMENT DOMAIN IN TAIWAN

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INTRODUCTION

Taiwan has an excellent academic environment, scholarships and convenient location, reasonable cost and good Chinese learning environment, to attract Asian Chinese to study abroad in Taiwan. Comparing with most Asian countries, Taiwan also has progressed hospitality and Tourism education environment, therefore, there are amounts of Asian Chinese students who are studying the Tourism Management, Chinese Culinary, Baking, Recreation Management in Taiwan.

Hospitality educational institutions need new thinking (Zehrer and Lichtmannegger, 2008). Asian Chinese different from cultural background, the experience in the field of learning through field study, the Asian Chinese feel a sense of different cultures, is a skill to reach different cultural authenticity of good communication (Mac Cannell, 1999 ; Hubbard, 2007). This research will investigate relationship of Asian Chinese students' Emotional Intelligence, Cultural Intelligence, and Cross Cultural Adjustment of Asian Chinese Student Study in Tourism Management Domain in Taiwan.

Purpose of the study

The main objectives of this paper is three folds: (1) understand the relationship of emotional intelligence among cross-cultural adjustment of Asian Chinese students studying in Taiwan in the tourism and hospitality fields (2) understand the relationship of cross-cultural intelligence cross cultural adjustment of Asian Chinese students studying in Taiwan in the tourism and hospitality fields (3) understand the relationship of emotional intelligence among cultural intelligence of Asian Chinese students studying in Taiwan in the tourism and hospitality fields

Hypothesis

H1: Cultural Intelligence has positively relationship with cross-cultural adjustment.
H2: Cultural Intelligence has positively relationship with cross-cultural adjustment.
H3: Cultural Intelligence has positively relationship with emotional intelligence

METHOD

This quantitative research is under processing, the results will be indicated in May 2015. Researcher will use survey instruments to collect the data. defined of cultural intelligence and cultural intelligence scale is divided into four main factors: strategy type culture IQ, cognitive and cultural intelligence, motivation, intelligence and behavioral type (Ang et. al , 2003). defined Emotional Intelligence Scale with seven dimensions, emotional reasoning, emotional self-awareness, emotional self-management, emotional expression, emotional awareness of other people, other emotion management, and emotional self-control (Palmer, Stough, Harmer, and Gignac, 2009). defined the cross cultural adjustment scales for general adaptation, mutual adaptation, adaptation of the three facets of the school. All of scales are using a five-point Likert scale questionnaire design, "strongly disagree," "disagree," "ordinary," "agree," "strongly agree", were given one to five points (Dean, 2013).

This study is expected to collect 300 valid convenience sampling for data analysis. The Person correlation coefficient, Regression, ANOVA, T-test will be used to measure the results of this research.

IMPLICATIONS

Tourism industry plays a leading role in the economy, the origin of structural changes in the global tourism and leisure industries. Taiwan's Tourism, hospitality, and leisure education provide the cultivate professionals and specialists for industry's strong demand of manpower. Taiwan's education system must understand the needs of Asian Chinese students, the real show their inner voice and that will help relevant staffs to provide appropriate teaching methods, understand the needs and difficulties of teaching on student learning and provide personal assistance, and to consider Asian students with cultural differences. The results of this research will provide the guideline for Taiwan's tourism and hospitality education system and staffs to progress the Asian Chinese students' learning and development.

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AWAY FROM HOME: REFLECTION OF THE RESEARCHER BACKGROUND AND COMMUNITY EXPERIENCE

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INTRODUCTION

Studying a case usually involves understanding of unfamiliar environment and culture before immersing in the research context. In the beginning, there is always a sense of disconnection between the researcher and research context. Typically, in qualitative study named as building a "rapport" between the researcher and research context. In previous studies, many of the researchers discovered that the culture & familiarity with the landscape of surroundings plays a significant role in this process. However there is still a lack of exploration and understanding about what constitutes to build a "rapport" initially. This paper began to commence in 2015 from a field trip in East Malaysia. During this study, the researcher discovered an inter-relation of culture between this indigenous community and researcher identity (As a Nepail). Further, these phenomena allowed the researcher to immerse into the study context explicitly. Primarily, the convincing possibility behind this connection is because of the shared experience and familiarity with the nature of the researcher's background by the community. During the time of conflict between Malaysia and Indonesia in 1963, (the conflict was known as "Confrontation"). During that phase, the Malayan Government invited the "Nepalese Army" who is honorably known as "Gurkha Army", to fight for them in the arena. Precisely, to fight with Indonesia this community was one of the main base camp for the soldiers, because it is very close to the international border with Indonesian Kalimantan. Secondly, according to the senior folks and local authority sources from the community, during that period of the Gurkha Army's, community had a peaceful life in Borneo Island as a whole. Further, with their assistance, sacrifices, bravery and strength, Sarawak got its independence from the colonial British to be part of the Federation of Malaysia.

The perception of these indigenous people towards the researcher's ancestors played a major role in this study experience, because their beliefs and views were constructed towards "Gurkha Army" was based upon of the contribution to loyalty and sacrifice for the host country. Consequently, most of the authors in this justification highlighted, the indigenous people only focus and discuss on those maters on which they are interested at, but there can be distinct based upon the people and location (Atkinson, 2002; Cooperative Research Centre for Aboriginal and Tropical Health [CRCATH], 2001; Martin, 2001a; Rigney, 1996, 1997, 1999; Smith, 2005). Therefore, in this case researcher's background is considered as a "matter of subject" through which these certain possibilities have contributed the significant role in this research process. Thus, the purpose of this paper is to relate this experience of the indigenous community with the researcher's personnel background on two major perspectives. First, the researcher's personnel perspective brings a Non-Malaysian angle shows a developing country understanding. It also integrates a post-colonial reflection on notion building through a rural community experience, where tourism emerges as an integral influence alleviated by the "Culture of Kelabit Indigenous people". This paper highlights the importance of history and culture plays as a significant element in qualitative research journey.

The field trip undertaken by the researcher for the study is regarded as a reflective journey. Throughout the research process, researcher focused on the outcome of discovering, why the Kelabit indigenous community is so innovative in terms of tourism? What makes them so distinctive in order to promote their community for development? In search of this answers, the researcher have documented significant moments of transformation process on the researcher's belief and assumptions, which was established through virtual knowledge about this community before conducting this field trip. Likewise, by immersing into the study context, the researcher has realized that reflexivity is the act of making the researcher as a subject (As a Nepali) of the researcher's own observation, in an attempt to bring out the essence of the in-depth understanding and perception on a particular subject (Community) (Feighery, 2006). Further for this study circumstance Hastrup (1992) elaborates, 'a researcher is positioned by his biography which may enable certain research method insights in the field.' In this study, the researcher's historical profile has played a significant contribution by situating the researcher's role in the study context, whereby employing one of the study method "participant as observer" in order to immerse in the study context. As (Marshall & Rossman, 1989, p. 79) explains, "it gives the possibility of first-hand contact with the population and their activities, which gives value to "hear, feel, see and begin to experience the reality as participants do."

METHODOLOGY

This qualitative study employs a narrative mode to use reflexivity as a methodology, focusing on the sources of history as provocating towards the sense of belonging and feeling temporarily as part of the host community. Data for this study were collected during a 1-week period (1st of February - 7th of February, 2015) on the Bario Kelabit community, one of the indigenous tribe located in the center of the Kelabit Highlands in the northeast of Sarawak, Malaysia. Bario community was selected as study site based on the fact that it is promoted as one of the "top seventh intelligent community in the world" and, thus, attracts more adventure tourist because of their innovative approach towards rural community development (Harris, 2006). Similarly, age and the contribution of the participant for the community development was main criterion employed. More specifically all the participants were purposefully selected aged between 16 and 65 were regarded as potential participants of the study.

Further study combines with participant observation and in-depth interview as major data collection methods. Participant observation was chosen because it gives the possibility of first-hand contact with the population and their activities, which gives value to "hear, feel, see and begin to experience the reality as participants do" (Marshall & Rossman, 1989, p. 79). Sixteen interviews were conducted amongst the community member. All interviews were digitally recorded and transcribed verbatim. Additionally, all the transcriptions, observational notes were read several times in order to identify emergent themes and significant facts (Patton, 1990).

FINDINGS

The present community uses co-operation model and relationship building approach in order to promote and sustain the development of tourism in the community. The narrative of the local's belief and faith is strongly in Christianity along with their nature of hospitality as part of their culture makes them distinctive and innovative in order to promote their community. Additionally, further findings indicates that a sense of independence and freedom brought by historical encounter of "Gurkha's" played a significant role see (Table 1) for transforming this community and a sense of closeness with the researcher. This incidence allowed the respondent to express their gratitude towards the Gurkha's which played a significant role in this research process, inspired by their beliefs and values given to their loyalty and sacrifice by the community. Further allowing researcher to immerse into the study context reflecting his identity and creating a sense of belonging into the community, feeling the sense of belonging temporarily with the community along with the historical contribution of the researcher's ancestors.

Table 1. Sample Statement Illustrating the Dichotomy between Researcher and Community Members

Respondent	Sample Statement
Victoria, 21, (Local youth)	Well-come…. (Mr. Karun), I have heard from my grandparents….during the confrontation time…. "Gorkha Regiment" was here and they served and protected us.
George, 48, (Marketing coordinator of Home-stay)	Hello(Mr. Karun) it is an honor to have (a nepali citizen) in your community, we are very fortunate and blessed with "Gorkha Soldier Sacrifice", at present you see this people smiling and having tea, it's all because of your ancestors sacrifice.
Luma, 41, (Home-stay co-coordinator / Principle of secondary school)	You know we have a prayer mountain , over there you see, we have church there, every month when we all villagers go there, we pray to the father for his blessings, we always thanks "Gorkha's" for their sacrifice and loyalty in our prayers.
Jammie, 37, (Adventure tourist)	You are Nepali, I have heard from many locals, about "Gorkha's army", in fact I am from U.K, we have a lot of gorkha armies in our regiment….no wonder they have sacrificed their life for their loyalty…..i tell you man…..our queen loves you guy s…..even the closet guard to the royal treasure in Britain is Gorkhali.
Jack, 45, local (Regional director)	We kelabit want to have our own identity in the world, you know like "Gorkhalis" very patriotic, loyal and brave. We want the world to know, how kelabit people are, that is why we are doing all these innovative things in our community with our own minds to develop and promote our culture.

CONCLUSION

In this study, the proximity and intimacy of the researcher with the community as a collaborative role played a "meaning-making" process which moved towards the notion of participatory research as advocated by Holstein and Gubrium (1995). Additionally, experiencing this fact between the historical background of the researcher and the community experience, which had a significant impact on this research process, whereby opening up a new dimension in the qualitative research practice for new possibilities, including a more equitable relationship between community and the tourism researchers. Further, recommending among tourism researchers, historical background and post-colonial experiences plays an important role during this research practice. Which needs to be considered for the further research, if the phenomenon and the research context are Inter-linked?

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UNDERSTANDING JOB ROLE AND JOB ESSENCE: DELIGHTING THE CUSTOMER

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INTRODUCTION

A compelling business lesson from today's economy, especially given the recent downturn, is that excellent customer service can make or break a company's bottom line. And when we say "excellent customer service" we mean the ability to both surprise and delight a customer at each and every touch point in the customer experience. When times are tough, there's more market competition for goods and services. No matter the business – retail, hospitality, healthcare, or food service – the challenge is to offer superior service to attract and keep loyal customers (Reiner, 2011).Guest experiences are complex phenomena. They involve a diverse array of amenities and service encounters, all influenced by the visitors' unique expectations and evaluations. In today's competitive business environment, the ability to meet and exceed customers' expectations is a key determinant of guest satisfaction. In turn, guest satisfaction has a direct and positive impact on the economic viability of any hospitality organization. Thus, all firms should strive to meet and exceed visitor expectations in every aspect. Recognizing, however, that all organizations have limited resources, each organization needs to make sure that its primary focus and highest priorities are on its key drivers of their satisfied and delighted customers (Ford and Heaton 1999; Crotts, Pan and Raschid 2008; Crotts, Mason and Davis 2009). In order to have an edge with other competitors, it is imperative that the goal of the company should be finding ways to surpass customer expectations making them delighted and be loyal to the company. Thus, the basis in developing a service design system are the expectations and needs of a customer which can help the service provider to effectively manage customer expectations leading to customer delight. This study arrived to identify the restaurant practices to satisfy and delight their customers.

METHOD

The researcher used the descriptive method of research. A descriptive method is used to systematically describe an area of interest or situation factually and accurately (Brion et. al, 2005, Friginal et.al, 2014). Purposive Sampling was used in selecting the research participants of which was conducted among dining staffs in three different casual dining restaurant in Quezon City. Purposive Sampling is a process of selecting the respondents based from judgment to select a sample which the researcher believed, based on prior information will provide the needed data.

In this study, the researchers would like to know the restaurants' practices in achieving customer satisfaction and delight. A questionnaire was designed to identify the restaurants' ways to satisfy and delight their customers. The first part of the questionnaire was utilized to gather information about the respondents' profile, whereas the second part helped the researchers to gather data pertaining to their ways of satisfying and delighting their customers. The questionnaire was validated to check its reliability before distributing it to the main sample participants. The validation of the questionnaire was done with seven HRM teachers who are at same time are industry practitioners. Their inputs in this process were vital since they have experiences of attending to restaurant guests' needs.

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WHEN BEHAVIORS CONFRONT PROFILES: A STUDY OF WINE DRINKING CONSUMERS IN TAMPERE, FINLAND

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INTRODUCTION

Wine consumption has shown a steady increase among all the new-world countries which traditionally do not consume much wine. In this case, the whole Northern Europe is not an exception. All the Nordic countries Sweden, Norway, Denmark, Finland and Iceland have been showing a significant increase in alcohol consumption and more significantly in wine. However, Finland among all the other Nordic countries has experienced the least significant increase on wine (WHO, 2015). Tampere is a city in Pirkanmaa, southern Finland. It is the most populous inland city in any of the Nordic countries. The interest of this study is to profile the wine consumers in Tampere and to investigate about their wine drinking behaviors. Two hypotheses will be testified in this study. H1: As frequency of the intake on wine increases, the quantity of the intake on wine should decrease. H2: Drinking-behaviors of wine consumers tend to not be identical with the drinking-profiles of wine consumers in Tampere.

METHOD

To profile the wine consumers and to identify their drinking behavior, this study ap-proaches the wine drinkers segmentation model (Spawton, 1991) and the consumer involve-ment model (d'Hauteville, 2003). We implemented judgmental sampling method in this re-search; 125 participants have participated in the survey and they all fulfilled two given criteria to be deemed as qualified subject. Firstly, they need to be a Finnish residing in Tampere; sec-ondly, they need to be a wine consumer in some extend. If they participate in our survey with-out fulfilling both criteria, our outcome would be of no reliability and representativeness. The research is following a quantitative approach given constrains and objectives of this study. A quantitative research can reduce the subjectivity of the researcher and can use statistics to gen-eralize a finding and often reduces and restructures a complex problem to a limited number of variables.

As for the tool used to collect data, a set of paper-questionnaire was designed divided in-to two parts. First part is on the profile of the drinker, second part is on the drinking behavior and consumption patterns associated with certain events and festivals. The aim is to correlate the information collected and identify the variations in the wine drinking behavior.

A survey questionnaire has been created for the collection of data and a pilot test was carried out among twenty Finnish. The test allowed to identify the understanding of the ques-tions asked but also to verify the relevance of the information provided such as the list of events and festivals. Also, the test could make sure that all the enlisted festivals and events shall equal-ly have a chance to be chosen. The final tool implemented in this study is of significant im-portance and interests. Two table-entry questions were asked at the beginning of each part of the survey. The table-entry was adopted for a more participant-friendly purpose as it saves more time and allows a simpler way for processing data afterwards. Two variables can be easily combined together in one table-entry question. For instance, the Question 1 under PART 1 combines the variable of quantity with the variable of frequency; likewise, the Question 1 un-der PART 2 combines both the variables on drinking occasions and drinking quantities into one single question.

FINDINGS

The results have shown that most of the Finnish people participate in either monthly or yearly frequency in wine drinking. It seems that most of the wine drinkers tend to consume wine monthly; disclosing that 58% of the participants are participating in monthly drinking pattern. Furthermore, majority of the participants have revealed a tendency to heavy drinking (Hup-kens, Knibbe and Drop, 1993). They consume either four or more than four glasses of wine per drinking occasion. Other than monthly drinkers, the results show different habits and fre-quencies of drinking such as yearly, up to 22% and weekly, reaching 20%. It was interesting to see that yearly and weekly drinkers as the frequency of drinking goes up, the heavy drink-ing rate goes down. For drinkers who have a weekly frequency, majority of the participants are practicing a considerably more moderate drinking pattern of 2 glasses or less per occasion. However, it was surprising to see that among all the participants surveyed; only 0.8% shows daily drinking pattern. The findings have revealed that people with a daily drinking-pattern is rarely to be found in Tampere and most probably in Finland. For daily drinkers, as the fre-quency of drinking increases, the quantity of intake decreases. Monthly drinkers are more likely to be associated with heavy or binge drinking behavior than weekly or daily partici-pants. Nonetheless, yearly participants on the other hand have shown a rather scattered drink-ing pattern with different participants practicing wine drinking under different frequency and quantity. It was also found that during Vappu and Juhannus, two iconic festivals in Finland, people tend to drink wine excessively. Alko shops, wine shops in Finland, are involved for almost 80% of the wine purchased in Tampere (Mangeloja and Pehkonen, 2009) and the most popularly drunk wine in Tampere are reds (43%) and whites (36%). Rose wine consists of less than 5% of the total wine consumption in Tampere.

Findings from PART 1 accepted our hypothesis 1: As the frequency of the intake on wine increases, the quantity of the intake on wine decreases. Truly that the samples in Tampere have shown a tendency to decreased amount on intake when the frequency was increased. Weekly drinkers drank less than monthly drinkers. Vise versa, when the frequency of intake decreased, monthly drinkers tend to drink more excessively than weekly drinkers in Tampere. Findings from PART 2 rejected our hypothesis 2: Drinking-behaviors of wine consumers do not appear identical with the drinking-profiles of wine consumers in Tampere. The sampling who participated in this study somehow failed to show a substantial self-restriction or abstain-ing behaviors on wine drinking throughout different types of events and festivals. The same nature of drinking pattern (heavy-binge drinking) was inevitably practiced under different na-tures of occasions.

CONCLUSION

The results once again confirmed the mother-drinking-pattern practiced in Northern Europe - heavy and non-episodic drinking (Helasoja et al., 2007). Irregular binge drinking may occur for certain occasions involving a considerably large quantity of wine (Harkonen and Makela, 2011). It revealed a few festivals in Finland, which are celebrated grandly with alcohol and in which heavy drinking is highly likely to take place. What the study tends to show are the new tendency and the shift of choices of alcohol consumed from beer and white spirits to wine, white, red or sparkling. As public drunkenness is widely accepted in Finland, it wasn't sur-prising to see that a few participants who attend wedding can consume more than 5 glasses of wine on that event (Pärna, Rahu, Helakorpi and Tekkel, 2010). In summary, it can be said that the citizens living in Tampere mainly are practicing the traditional Northern European drinking pattern (Hupkens, Knibbe and Drop, 1993). For further studies, it could be interest-ing to identify the differences in wine drinking behaviors at the individual level in order to detect similar and/or different patterns. In another hand, as wine drinking is part of the mod-ern behavior, further researches could be done to analyze the maturity of the market but also an in-depth segmentation of the wine consumers. Similarly, researches could be done in com-parable locations as Tampere in new wine consuming areas, such as in many Asian countries.

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PERCEIVING AND EXPERIENCING URBAN TOURISM SPACE FROM CHILDREN'S PERSPECTIVES: AN APPLICATION OF CHILDREN'S GEOGRAPHIES

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Parents in today's modern society are under great pressure to extract maximum value from an increasingly limited resource by structuring quality family time. Tourism, which is associated with the notion of family togetherness or bonding, has become a means of enjoying ideal and happy family time. Providing children with experiences beyond their daily lives is now viewed as part of good parenting (Carr, 2011). It is argued that learning through fun and entertainment is as effective as in-class learning.

The tourism industry has increasingly recognized the value of children's travel needs and desires, and takes a proactive approach to this market (Carr, 2011). Products have been designed to target this younger market directly, or indirectly by tourism operators (Poria & Timothy, 2014). Marketing studies have also elucidated how important children are in determining families' consumption behaviors in general and travel decision process in particular (Poria, Atzaba-Poria, & Barrett, 2005; Schanzel, Yeoman, & Backer, 2012). Given the significant role that children play in travel decision making and the growing importance of this market, it is somewhat surprising that the interconnections between tourism experiences and children have been neglected in academic studies of tourism.

A cursory examination of articles published in the Annals of Tourism Research, Tourism Management, and the Journal of Travel Research revealed only a smattering of studies with the word "children" in their abstracts. Research on children as tourists has primarily focused on children's influence on parental decision making. A number of variables have been suggested to explain children's influence, including family type, parental attitudes toward advertisements (Shoham & Dalakas, 2005), and family life stage (Turley, 2001). Another thread of research focuses on how children influence the experiences of adult tourists. Children have been found to influence the behavior of tourist parties either through their physical needs (such as meals and sleeping) or their ability to negotiate with parents. As a result, significant differences have been identified between travel parties with and without kids in terms of holiday activities (Thornton, Shaw, & Williams, 1997). Children have also been studied as a market segment (e.g., Cullingford, 1995; Ryan, 1992; Swarbrooke & Horner, 1999). Of these studies, only Buzinde and Manuel-Navarrete (2013), Gambert (1995), Small (2008), and Cullingford (1995) relied on data generated directly from children, and it was not until 1995 that researchers began to examine how children themselves experience holidays.

Poria and Timothy (2014) attributed the dearth of understanding of children's holiday experiences to ethical, conceptual, and methodological factors. Nonetheless, the value of conducting research on children goes beyond the commercial incentive. A non-economic analysis can offer a broader social understanding (Small, 2008). Contemporary tourism studies are largely based on the assumption that individuals have the freedom to choose their preferred destinations and make rational decisions. Previous research has been conceptualized based on an individual's willingness to learn by being exposed to other cultures and social realities. These paradigmatic assumptions are often not valid in relation to children's travel experiences. For example, children are frequently obliged to travel as part of a family unit, and they tend to seek familiarity rather than novelty (Cullingford, 1995).

Additionally, themes such as existential authenticity or performativity may be significantly less applicable to young children as they may not be able to relate to such issues (Poria & Timothy, 2014). Graburn (1983) and Cullingford (1995) thus called for research that enquires more deeply into children's perceptions of other countries and peoples. The proposed study is therefore designed to 1) investigate the perceptions and experiences of children with urban tourism spaces; and 2) develop a research agenda to advance research in children's tourism.

Given the exploratory nature of the research objectives, a qualitative research method will be used in the proposed study to yield in-depth analysis based on rich information. The proposed study objectives will be achieved via two approaches: 1) a longitudinal case study with the researcher's seven-year-old daughter. Data will be collected by participant observations and unstructured interviews during family vacations; and 2) interviews with children through their drawings in Hong Kong. A total of 100 children aged 4 to 11 will be approached, and interviewed with the permission from their guardians. The children will also be asked to express their perceptions about Hong Kong as an urban tourism destination by drawings. Children's drawings will be analyzed based on the procedure suggested by Beneker, Sanders, Tani, and Taylor (2010).

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A STUDY ON TOURISM SPACE ORGANIZATION OF NORTHEASTERN CHINA BASED ON THE INFLUENCES OF THE HIGH-SPEED RAILWAY

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INTRODUCTION

As an important Element of tourism system- Transportation is an indispensable prerequisite for developing tourism activities and expanding tourism market, every new breakthrough in traffic technology allows the tourists to travel at a faster speed to a remoter destination, also changes the spatial pattern of the tourism destination. High speed rail (HSR) is a significant symbol of the transportation revolution, thereby influencing the development of the regional tourism and the change of the tourism spatial pattern (Wang et al., 2012; Yin, 2012).

According to the Mid and Long-term Railway Network Development Plan of China (MOR, 2008), the total mileage of China's high-speed railway lines will reach 16,000km and will link all of the provincial capital cities and cities with a population of over 500,000 (Zhang et al., 2011).

Harbin-Dalian high-speed rail is the important component of the Beijing-Harbin high-speed rail in the high-speed rail network, and is the world's first high-speed rail across the alpine region. Harbin-Dalian high-speed railway construction started in 2007, officially opened in 2012. The main length of Harbin-Dalian High-Speed Railway is 904 km, the design speed of 350 km (200 kilometers per hour in winter).There are 23 stations approaching four sub-provincial cities and six prefecture-level cities of three northeast provinces. The opening of Harbin-Dalian high-speed rail has greatly shorten the travel time and improve each city's accessibility, at the same time, it will guide regional tourism integration by gathering and diffusion effects of the tourist center city along high-speed rail.

PRELIMINARY JUDGE FOR THE IMPACTS OF HSR ON REGIONAL TOURISM SPATIAL ORGANIZATION

Improving accessibility and the change of tourism location under the impact of HSR

With the improvement of the accesses between tourism destinations, tourist source place and transportation network along the railway, tourists' travelling space and tourism attractive range further expand. After the Wuhan-Guangzhou HSR opened,15 docking stations which on the way from Wuhan to Guangzhou has become important tourist destinations. At the same time, the stations will become centers, forming short-distance travelling markets and weekend travelling markets together with the nearby tourism destinations. Wuhan`s tourism market is mainly made up by local and surrounding tourist markets, extending to the Southern China(Huang,2011).

The advantage of tourist destinations in the region appears to enhance or reduce. Beijing-Guangzhou HSR makes nearly 20 cities along with the rail into "two hours tourism circle", then some tourist destinations with great advantages could become a transit area(wang,2014).

The flow of tourism factors and reorganization of tourism spatial structure under the impact of HSR

The HSR make the tourism industry elements (e.g. tourist capital, technology, enterprise) gather at the better location, Since the Hu-Ning-Hang inter-city rail was put into use, the regional tourism industry elements along the HSR flow to the traffic nodes, form different levels of tourism nodes and tourism development axes. Shanghai's status as a regional core tourist city is increasingly prominent (Han, 2013).

The HSR speeds up the spread of tourism elements from the main tourism city to the surrounding areas through the traffic network. Consequently, it enhances the ability of the tourism node city radiating surrounding areas, encouraging tourism center cities and hinterland along HSR reposition tourism function, form a new tourism spatial pattern .Wuhan-Guangzhou HSR enhances the diffusion effect of the core region of Wuhan to the edge of the area., then Hubei high-speed rail tourist flow network takes on the typical "core - edge" structure.

The Impacts of Harbin-Dalian HSR on Regional Tourism Spatial Organization in Northeast of China

The Formation of Hour-Tour Circle and the Transformation of Tourism Status of Cities along the Line

The space-time distance of the cities is largely shortened due to the opening of Harbin-Dalian HSR, which means we can arrive at Dalian from Harbin in 4 hours compared with the original 10 hours, we can arrive at Changchun from Harbin in 1 hour saving 1 hour, we can arrive at Shenyang from Changchun in 1 hour and 20 minutes, which is the half of the original. We can arrive at Dalian from Shenyang in 1 hour and 40 minutes compared with the original 4 hours. The tourists can travel to and fro between any two of the cities. The interval longest running time between other tourism destinations is about 30 minutes; the shortest is only about 10 minutes. These states meet the demand of "quick trip". The cities along the Harbin-Dalian HSR have formed several hour-tour circles.

On the one hand, Harbin-Dalian HSR reinforces the centrality of the cities along the line. Changes brought by Harbin-Dalian High Speed Railway in accessibility and traffic location were contributing to the expanding of Dalian's remote tourism market, increasing of short-distance travel, which strengthens the leading role in the northeast regional tourism. On the other hand, Harbin-Dalian HSR brought development opportunities for secondary cities and small cities along the line.

Tourist Center City Guide the Integration of Regional Tourism through Gathering and Radiation

As the main node cities along the Harbin-Dalian HSR, Harbin, Changchun, Shenyang and Dalian, with their high tourism levels of economic development, attract tourism elements rapidly gathering and develop to regional tourism growth pole. Through interactions with cities along the line, the HSR travel axis throughout the northeast region is built up. At the same time, the tourism circles are formed by the travel radiation of the center cities and the link of the hinterland.

TOURISM SPACE ORGANIZATION OF NORTHEASTERN CHINA UNDER THE INFLUENCES OF THE HSR

New tourism spatial pattern of the node cities along the HSR travel axis

The decrease degree of effective average travel time has obvious spatial differences after openings of the Harbin-Dalian HSR. The accessibility improvement of intermediate line is larger, such as Changchun, Tieling, Shenyang, et.al, the beginning and end of line is smaller, such as Harbin and Dalian.

Harbin related closely with Changchun into the "1hour-tour circle".Siping and Changchun, Anshan and Liaoyang, Tieling, Shenyang are all into the "0.5 hour-tour circle". Yingkou, Bayuquan and Dalian are roughly into the "1hour-tour circle". The tourism recourses, tourism products and tourism routes in these cities are reintegrated and form new tourism spatial pattern.

forming the tourism circles around the node cities along the HSR

Four tourism circles are formed in terms of "one hour" commuter circle radius, which take the main city zone of Harbin, Changchun, Shenyang, and Dalian as the center. Each tourism circle can be divided to the core circle and the expand circle. The core circle covers the main city zone and the towns with half an hour drive. The expand circle covers the towns with half an hour drive to an hour drive.

CONCLUSION

The paper analyzes the process and result of the Harbin-Dalian HSR's influences on the tourism space organization in the Northeast of China according to the theoretical framework of HSR's influences. The results show that:

(1) High-speed rail strengthen the tourism central role of main node cities, and bring tourism development opportunities for the secondary node cities and small cities along the Harbin-Dalian HSR.
(2) The main node cities along the Harbin-Dalian HSR attract tourism elements quickly gathering and become to the regional tourism growth pole. Through interaction of the tourist cities, the high-speed rail travel corridor throughout the northeast region is built up, at the same time, the tourism circles are formed by the travel radiation of the center cities and the link of the hinterland.
(3) Based on the spatial integration ideas of "node clustering, axis expanding, region radiating", the tourism spatial pattern of "one axis, four core, four circle" is formed under the influence of the Harbin-Dalian HSR.

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EVALUATING HOSPITALITY MANAGERS' HUMAN RESOURCE PRACTICES RELATED TO IMMIGRATION LAWS

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INTRODUCTION

Globalization contributes to increased cross-border labor mobility of hospitality employees, especially in categories of low-skilled and unskilled labor. Labor mobility across national borders is a form of immigration (temporary or permanent) and workers are usually referred to as non-permanent or temporary foreign workers, temporary immigrants or guest workers (Baum, Implications of hospitality and tourism labour markets for talent management strategies, 2008). An ensuing problem associated with cross-border labor mobility in the US involves the employment of illegal immigrants. Joppe (2012) provides global statistics for 2007, showing that illegal immigrants account for about 3.9% of the US population. Meyer (2014) estimated that 30% of illegal immigrants were employed in the service industry, with 17% specifically employed in the leisure and hospitality industry.

Anderson and Ruhs (2010) suggest that the academic interest in employee cross border mobility is shifting away from the debates driven by policy or by society concerns towards theorizing illegality. More specifically, recent research focuses on cross-border mobility as a phenomenon to be studied rather than as a problem to be solved (Passel & D'Vera, 2009). The conspicuous absence of any research related to managerial perceptions and practices as it relates to employment of foreign workers, despite discussions of immigration reform in the US amidst the employment of illegal workers, clearly supports the research trends highlighted by (Passel & D'Vera, 2009).

In this research we attempt to bridge the gap between practice and research and provide an insight into the hospitality industry's recruitment practices, challenges, and needs as it relates to employment of foreign workers. Specific research objectives include: (a) To determine the most important legal issues related to the employment of foreign workers in the US hospitality industry, (b) To evaluate the importance managers assign to the identified legal issues, and (c) To determine hospitality managers' level of compliance with legal issues related to employment of foreign workers.

METHOD

A three-pronged approach was taken to achieve the first research objective, which was to determine the most important legal issues faced by hospitality employers related to the employment of foreign workers. First, an exhaustive literature search was conducted with the relatively sparse literature available on the topic. Second, a thorough search of the news releases put out by the Immigration and Customs Enforcement's (ICE)

Homeland Security Investigations (HSI) directorate was done to determine typical violations by hospitality employers as it related to employment of foreign workers. Lastly, a leading immigration lawyer, who has an active practice of consultation and litigation representing both employers and employees, identified the top immigration-related legal issues faced by hospitality employers in the context of employment. Findings from these three approaches are available in Table 1.

To achieve the second and third research objectives, an Importance Performance Analysis (IPA) (Martilla & James, 1977) will be conducted. IPA has two main dimensions: importance and performance. Importance ranges from slightly important to extremely important and performance ranges from fair to excellent. The results may be graphically displayed on a two-dimensional grid yielding four quadrants that list the managerial realities and provide specific managerial recommendations. "Concentrate here" identifies important elements in which performance is insufficient. This category highlights the most recommended courses of actions which may require managerial attention for improvements. "Keep up with the good work" refers to important elements in which performance is excellent. In this category it is suggested to keep current practices. The "low priority" category identified slightly important elements in which performance is fair and therefore no immediate managerial intervention is needed. Lastly, "possible overkill" refers to slightly important elements in which performance is excellent. This category suggests that additional managerial attention may be excessive.

IPA has been extensively used in hospitality research to evaluate management performance (Israeli, Barkan, & Fleishman, 2006), customer satisfaction and loyalty (Ramanathan & Ramanathan, 2011; Wilkins, 2010), hospitality employees' job satisfaction (Pan, 2015), and hotel selection factors (Griffin & Edwards, 2012) to name just a few.

Data for this study will be collected via an online version of the IPA questionnaire. The sample for this survey will include members of various hospitality-related professional associations in the state of Ohio in the US holding management positions in the hospitality industry who regularly engage in employee recruitment. Participants will be asked to indicate the importance and performance levels associated with the top legal issues as it relates to employment of foreign workers in the US hospitality industry (see Table 1).

FINDINGS

The findings will highlight gaps between managerial practices and the importance assigned by hospitality managers, as it relates to employment of immigrant workers in the US hospitality industry.

IMPLICATIONS

Compliance with immigration laws is a significant component of effective and efficient human resource management. Researching the gap between the most important immigration issues and hospitality managers' practices will offer insights for improving human resource performance in hospitality businesses.

Table 1: Top Legal Issues Related to Employment of Foreign Workers in the US Hospitality Industry

Creating job advertisements with a statement clarifying that all persons hired will be required to verify identity and eligibility to work in the United States by submitting relevant documentation
Determining candidates' legal work authorization status to be employed in the US as citizen, legal permanent resident, or legal alien
Creating an E-verify case within 3 business days of the employee's first day of employment
Providing a list of acceptable identification documents and allowing employees to present their choice of documents for I-9 completion purposes
Completing Form I-9 by physically examining evidence of identity and employment authorization within 3 business days of the employee's first day of employment
Determining the duration of employment authorization for employees to legally work in the United States
Conducting an I-9 audit to ensure completeness of the Form and re-verify continued employment eligibility
Obtaining a thorough understanding of an alien (non-immigrant, non-US citizen) employee's future legal employment potential and limitations
Hiring an alien employee (non-immigrant, non-US citizen) under the terms of the J-1 (exchange visitors and students)
Hiring an alien employee (non-immigrant, non-US citizen) under the terms of the F-1 (academic students)
Hiring an alien employee (non-immigrant, non-US citizen) under the terms of the H-1B (foreign workers in specialty occupations)
Hiring an alien employee (non-immigrant, non-US citizen) under the terms of the H-2B (seasonal, temporary workers)
Hiring an alien employee (non-immigrant, non-US citizen) who is a refugee or asylee
Assisting H1-B non-immigrant workers with an application for permanent residency
Retaining the Form I-9 for three years from the date of hire or one year from the date the employee terminates employment, whichever is later
Informing United States Citizenship and Immigration Services (USCIS) that an employee has been terminated and revoking any approval that was issued to the employer for that particular employee
Following an employee resignation, informing United States Citizenship and Immigration Services (USCIS) that the employee no longer works for the employer and therefore his or her visa should be revoked

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SUSTAINABLE SEAFOOD PRACTICES AWARENESS AMONG CHEFS IN THE KLANG VALLEY.

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INTRODUCTION

The ocean plays a critical role in our everyday lives and in the future of our planet, particularly and increasingly, when it comes to the foods we eat. Yet despite its importance we have not been very good stewards of our marine resources. We have squandered a historical bounty, fished beyond ecological limits a polluted the sea. A growing human population put ever more pressure on the ocean. (Greenpeace. 2009)

In Malaysia, Seafood is still a relatively affordable source of protein, although an increasing demand from consumers in third world countries exerts a strong incentive to fish or farm more of the luxury species for consumption. (Alistair Yong, Sustainable Seafood Officer.WWF.2014. Source: Department of Fisheries Malaysia, 2013)

"Sustainable seafood supply chain management is no longer just a specialty niche for a few "earth friendly chef." As sustainable seafood supply chain management becomes more main stream and popular with the public it becomes more necessary for chefs to educate ourselves about the importance of sustainability, how it impacts our menu design, and how to respond to the public regarding sustainable seafood on our menu. This paper would examine the awareness of the chef in regards to sustainable seafood. Chefs seem to use their professional position and the possession of productive intelligence within the sustainable development in their practical work. (Roheim, C.A., and J.G. Sutinen. 2006)

The chefs, working at local authorities in different positions such as head of procurement, procurement officer, head of catering chef have demonstrated their commitment to upgrade chef functions/ service incrementally, but with a big picture and long term development in mind.

METHOD

The Qualitative approach is used to gather data and analysis would be done to achieve results from the research. The method of structured interview was applied where this allowed for a two way conversation and information was obtained orally. The intention of a structured interview was to provide the respondents the same stimuli so the information gathered from the respondents can be differentiated accurately. The target audience would be the chefs and Operational staffs from the Food and Beverage and Culinary industry.

The study would also include secondary data which will be obtained from the previous studies done by the researchers from the books, journals, articles and the websites. The analysis actually began with open coding of the transcribed data and broader categories were identified and titled. Later with the existing broader categories subcategories were identified.

All respondents were hoteliers and they were recruited from Industry linkages, LinkedIn networks and through other personal recommendations. A total of 10 respondents were identified in which 2 respondents left the interview even before it could be completed due to the time constraints, 1 respondent did not turn up and was a non-compliance and the balance 12 respondents actively co-operated in the interview sessions, which lasted about one hour and twenty minutes per session respectively.

CONCLUSION

Our qualitative examination of awareness campaigns revealed that many such activities related to sustainable seafood fail to consider chefs in the Klang Valley. Although a lack of education of the general public on the severity of issues surrounding Malaysia waters is partly to blame, the question remains as to whether future social marketing activities could be used to generate meaningful ecological benefits to these aquatic ecosystems and their inhabitants. We would submit that the answer is yes but that for most regions of the world, the way in which social marketing campaigns are utilized would require a major shift—particularly in third world countries. Just as marketing campaigns surrounding marine artisanal fisheries in third world countries do not have the same impact and cultural traction that they do in third world countries, the same lack of success can be expected for Malaysia artisanal fisheries. Instead, grassroots initiatives that combine knowledge of the state of fish stocks (on a regional basis) with logical advice to chefs—and, in particular, fishers—with regards to which species (or size classes) would benefit from reduced harvest and consumption. Communication with fishers and chefs needs to be targeted through fisheries cooperatives, regional fisheries management agencies (ideally through a management framework), and local media and outreach activities (e.g., targeting hotels and restaurants) that have been effective crisis; Seaman, T. 2009). The challenge, of course, is that food security needs—although they are intimately linked to sustainable fisheries harvest—are a growing reality in the third world. As wild Malaysia fish stocks decline and international demand for fish protein increases, there is also a greater impetus for the development of commercial aquaculture in third world countries in which environmental policies are less stringent and the costs of production are lower than those in the developed world (Winemiller K. 2005). Given that freshwater aquaculture products are consumed locally as well as exported to international markets, both grassroots awareness and traditional social marketing campaigns are likely to be necessary in order to better inform chefs about how to make responsible decisions that can help protect freshwater ecosystems. Offering a clear definition of what sustainable aquaculture is or should be (Wurts 2000) as it relates to the health of Malaysia aquatic ecosystems is likely to be an important component of awareness campaigns, regardless of their target audience.

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RESOURCING ISSUES IN THE TOURISM INDUSTRY AS PERCEIVED BY PRACTICUM TRAINEES

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INTRODUCTION

Travel and tourism is one of the world's largest sectors supporting over 266 million jobs and generating 9.5% of global GDP in 2013. In the Philippines the industry is responsible for 3.196 million in 2001, 4.955 million in 2005, and 4.371 million in 2010 (Virola et al, 2001). This alone attests to the importance of employment in the tourism and hospitality industry both for developing and developed countries. In 2013, it contributed 4.295 million jobs equivalent to 11.3% of the Philippines total employment (World Travel and Tourism Council, 2015) and is expected to rise to 5.491 million in 2024 (World Travel and Tourism Council, 2014). The industry contributed US$30.3 billion (PhP 1.2889 trillion) or 11.3% of the country's gross domestic product (World Travel and Tourism Council, 2015). Although the quantity of the jobs created is unquestionable, the quality of manpower is of great concern to both academics and policy makers (Nickson, 2007).

The work of MacDonald and Sirianni (1996, as cited by Nickson, 2007) described living and working in the service industry as: (1). large number of low-skilled, low-pay jobs, and (2). small number of high-skill, high-pay jobs, with few jobs being in the middle of these two extremes. Baum (1995) acknowledged the diversity of employment within the tourism industry. He noted that in some places, tourism and hospitality provides an attractive, high-status working environment with competitive pay and good working conditions. On the other end, low pay, high staff turnover, results in problems in recruiting skilled people in a number of key areas, high level of labor drawn from socially disadvantaged groups, poor status and the virtual absence of professionalism. There have been numerous studies of employment in tourism and there are a number of compelling reasons why this should be so (Johnson and Thomas, 1992, as cited by Wall and Mathieson, 2006). These practices include analyzing the work and designing jobs, recruitment, and selection (Noe, Hollenbeck, and Gerthart 2010).

In the study of Watson, D'Annunzio-Green, and Maxwell (2002), they noted three human resourcing issues – employee resourcing, employee training and development, and employee relations. This studied the presence of one of these three human resource issues, particularly employee resourcing. Employee resourcing deals with recruitment, selection, technology, international operations and management. Specific dimensions focused in this study are the image and nature of work, management philosophy and practice, seasonality of jobs, local labor market, local culture, and government policy and priorities as seen in the study of Hughes and Christensen (2002).

METHOD

Respondents of this survey are from the University of the Philippines Asian Institute of Tourism. The University of the Philippines, the premier state university of the Philippines, was established in 1908 and serves as the standard of higher education in the country (Arlante, 2005). Respondents were chosen through purposive sampling. This sampling method involves deliberate selection of particular units of the universe for constituting a sample which represents the whole population under study (Kothari, 2004). The sample represents 90% confidence level with 10% acceptable margin of error, and 50% response distribution. The number of respondents is computed using Cochran (1977, as cited by Tejada and Punzalan, 2012) formula for sample size through Raosoft, Inc. (2004), an online sample size calculator using a given population size, confidence level, and population proportion or response distribution needed.

The survey questionnaire is composed of two parts: a five-point Likert scale on the six dimensions tested and an essay as if they would still want to work in the industry should any issue be present. The Likert scale used on the dimensions tested is quantified as: Strongly Agree, 4.50 – 5.00; Agree, 3.50 – 4.49; Neutral, 2.50 – 3.49; Disagree, 1.50 – 2.49; and, Strongly Disagree, 1.00 – 1.49. A categorization of the essays is done to come up with response themes. Both printed survey questionnaires and online forms were used. Richardson (2010) suggested it would be advantageous to use online survey since students is that most use the Internet on a daily basis for email, class registrations, lecture notes, tutorial information, and research. It may be argued that they would prefer an Internet survey over a traditional mail survey or telephone interview.

FINDINGS

For the image and nature of work in the industry, respondents agree with the statement the domestic service and colonial history of the local community affect the view on the tourism jobs (mean of 3.6). This is apparently felt given that the Philippines has a colonial history. Since the respondents were from the premier university from the Philippines, they are neutral with the perception that tourism jobs are unskilled (mean of 2.63). The same rationale affects the nature of jobs they are exposed with as they are neutral with the statements that the wages are poor (mean of 3.25), and the working hours are long, erratic, and/or unsociable (mean of 3.2). They are, as well, neutral that the working conditions are unpleasant: dirty jobs (mean of 2.7), unattractive uniforms (mean of 2.25), and customer harassment (mean of 2.96); however, they agree that there was an acceptance of high rates of turnover (mean of 3.64). They also are neutral that with the statement that there was a perception that tourism job has limited opportunities for advancement given that most senior positions are occupied by expatriates (mean of 3.18), the type of tourism jobs lack general of respect from the public (mean of 2.7), and that it is difficult to attract recruits since the high turnover leads to poor reputation of the establishment as an employer (mean of 2.78).

For the management philosophy and practice, respondents are neutral that there are unrealistic job preview which usually leads to absenteeism (mean of 2.67) and unrealistic job preview which usually leads to turnover (mean of 2.69).

The third dimension, issues of seasonality of jobs, shows a neutral response through the agreement of respondents with the statement: seasonal fluctuations or ramp up employees during peak season then layoff during the lean season (mean of 3.32).

The local labor market is the next dimension. The respondents disagree that the population is low making it harder to generate potential employees (mean of 2.47), but are neutral that unemployment rate is low which results in reduction in the number of people seeking job in the tourism industry (mean of 2.58). They are also neutral with the statement that the organization's attempt to attract and retain young workers given the industry's reliance to them (mean of 3.34) and that entrants to the sector do so with assumption of impermanence, a first exposure to the demands of the workforce but one to be shed when better opportunities arise (mean of 3.45).

For the dimension, the local culture, respondents are neutral with the statement that one's religion can restrict some kind of work and or work conditions (mean of 3.27) but agree that one's local custom can restrict some kind of work and or work conditions (mean of 3.5). This might be attributed to the presence of diverse culture over the country.

The last dimension, the government policy and priorities, respondents are neutral with the questions in this dimension namely: unfavorable government policies on employment standards including hours of work and minimum wage (mean of 3.49), on tax incentives (mean of 3.33), on immigration laws (mean of 3.38), on educational policy (mean of 3.32), absence of easy transportation or the ease of access to the recruitment and employment sites, public transits (mean of 3.14), and that there's no law that gives unemployment support (mean of 3.25), but agree that there's no governmental support for favorable housing or affordable housing (mean of 3.51)

The reasons of the respondents to work in the tourism industry can be clustered into six themes. The first is personal reasons. “I consider it to be a dream job.” This might be true because of the perks and some characteristics they saw in the industry. Second is their educational attainment. “My [college] education will be wasted if I will not end up in the tourism industry.” Third is the diversity of career path within the industry as seen by Baum (1995). “Tourism industry is one of the country's leading industry when it comes to generating jobs.” Next is the perks they get from working in the tourism industry. The best way to compensate the issues can the perks one can get from working in this industry. “Working in this area, gives you an area to work and at the same time see what the country has and have a good time. I want to go to different places.” In the events side, “people in the may work on a flexible schedule, may it be indoor/outdoor.” Another reason is their positive outlook towards the industry that make them see the possible issues as a opportunity to contribute to make it better and to show other people what the tourism industry can do more to our economy through good management. “I think it's possible to avoid such issues and probably make a change when the time comes.” Lastly is their acceptance of industry’s imperfection. “Not most of the time everything will go your way, sometimes you just have to learn to adapt” They also would want to believe that these issues can be seen as a human resource problems in general. “Issues like these do not only apply for the tourism industry so I guess it's just a matter of how you'll handle it.”

IMPLICATIONS

Tourism education plays an essential role as it provides value-added knowledge and skills required by the tourism industry that shall ensure its competitiveness. Tourism education is the avenue that shall enable them to take a proactive stance with respect to ensuring the sustainable development of the industry. Tough Philippines has huge potential for tourism development, it is sad to note that this potential has not been fully realized and still has room for expansion and growth (Solis, 2013). These practicum trainees would soon take part in the industry and proper job preview should be given to them during their college days by tourism and hospitality educators. Job preview could also be included in the selection process as this is an opportunity for applicants to demonstrate their skills, knowledge and ability (Humphrey and Elvin, 2002). Applicants should be given a clear understanding of the advantages and some disadvantages of working in a specific organization (Deery, 2002). Educators should help in bridging the expectations versus the present issues. Talastas (1983, as cited by Solis, 2013) pointed out that majority of the tourism educational institutions sought to fill the need for employees wherever it occurred.

The industry human resource practitioner should also adjust to the expectation of the students since the tourism is continuously expanding and would fill their needs of employees from these fresh graduates. If the issues become present or exacerbate, if already present, fresh graduates of tourism might not want to enter the tourism and hospitality work force which might result in the slower growth of tourism due to the lack of manpower. If industry has poor attitudes towards tourism jobs it results in its failure to recruit and retain the number of qualified tourism and hospitality management graduates it needs. Such will probably have a negatively affect the service quality, consumer satisfaction and loyalty, and gaining competitive advantage through personnel. It would also mean tourism establishments may have to increase training expenditure to counterbalance the negative consequences of poor industry transfer and retention rates among tourism and hotel management graduates (Kusluvan and Kusluvan, 2000).

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PHRAYA RASSADANUPADIT MODEL FOR SUSTAINABLE TOURISM DEVELOPMENT PROJECT: TOURISM AND HOSPITALITY DEVELOPMENT BY CONNECTING TO PHRAYA RASSADANUPADIT MODEL

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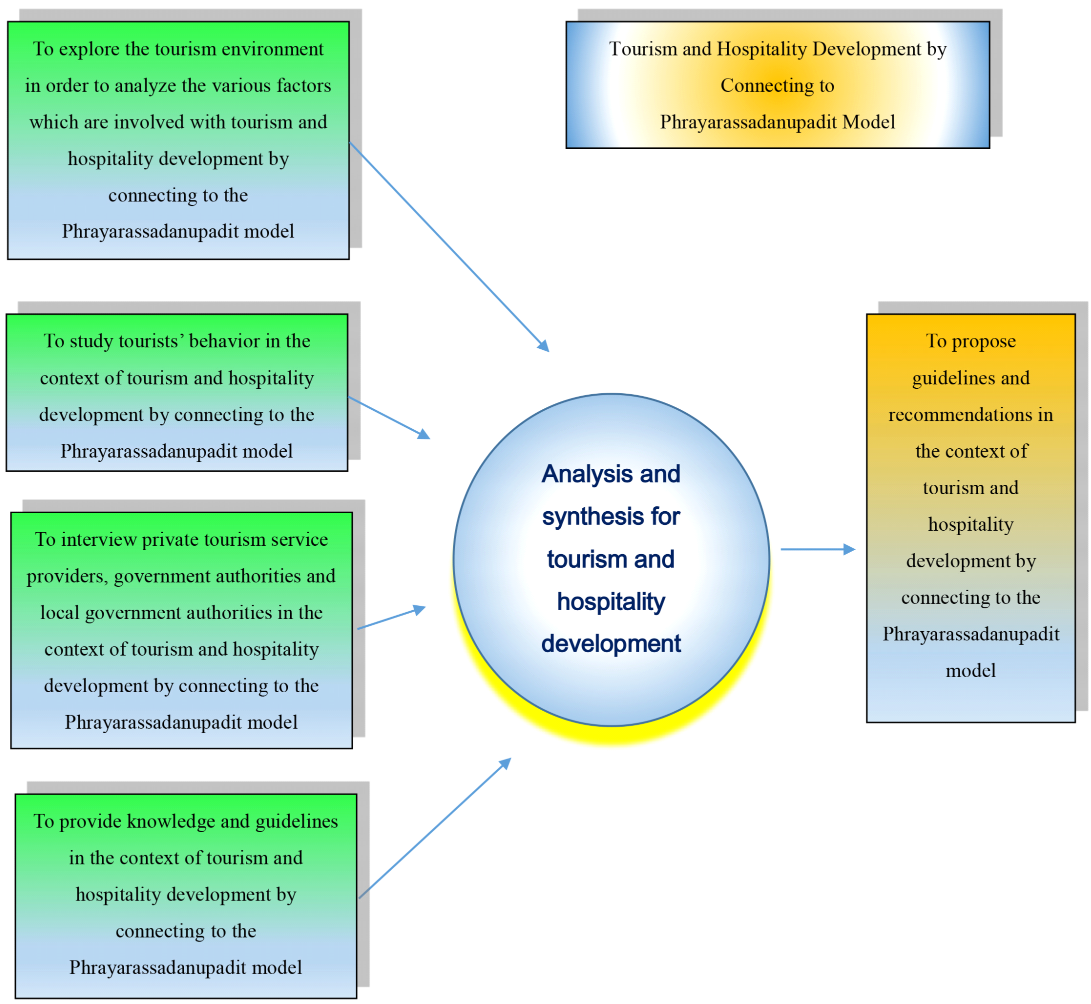
INTRODUCTION

Tourism throughout the world is growing steadily, increasing the number of tourists and thus generating huge amounts of revenue for countries that are being visited. China is playing a major role in the revival of tourism in the world. This has also contributed to a huge rise in tourism in ASEAN. According to the strategy plan, ASEAN Tourism 2011-2015 (ASEAN Tourism Strategic Plan- ATSP) which is focused on attracting tourists to the region, it is expected that by 2015 the number of tourists in the region will grow by 25% to 86.7 million people (estimated by Professor Turner and Witt, information which is provided to the Tourism Association of Asia - Pacific (Pacific and Asia Travel Association). The ASEAN vision statement encourages an increase in tourism to the region. The services in the area are unique and diverse. Increased tourism will contribute to improving transport links, create a safe and secure environment and increase service quality. At the same time must increase the quality of life and opportunities for residents in the region. The development of sustainable and responsible tourism in cooperation with the various stakeholders in the region is a must. However, the factors contributing to tourism is growth also depends on many other factors. Uncertainly from terrorists, natural disasters, epidemics and the adaptation of higher fuel prices will play a part. Also the uncertainty in the economic and political policies of countries around the world who have to travel to the region have an influence on the tourism trade. Most trips in ASEAN are unique and diverse. In ASEAN, Thailand is a major tourist destination attracting tourists from all over the world including tourists from other ASEAN countries. This has prompted the Thai government to increase its involvement to generate more revenue through tourism. Policies and strategies have been implemented to increase income from foreigners but did not achieve is directives through the lack of sufficient research and planning. Trang is in a similar situation, although Trang is rich in tourism resources such as natural, historic and cultural resources, mismanagement has resulted in a loss of income. Trang has a great growth potential but it is way below that of other provinces in the Anadaman group. It is import to identify where the problems lie and find solutions to these problems. This study analyzes and provides guidelines for tourism and hospitality development by connecting to the Phrayarassadanupadit model. The objectives of this study are 1) to explore the tourism environment in order to analyze the various factors which are involved with tourism and hospitality development by connecting to the Phrayarassadanupadit model. 2) to study tourists' behavior in the context of tourism and hospitality development by connecting to the Phrayarassadanupadit model. 3) to interview private tourism service providers, government authorities and local government authorities in the context of tourism and hospitality development by connecting to the Phrayarassadanupadit model. 4) to provide knowledge and guidelines in the context of tourism and hospitality development by connecting to the Phrayarassadanupadit model. 5) to propose guidelines and recommendations in the context of tourism and hospitality development by connecting to the Phrayarassadanupadit Model.

Conceptual Framework: Phrayarassadanupadit Model for Sustainable Tourism Development Project "Tourism and Hospitality Development by Connecting to Phrayarassadanupadit Model"



METHOD

There are many stakeholder categories existing in the tourism industry. Some of them are directly involved and some of them are indirectly involved in the tourism industry. The study identifies four stakeholders as the target population of this research and follows a mixed method approach by collecting data through questionnaires and semi-structured interviews. The four stakeholders are 400 Thai and international tourists who stayed in Trang town, 20 private service providers who were accommodation service providers, tour service provider in Trang town, food and souvenir service providers, 7 government authorities and 4 local government authorities in Trang. The study used different sampling and data collection methods for each sample. Questionnaires were designed by considering the nature of respective stakeholders and objectives of the study. Taking into account the diversity and different nature of survey samples, the study used the mixed sampling method in order to collect both effective quantitative and qualitative data for the research. Statistical methods were used for qualitative and quantitative data analysis. Statistical calculations, tests on reliability of results, sample frequencies were done by applying various statistical tests. Content analysis was done with manual tabulation using grouping and summarizing methods of respective qualitative data.

FINDINGS

The study found that Trang has internal factor s and external factors that are associated with touris m potential. Trang's strengths are 1) Trang has the varieties of tourism resources by connecting to Phra yarassadanupadit Model including traditions, festiva ls, events and activities. 2) Trang's lifestyle and eating culture is unique "Trang city of food lovers". 3) Cultural and traditions tourism activities are popu lar for tourists. 4) There are many educational servic e providers or institutions which are able to develop the knowledge for tourism development by connecti ng to Phrayarassadanupadit Model. 5) There are ma ny networks of cooperation organizations between government sectors, civil sectors and community or ganizations with policies and connecting to the areas in order to increase the value of tourism economics by connecting to Phrayarassadanupadit Model. Tran g's weaknesses are 1) The lack of integration betwee n government sectors, private sectors and public sect or in order to set up the direction of tourism Promoti on by connecting to Phrayarassadanupadit Model. 2) The lack of development in order to increase the value of tourism resources by connecting to Phra yarassadanupadit Model. 3) There is no effective and up to date tourism information management syst em by connecting to Phrayarassadanupadit Model in order to prepare the readiness of tourism develop ment by connecting to Phrayarassadanupadit Model. 4) Trang's tourism infrastructure is inadequate and not up to standard in order to support the tourism development by connecting to Phrayarassadanupadi t Model. 5) The tourism service providers' lack of tourism knowledge by connecting to Phrayarassadan upadit Model. 6) Lack of an effective environmental management system. (Waste, water, forests) to supp ort the tourism development by connecting to Phray arassadanupadit Model. 7) People obsessed with vic es lottery, drugs, gambling and addiction.8) Transpo rtation for tourists is not thoroughly integrated to tourist sites by connecting to Phrayarassadanupadit Model. Trang's opportunities are 1) The tourism development was contained in the National Economi c and Social Development Plan No. 11. 2) The gover nment's policy is to promote and support the tourism development, both inbound and outbound. 3) The national tourism strategic plan to focus on the promo tion and support the tourism in all dimensions. 4) Implementation of the ASEAN free trade agreement (ASEAN Economic Community: AEC) in regard to travel in and out of the tourist services, investment and labor mobility. 5) At the present, the tourism is a part of Thai and Trang people's lives. 6) The cultural tourism and conservation tourism are more popular in Thailand for Thai and international tourist s. 7) The number of elderly both Thai and foreigners are increasing and it is a major tourist market base. Tourism connected to Phrayarassadanupadit Model are appropriate to this group. 8) Social media influen ces for Thai and foreign tourists' tourism. Trang's threats are 1) Natural variability crisis. 2) Disasters in the Andaman Sea. 3) Changes in climate affect the tourism resources and activities by connecting to Phrayarassadanupadit Model. 4) The sector econo my is in recession, due to the slowdown in the global economy. 5) Inflation and the cost of traveling is rising. 6) Neighboring countries as a major competit or to share the tourism market segment.

The findings indicate that Trang tourism comp onents' have high potential levels which are connect ed to the Phayaradsada model and there are opportun ities to develop as an important tourist destination and generate high revenues for Thailand in the conte xt of tourism and hospitality development by connec ting to the Phrayarassadanupadit model. The study also identifies Trang's potential tourist attractions, current and future tourism situation in the context of tourism and hospitality development, main reason s and factors for visiting Trang, special and favorite types of tourism, accommodation that tourists would love to stay in, local food tourists would love to try in connection to the Phrayarassadanupadit mode l. Other factors that are investigated in this study are availability of services, tourist attractions' potent ial, return tourists (tourists that come back to Trang) and suggestions for Trang's tourism and hospitality development by assessing these tourism components

(6 As) by connecting to the Phrayarassadanupadit model. The study also identifies mechanisms, strateg ies, guidelines and recommendations for tourism an d hospitality development by connecting to the Phra yarassadanupadit model. Trang has high potentials in the tourism components (6 As) which are connect ed to the Phrayarassadanupadit model and they are able to be developed for tourism and hospitality development in Trang as indicated by the high rate of respondents willing to return as tourists in Trang (99.50%). The reasons are the spectacular natural beauty, the Trang people are friendly, good environ ment, rich culture and heritage, low cost of living, weather/climate, etc.

IMPLICATIONS OR CONCLUSION

Guidelines for tourism and hospitality development by connecting to Phrayarassadanupadit Model, the vision is "Breathtaking and Impressive Phrayarassadanupadit's City". The mission is "The systematic and sustainable development of tourism components and Trang's tourism marketing strategies by connecting to Phrayarassadanupadit Model". Tourism development aims by connecting to Phrayarassadanupadit Model are 1) Trang is a city of conservative tourism and the potential of tourism components are systematic and sustainable developed by connecting to Phrayarassadanupadit Model. 2) Trang has quality human resources for tourism by connecting to Phrayarassadanupadit Model. 3) Trang has the administration and management by creating a network by connecting to Phrayarassadanupadit Model. 4) Trang develops and promotes tourism marketing strategies and activities by connecting to Phrayarassadanupadit Model. 5) Trang has the service quality, on the base of Thailand (Thainess) by connecting to Phrayarassadanupadit Model.

There are five strategies and each strategy has strategic objectives.

Strategy 1: To conserve and develop the potential of Tourism component by connecting to Phrayarassadanupadit Model systematically and sustainably.

Strategic Objective: To conserve and develop the potential of Tourism component by connecting to Phrayarassadanupadit Model by participating with partners systematically and sustainably in order to be a new tourism choice for tourists and stimulate the urban tourism economy.

Strategy 2: To develop the potential of quality human resources for tourism by connecting to Phrayarassadanupadit Model

Strategic Objective: To support and develop the potential of quality human for tourism by connecting to Phrayarassadanupadit Model in order to have knowledge, ability, skills and service mind by supporting knowledge management and providing higher learning.

Strategy 3: To create and add an effective system and mechanism for the tourism management by connecting to Phrayarassadanupadit Model.

Strategic Objective: To create or add the system and an effective mechanism for the tourism management by connecting to Phrayarassadanupadit Model with both internal and external networks. To add or reorganize the organization structure. To promote the cooperation in order to use or share organizational capacity.

Strategy 4: To develop and promote tourism marketing by connecting to Phrayarassadanupadit Model.

Strategic Objective: To develop and promote the tourism marketing strategies and activities by connecting to Phrayarassadanupadit Model to be more diverse. To be able to reach the target group more quickly and effectively, achieve objectives, attract the tourists to visit and spend time and money in the tourism area.

Strategy 5: To develop and enhance the quality of tourism services by connecting to Phrayarassadanupadit Model.

Strategic Objective: To develop and enhance the quality of tourism services by connecting to Phrayarassadanupadit Model for the staff or officers of tourism service providers or tourism service places, both private sectors and government sectors which involving in tourism, to have knowledge, ability, morality, ethics and compliance regulations in order to provide the standard services, including people in the area of tourism to strengthen hospitality for tourism by connecting to Phrayarassadanupadit Model.

Conclusion, in order to make Trang's tourism and hospitality development by connecting to the Phrayarassadanupadit model successful, there must be a good cooperation between organizations and individuals directly involved in the context of tourism and hospitality development in connection to the Phrayarassadanupadit model. The tourism components (6 As) in the context of tourism and hospitality development by connecting to the Phrayarassadanupadit model has high potentials, however, they need to upgrade their facilities, tourism products, services and amenities.

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COMMUNICATED TRAVELER'S SATISFACTION

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INTRODUCTION

It is generally believed that tourism satisfaction plays an important role in survival and future of tourism products and services (Gursoy, McCleary & Lepsito, 2003). Customers' satisfaction is a central and powerful construct in marketing due to the outcomes that satisfied customers are likely to generate more revisit intention, recommendations to others and word of mouth behavior (Hui, Wan & Ho, 2007; Matzler & Pechlaner, 2001; Cronin & Taylor, 1992; Fornell, 1992; Simpson & Siguaw, 2008). Through a social network among senders and receivers, word-of-mouth communication is a face-to-face interaction which makes the senders' experiences transmitting from an individual to the receiver with non-commercial purposes (Anderson, 1998; Silverman, 2001; Zaltman & Wallendirf, 1983). Senders who had visited tourism destinations send the satisfaction to the receivers by the message, and in turn, these receivers who form favorable or unfavorable attitude from senders would also send the messages to other receivers (Harrison-Walker, 2001; Huang, Cai, Tsang & Zhou, 2011).

This study aims to explore the moderating roles of personal characteristics influencing satisfaction delivery in interactive communication. More specifically, the objectives of this study are as follows: (1) to investigate influence of satisfaction from senders to receivers, (2) to investigate roles of gender, prior experience, personality (both sender and receiver) in moderating the process of tourism satisfaction delivery. It is crucial to understand the factors influencing individuals' interactive communication behavior from a theoretical viewpoint, as well as, from a practical standpoint, critical to better implementation of destination promotion strategies.

METHOD

This study aims to verify the moderating roles in the relationships between satisfaction of senders and receivers. A tracking survey is conducted to obtain the receivers' evaluation of satisfaction which is delivered from senders WOM behavior. To ensure the homogeneity of the sample, questionnaires were presented to the students who had participated in a university field trip program in the year of 2013 and 2014 respectively. The first survey was conducted from March to June, 2013 to the 218 students who had WOM behaviors among 230 trip program participants. By using these students as WOM senders and surveyors, 708 questionnaires were collected from the people around them. The second survey started from November to December to the 91 students who are WOM senders among 200 field trip program participants, and then by the same process in the first survey, 152 questionnaires were collected from their receivers. In total, 309 questionnaire from senders and 860 questionnaires from receivers were utilized for final data analysis.

The questionnaires were distinguished into senders and receivers. The satisfaction of senders was the directly from tourism destination experience whereas the satisfaction of receivers was a cognition indirectly from the messages by WOM senders. A measurement scale from -5 (very dissatisfied) to 0 (neutral) to +5 (very satisfied) was used to evaluate satisfaction construct. For travel characteristics, prior experience (0 for no and 1 for yes) for both senders and received were included. As to personality characteristics, a measurement containing twenty-one items from Mowen (2000) was used. Specifically, five items were used to evaluate openness, four items were used for conscientiousness, four items for conscientiousness, four items were used for introversion and four items were used for emotional instability. All items were assessed on a 5-point Likert scale ranging from 1= strongly disagree to 5 = strongly agree.

FINDINGS

An Exploratory Factor Analysis (EFA) using principle component analysis and Varimax rotation method was used to confirm the validity of the personality characteristic of both senders and receivers The result of EFA is consistent with Mowen's (2000) research. Thus, validity of the constructs was confirmed. In addition, Cronbach's alphas ranging from .768 to .809 indicated the internal consistency of items. This findings indicated that five extracted factors are statistically vigorous and appropriately.

A moderated hierarchical regression analysis was carried out to test the casual relationship between senders' satisfaction and receivers' satisfaction as well as moderating effects which are from both senders' and receivers' gender, prior experiences and personality traits (See Table 1). First, to test the effect of sender's satisfaction on receiver's satisfaction, the dependent variable(Y) was regressed on the sender's satisfaction. Model 1 was as follows: Y = f (S_satisfaction). Second, sender and receiver's gender, prior experience, and personality items were added. Model 2 was as follows: Y= f (S_satisfaction, S_gender, S_prior experience, S_personality, R_gender, R_prior experience, R_personality). Third, to test the effect of interaction, interaction terms between sender's satisfaction and sender/receiver gender, prior experience, and personality were added to Model 2. We mean-centered all the variables to minimize the threat of multicollinearity in equations where we included interaction terms.

In Model 1, senders' satisfaction had a positive significant influence on receivers' satisfaction, indicating that receivers' satisfaction followed up with senders' satisfaction. In Model 2, senders' satisfaction, along with sender's agreeableness, receiver's agreeableness, conscientiousness, introversion and emotional instability exerted significant influences to receivers' satisfaction. Specifically, receivers' satisfaction was high when senders' agreeableness, receivers' agreeableness and conscientiousness were also high. However, with receivers' increased introversion and emotional instability, receivers' satisfaction decreased. Model 3 suggested that there is no change in the main effects which were indicated in Model 2.

<Table 1> Regression Results for Receiver's Satisfaction

Variables	Model 1		Model 2		Model 3	
	B	*t*-value	B	*t*-value	B	*t*-value
Constant	3.519	10.775***	1.158	1.229	.851	.829
Main effect						
S satisfaction	.513	13.967***	.502	13.508***	.504	8.541***
S gender			-.021	-.118	-.139	-.796
S prior experience			.228	1.596	.234	1.648
S personality						
openness			.061	.557	.055	.505
agreeableness			.328	2.504*	.377	2.909**
conscientiousness			.110	.984	.122	1.084
introversion			-.138	-1.588	-.103	-1.179
emotional instability			.043	.525	.091	1.100
R gender			.020	.139	-.025	-.173
R prior experience			.155	1.002	.075	.481
R personality						
openness			-.084	-.778	-.074	-.695
agreeableness			.338	3.079**	.284	2.608**
conscientiousness			.240	2.246*	.257	2.429*
introversion			-.190	-2.494*	-.168	-2.234*
emotional instability			-.166	-2.086*	-.176	-2.235*
Interaction effect						
S satis*S gender					.194	1.764+
S satis*S prior experience					-.186	-2.205*
S satis*S openness					-.204	-3.276***
S satis*S agreeableness					.165	2.453*
S satis*S conscientiousness					-.158	-1.915*
S satis*S introversion					.110	2.137*
S satis*S emotional instability					.105	2.199*
S satis*R gender					-.177	-2.015*
S satis*R prior experience					.052	.567
S satis*R openness					.103	1.532
S satis*R agreeableness					.010	.136
S satis*R conscientiousness					-.180	-2.645**
S satis*R introversion					-.061	-1.274
S satis*R emotional instability					-.081	-1.811+
R^2	.185		.231		.262	
F model	195.080***		18.095***		11.453***	
$\triangle R^2$	-		.058		.043	
$\triangle$F model	-		4.625***		3.522***	

Note 1: S = Sender, R= Receiver;
Note 2: $p<.05$; $p<.01$, $p<.001$, $+p<.10$

In the relationships of senders' satisfaction and receivers' satisfaction, moderating effects were found in the variables of senders' gender, prior experience, openness, agreeableness, conscientiousness, introversion, emotional instability, receivers' gender, conscientiousness, emotional instability. In addition, all models were significant ($p<.001$) and changes of R2 were also statistically significant in all steps.

IMPLICATIONS

This study aimed to examine the influences of satisfaction from senders to receivers by testing the moderating effects of personal characteristics. Extending the study originally from senders' satisfaction to the satisfaction perceived by receivers, this study contributes to a better understanding of interaction process between message senders and receivers. The study results suggest a significant causal relationship between senders' satisfaction and receivers' satisfaction. It is important to increase the satisfaction level of message senders who had experiences in tourism destination and intended to recommend to other people (Kozak & Rimmington, 2000; Halstead & Page, 1992). Satisfaction is delivered to different levels by the receivers' different perception on that satisfaction (Palmer & O' Neill, 2003). Thus, in order to induce more WOM behavior satisfaction from senders, effective marketing strategies can be made by considering the factors influencing this diffusion process.

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THE LEADING CAUSES AND CONSEQUENCES OF CITIZENSHIP PRESSURE

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INTRODUCTION

Organizational citizenship behaviors (OCBs) are discretionary behaviors that go beyond one's prescribed obligations in a job description (Organ, 1988). Researchers suggested that OCBs significantly promote the effective functioning of the organization by discussing a number of positive consequences of OCBs (e.g., Organ, 1988; Organ, Podsakoff & MacKenzie, 2006). For example, OCBs enhance co-worker and managerial productivity, help to coordinate activities both within and across work groups, increase the stability of the organization's performance, and enable the organization to adapt to environmental changes more effectively. Considering the positive impacts of OCBs on organization performance, OCBs are often informally encouraged and rewarded to further promote them in the organization (Bolino et al., 2010). A negative effect results when employees feel that OCBs are not voluntary. Bolino and Turnley (2005) termed this phenomenon "citizenship pressure." Researchers have discussed some of the negative consequences of citizenship pressure (Bolino & Turnley, 2005; Edwards & Rothbard, 2000). For example, individuals may fail to balance their work obligations and their family duties. Moreover, their leisure and/or personal time may be threatened by citizenship pressure. In addition, citizenship pressure tends to increase job stress and ultimately affect one's intention to remain with the organization. Considering that citizenship pressure results in undesirable consequences, it is necessary to examine the determinants of citizenship pressure. Identifying the source of citizenship pressure is important as it could influence the ways in which employees interpret and react to such pressure. Therefore, this study examines both internal and external forces that make employees feel obligated to engage in OCBs. In addition, to examine the antecedents of citizenship pressure, the current study examined the consequences of citizenship pressure.

METHOD

The sample was comprised of full-time hotel employees in Guangzhou, China. The researcher visited the participating hotels and distributed a total of 350 questionnaires to employees of different departments. At the end of the survey implementation, a total of 224 completed and usable questionnaires were returned (response rate: 64%). Consistent with Bolino et al.'s (2010) citizenship pressure scale, citizenship pressure was measured with the constructs of helping behavior, individual initiative, and loyalty behavior. To measure organizational cultures, eight items were adapted from the work of Cameron and Quinn (1999). Personal traits were measured utilizing the Big Five personality scale (Costa & McCrae, 1992) and neuroticism was assessed using a 4-item scale. Based on the occupational stress scale (e.g., Parker & DeCotiis, 1983; Smith et al., 2000), a 2-item scale was developed to measure overall job stress and turnover intention, respectively.

Figure 1 illustrates the hypothesized model. It depicts the underlying specifications for each construct as well as the theorized causal relationships among constructs. Specifically, the citizenship pressure construct is designated as a second-order formative construct, which is formed by three first-order dimensions: helping others, individual initiatives, and loyalty behavior. The rest of the constructs are posited as first-order reflective constructs measured by multiple indicators.

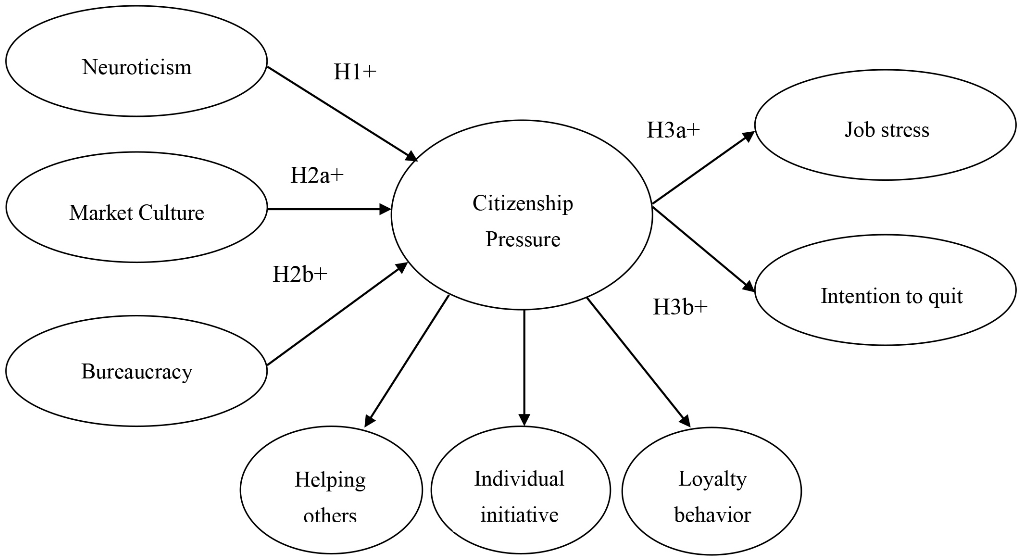

Fig. 1. The hypothetical model

FINDINGS

The estimated model provided a good fit based on the model fit indices ($\chi 2$=278.40,degreesoffreedom=144(p<.001),CFI=.96,NFI=.91,NNFI=.95,IFI =.96,and RMSEA= .07). As shown in Table 1, three out of five hypotheses were supported, whereas the other two were not empirically supported as the path coefficient was not statistically significant (H2a) and showed influence in an opposite direction (H2b). Neuroticism positively influenced citizenship pressure, supporting H1. However, judging by the insignificant path coefficient from market culture to citizenship pressure, hypothesis H2a was not supported. Moreover, unlike the researcher's prediction, bureaucratic culture negatively influenced citizenship pressure. Therefore, H2b was not supported. Regarding the comparative influence between personal traits and organizational culture on citizenship pressure, neuroticism showed a higher coefficient (γ =.25) than bureaucratic culture (γ =.23). Furthermore, citizenship pressure was found to significantly influence job stress and the intention to quit. Both job stress and intention to quit were positively influenced by citizenship pressure, supporting H3a and H3b (.25 and .36 respectively).

Table 1. Antecedents and consequences of citizenship pressure

Path	Standardized coefficients path	t Value	p Value
Neuroticism → Citizenship Pressure	.25	3.08	.002**
Market culture → Citizenship Pressure	.15	1.33	.186
Bureaucratic culture →Citizenship Pressure	-.23	-2.13	.035*
Citizenship pressure →Job stress	.25	2.74	.007**
Citizenship pressure →Intention to quit	.36	4.17	.000***

Note: *p>.05. **p>.01. ***p>.001

CONCLUSION

This study examined both antecedents and consequences of citizenship pressure. The current study makes an important and original contribution to the literature. For example, the conceptual model builds a link between influences on citizenship pressure, which has not been explicitly examined in human resource literature. The current study found that neuroticism significantly increases citizenship pressure. This finding can be supported by the personality literature that describes characteristics of neuroticism (Costa & McCrae, 1992). Neurotic individuals have a tendency to show high levels of anxiety, anger, and vulnerability. Therefore, employees with high levels of neuroticism may interpret OCBs in a negative light and feel that it is stressful to engage in discretionary behaviors. Another interesting finding of this study is that bureaucratic organizational culture is negatively related to citizenship pressure. One plausible explanation is that the emphasis of bureaucracy culture on smooth operation (i.e., stability) affects employees' ability to engage in OCBs voluntarily. The researcher assumed that employees in a bureaucratic work environment may already feel stressed when satisfying required work. As such, it was predicted that employees would feel high levels of stress to engage in OCBs. However, considering that Asian societies are highly hierarchical as compared to Western societies, the respondents are already familiar with bureaucratic culture and therefore, they may not feel stressed about this work environment. The current study also found that citizenship pressure positively affects job stress and intentions to quit. This finding is consistent with the results of previous studies, showing that pressures and demands can become sources of stress in the workplace (Hu & Cheng, 2010). Moreover, previous research has shown that work pressures make individuals decide to leave a job (Delfgaauw, 2007). The higher the citizenship pressure hotel employees feel, the more they are likely to quit their jobs. In summary, the current study results can be used as a guideline to reduce citizenship pressure as well as job stress and turnover rates in the hotel industry. First, human resource managers should be equipped with better insight into their employees' personality traits (particularly neuroticism), which may reduce citizenship pressure. Therefore, special attention and efforts should be given to those neurotic employees by employing intervention procedures. Hotel CEOs should make an effort to create and maintain a good working environment while emphasizing stability and efficiency. Despite the positive contributions of the current study, it has certain limitations. Data were collected from convenient samples of hotel employees in China. Therefore, generalizability of the results to other populations is limited. It would be interesting to determine whether data collected from different cultures, especially Western cultures, would produce the same results as the current study.

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