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Preface

Chào mừng, Welcome, Hoşgeldiniz, Willkommen, Bienvenue, Добро пожаловать, 歡迎光臨, Bienvenido, Καλώς Ορίσατε, Benvenuto, ようこそ, 환영합니다, ሳﮭﻟﻮً ٔﺎھﻻ to the Global Conference on Business, Hospitality and Tourism Research (GLOSEARCH) here at the Hoa Sen University, Ho Chi Minh City, Vietnam. Hoa Sen University, University of South Florida Sarasota-Manatee, and The Association of North America Higher Education International (ANAHEI) are very honored and excited to host GLOSEARCH 2018. This is the 17th conference that ANAHEI is organizing.

GLOSEARCH received more than 200 abstracts/papers for the conference from 242 authors from 32 countries. Ninety-five of these presentations are accepted to be presented at GLOSEARCH 2018. GLOSEARCH is a truly an interdisciplinary and global conference as we will host 170+ participants from 23 countries and from different fields of studies. We would like to thank each author for submitting their research papers to GLOSEARCH 2018.

As GLOSEARCH 2018 was a peer-reviewed, double blind conference, we would like to thank each and every reviewer who ensured that the paper review process was a high quality and smooth. We also would like to thank the awards committee for their hard work in selecting the recipients of this year’s award winners.

We would like to thank Hoa Sen University for hosting GLOSEARCH 2018. Without their support, this conference would have not been possible. We would like to thank our Sponsors for making this Conference possible: University of South Florida Sarasota-Manatee, Smith Travel Research, New World Saigon Hotel, Hotel Continental Saigon, Samsung Vina Electronics, and International Hospitality Management School Vatel - Vatel Việt Nam. Also, we would like to extend our gratitude to our keynote speakers: Dr. Sheryl F. Kline, Dr. Fawn T. Ngo, Dr. Paul A. Phillips, Dr. Hanqin Qiu, Dr. Jason D. Shaw, Dr. Mariana Sigala, Mr. Bui Xuan Phong, and Mr. George Ubbelohde, and invited speakers Dr. AJ Aluri, Dr. Basak Denizci Guillet, Dr. Pearl Lin, and Dr. Tingting Zhang. We would like to also thank Dr. Faizan Ali and Dr. S. Mostafa Rasoolimanesh for conducting research academy.

We extend our gratitude also to our ANAHEI Conference Director, Mr. Muhittin Cavusoglu, MS, CHE, for his great contributions to the success of the GLOSEARCH Conference. We also thank Scientific Relations Coordinator, Ms. Luana Nanu, and Media Manager, Emre Corbaci. Moreover, we sincerely express our appreciation to all lecturers, supporting staff and students in the Hoa Sen University who have volunteered their time to make this Conference a success. We also thank all other volunteers.

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Accounting
Intellectual Structure in Hospitality and Tourism Performance Measurement

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Abstract

Studies related to hospitality and tourism (H&T) performance measurement has expanded and matured, leading to diversity in the themes and topics of papers published on the subject. Though many studies have highlighted the trends, clusters, and topics, the present paper is the first known academic article attempting to explore the theoretical pillars of this research stream. Using a database with 56,163 citations, the authors categorized the empirical evidence into four different time periods and an overall representation. Consequently, this paper adopts a co-citation approach to explore the number of articles published in the field of hotel performance studies. Finally, using the VOSviewer software program, this study identifies the most popular cross-cited and citing journals and authors. Though the study focuses only on the theoretical pillars identified using co-citations and network cluster analysis, revealing the hidden part of the iceberg (co-citation), contributes to the literature on H&T performance measurement.

Keywords: co-citation analysis, network cluster analysis, performance measurement, VOSviewer software program, hospitality and tourism.
The Importance of Cost Control in Food and Beverage Enterprises: Example in Konya

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Abstract

The food and beverage enterprises that are included in tourism enterprises, gives importance to cost control in order to catch up with the increasing competition environment. The food and beverage enterprises that makes pricing important are; capital and labor intensive, the stockpability of products produced in enterprises, the lack of stability and the competition between enterprises. The purpose of this study is to determine the extent to which food and beverage enterprises are value cost control and which cost control system they use. In this context, a questionnaire was applied and they are determined by the researcher and randomly selected to 40 people who were employed in food and beverage enterprises of Konya province. The results of the research, the food and beverage enterprises is important for cost control, and the food and beverage enterprises in general are using simple cost control system.

Keywords: food and beverage enterprises, cost, cost control
The Impact of Legal Regulations in Accounting and Auditing on the Global Financial Crisis: The Case of Turkey

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Abstract

Economic crises are the most important negativities affecting the economic development of countries. Countries have to take various measures in order to overcome these crises and to minimize the effects of the crises. Both the companies and the individuals are affected by the economic crisis. The economic crisis does not just hit the company. Either it bounces out of the companies, it affects individual individuals as well. Or it causes the people to earn less with the drop of the buying power and backward after the stagnation before the market. From these negative effects, the states take various measures to protect the companies and their stakeholders. These measures are also taken in the field of accounting and auditing. In terms of sectors they are affected by, economic crises, real sector crises and can be subject to a dual separation in the form of financial sector crises. Real crises in production and / or significant contraction in employment. Financial crises can have devastating effects on the real sector of the economy, are financial market collapses that distort effective operating power. Mishkin (1996), financial crises in the framework of asymmetric information theory "A financial crisis, adverse selection and moral hazard (moral hazard problems reach advanced dimensions and thus financial markets, funds to be channeled into economic units with the most efficient investment opportunities linearity emerging in financial markets due to non-corruption ". Financial crises, financial markets do not function effectively. This leads to severe contraction in the volume of economic activity opens. Mishkin (1996) on the four key factors that interfere with financial crises It stands. These: 1. Deterioration in the financial sector balance, 2- Increases in interest rates, 3- Increases in uncertainty, 4- Due to changes in asset prices, non-financial company balances (nonfinancial balance sheets). As a developing country companies in Turkey is significantly affected by the global financial crisis. In this context, Turkey is the way to go to take measures required by legal regulations in accounting and auditing. The important thing is to take and implement the measures that enable overcoming crises with the least damage. It is essential to be prepared for crises. These 10 basic economic crises affected Turkey greatly along with the whole world. These crises had significant influence on the change of accounting and auditing legislation. In order to get out of the crisis, Turkey has taken many measures like all over the world. Undoubtedly the most important of the measures taken innovations to be made in the field of accounting and auditing in public and private sectors. As accounting and auditing are both closely connected with the economy and monetary policies, the arrangements to be made included both public and private sectors. In order to get out of these crises with least damage as well as not to be caught unprepared for new crises, changes to be made in the field of accounting and auditing are essential. In this study, from 1923 to 2017, Turkey faced by 10 major crises in this crisis period, by taking the country's accounting and auditing in the sense of creating solutions to the crisis in his legislation aimed to reveal the problems in a chronological flow will be discussed. As a result of, a number of arrangements were made after the ten basic crises and some crises were experienced cataclysmically and the others were overcome easily. In Turkey, accounting and auditing legislation is compatible with the whole world and a more robust and reliable accounting and control system than the previous one has established.

Keywords: accounting, auditing, legal regulations, bankruptcy, liquidation

Reference

Consumer Behavior
Factors Affecting International Tourists’ Food Satisfaction and Word-of-Mouth: The Case of Vietnamese Cuisine

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Abstract

This study attempted to test the effects of food quality, perceived price and food culture on tourists’ food satisfaction and word-of-mouth behaviors in order to give promotional strategies for the tourism industry. A quantitative approach was mainly employed with a structured questionnaire distributed to 216 international tourists in Ho Chi Minh City (HCMC, the biggest city of commerce and culture), Vietnam. The empirical results of this research indicated that food quality and the perceived price had statistically positive effects on the WOM through the mediation of food satisfaction; whereas, food culture showed no significant with food satisfaction and WOM. This result implied some suggestions to improve better Vietnamese food quality as well as its image in the eyes of foreigners and maintain food at a reasonable price to enhance tourists’ food satisfaction and motivate Word-of-Mouth intentions.

Keywords: Vietnamese cuisine, tourists’ food satisfaction, tourists’ word-of-mouth, food quality, perceived price, food culture
The Influence of Situational Factors on Tourists’ Positive Mood and Impulse Buying Behavior - An Empirical Study in Ho Chi Minh City

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Abstract

The purpose of this paper was to examine the situational factors affecting on the impulse buying behavior through the mediating role tourists’ positive mood. A quantitative approach was mainly applied, using the questionnaire which was directly delivered to 328 tourists in Ho Chi Minh City (HCMC), Viet Nam. The findings showed that the better store environmental characteristics of the store, the better conditions of tourists’ emotional responses. Moreover, other factors consisting of perceived crowding effect and the trip party were significantly correlated and had both direct and indirect impact on impulse buying behavior through the mediating role of positive mood. Then, suggestions were given to enhance the professional image, and improve service quality which, in turn, would increase the satisfaction, and motivate the buying power from tourists.

Keywords: impulse buying behavior, emotional response, positive mood, store environmental characteristics, perceived crowding effect, trip party, time pressure
Green Purchasing Behavior at Hochiminh City, Vietnam

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Abstract

This research attempted to examine factors affecting green purchasing behavior at HoChi Minh City (HCMC), by interviewing 297 consumers. Cronbach’s Alpha, exploratory factor analyzing and linear multiple regressioning were used. The results show that there are three main factors affecting green purchasing behavior at HCMC, arranged by reducing the importance: (1) green promotion activities, (2) information sources, and (3) price of green products. This is the first research in Vietnam about this topic, however, the research reveals some suggestions for businesses and governmental administrations to enhance green purchasing behavior.

Keywords: green promotion, green purchasing, behavior, information sources
Power of Universe: How Do Have Social Media Effect of Organizational Image of Airline Companies?

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Abstract

Social media is a new and active medium through which brands communicate with their target groups. Through social media networks, marketers are calling out to target groups at the time and place they want and establish more intimate relationships with them. The aim of this study is to measure whether popular social media circles support the image of the organization. In the theoretical section of the work, firstly, the organization culture, the image of the organization, the concept of social media, its features and environments are mentioned. When the findings are evaluated in general, it can be said that social media plays an important role in terms of organization image.

Keywords: airlines, Skytrax, social media, organizational image, emoji, hashtags
A Review of the Acceptance of People With Disability in Fast Food Industry: The Malaysian Context

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Abstract

The main objective of this study is to investigate the social marketing of fast food companies that addressed the inclusion of people with disability (PWD). The aim is also to illuminate customer attitudes and employee outcomes in the disability literature. Many researches proved that hiring PWD is no longer the marginalized human resource issues given the awareness of employing them has been intensified lately. Their ability at work, commitment and loyalty demonstrate positive employment acceptance by both employer and co-workers. This is a review paper contributing to future researchers from critical review of the extent literature in the general hospitality marketing and disability fields. The employers across different sectors would also benefit from understanding the ability and performance by PWD in tourism and hospitality organizations. With the limited published research regarding inclusion of PWD in tourism and hospitality industry in Malaysia, this paper will provide an insight in relation to PWD and the importance of their inclusion.

Keywords: people with disability, employment, social marketing, social responsibility
Abstract

The Loksado Indigenous, The Tribe of Dayak Meratus, is one of the traditional communities who live in Sub-District Loksado, District Hulu Sungai Selatan (HSS), Borneo Island, Indonesia. The people of Dayak Meratus are a well isolated community with limited access to public facilities, as well as marginal economy lives. Specifically, this tribe is innocent, has low competence, and poor. The people with such characteristic has low financial literacy because of their relatively low education and income. Being rational in economy is necessary especially in facing a volatile economy, such as in Indonesia, within the fundamental change especially in facing the redenomination which the idea had been released since the President SBY era. Redenomination is predicted to be able to influence both condition, macro and micro economy, either for business sector or household. In macro economy, the understanding and the readiness of the people towards redenomination influence the stability of price and foreign exchange. While in micro economy, a good socialization will boost the business to be more active and productive, or conversely it causes hyperinflation or even economic instability. Therefore, this research explored how economic rational of the people of Dayak Meratus in Loksado, as one of the representations of indigenous which the number reached more than 1,300 in Indonesia in 2010, with the majority of the population of each tribe was less than 10 thousand and each had different cultural characteristics. This research is important in relation to redenomination in rural communities in Indonesia, so that the potential impact can be minimized. This research was an exploratory study using mixed methods which involved focus group discussion and survey for the primary data collection. The informants were the Dayak Meratus in the District Hulu Sungai Selatan, South Borneo. The respondents of the survey were the people of Sub-District Loksado at the same Regency. While, the secondary data were collected from Central Bureau of Statistic, the Indonesian government websites, as well as from reputable news resources. The secondary data is essential to enrich the analysis describing the social background of economy of the people. The FGD were conducted at the Secretarial of Dayak Meratus Association of South Kalimantan with 20 informants consisted of Chief, the Leader of each Area and the Member of the Tribe which most of them worked as the Farmer in a Plantation. The Survey involved 79 people of Dayak Meratus in Sub-District Loksado. The results show that even though the people of The Dayak Meratus had relative low macro economy perception, but the economy rationality of the people of Dayak Meratus was quite good. It was proven by some discoveries. First, the success of Family Planning program or what was called by birth rate restriction, could not be separated from the consideration that more children means more money to spend for the family. Second, the dependence of the people on the middlemen was not caused by financial illiteracy, but because the economic pressure caused by the absence of the support from the government. Third, one of the family’s biggest expense was the pocket money for the children. However, they would not just give out a bigger pocket money to their children after the redenomination, if there was no economic fluctuation, such as price rise. Fourth, even though there was no a good understanding about the concept of redenomination, however, the potential effect of the redenomination could be minimized. The people consider redenomination is not far from the conversion of old banknote to the new one. It only requires...
socialization through conventional television and through meeting in the level of neighborhood, hamlet, as well as indigenous. Fifth, the people understand that the government plays a big role in overcoming the people’s economy, yet there has not been any mechanism or institution which is able to facilitate the prosperity of the people of Dayak Meratus, especially the farmers. As the consequence of the rationality of people’s economy, regarding to the redenomination, the people of Dayak Meratus relatively had sufficiently good faith and belief towards the condition of the economy after the redenomination. The respondents stated that they relatively disagree if it was said that the condition of economy would be worse. It means that there was a faith or a belief that the economy would be better so that it did not make the people doubt to go shopping or spend their money for charity, and nor to not believe in government. The people of Dayak Meratus also relatively disagree if they were said that they would went poorer, felt more uncomfortable, more insecure, and afraid that the economy would be messy after redenomination. There was a belief that the price would be stable with the allocation of good resources. The people of Dayak Meratus had good aspect of psychology, social, and economy cognition even though it had limited economy, public facility and the attention from the third party. The aspect of psychology and social appeared on the value of life which was believed and the sense of live prosperity depended on the nature. The aspect of economy cognition was shown on the aspect of independence and the perception of the economy of the community, that they could afford to live well without any adequate support from the government. However, the people of Tribe Dayak Meratus considered that in terms of macro economy, the situation in Indonesia was not quite good, especially related to the price disparity of farming and industrial result. The farmers did not have any capability to determine the price or return, and could only implement resources allocation. Even though live far from the Central Government, the people of Tribe Dayak Meratus had a good economy rationality. Therefore, the discourse of the economy fundamental change, as in redenomination, only required a little adjustment and significantly would not influence the regional economy. It was caused not by the high level of trustworthy and the faith of the people towards the government, but because the presence of the Government’s existence and its policy instrument would be felt by the community. The potential of money illusion was predicted that it would only occur from the side of social spending, recalling the high social value embraced by the people.

Keywords: Dayak Meratus, indigenous, economic rationality, redenomination

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Exploring Customer Satisfaction in Fast Food Industry: A Descriptive Analysis

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Abstract

The purpose of this study was to investigate the core evaluation about determinants influencing customer satisfaction at fast-food restaurants in Vietnam. It is possible for organizations to fully measure by the results of customer expectation and satisfaction in order to retain the existing customers and to appeal more new customers significantly. Research was thoroughly conducted by analyzing and evaluating four main dimensions service quality, product quality, price, and environment as independent variables and customer satisfaction as dependent variable. The study employs mixed approaches to explore the influence of each factor. In qualitative method, focus group discussion is conducted. Also, the questionnaire survey is generated and spread largely for quantitative method. The findings from the study revealed level of influence of these main determinants in context of Vietnam fast-food industry and provided useful solutions to enhance the strategies for revenue, customer satisfaction and customer loyalty.

Keywords: customer satisfaction, service quality, product quality, fast-food industry, Vietnam
The Reason Why People Use Instagram: Quantitative vs. Qualitative Approach

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Abstract

Social media currently play an essential role in daily lives worldwide. According to a 2016 Google survey, 96% of Taiwanese people use the Internet every day, and among them, 82% access the Internet primarily on mobile devices. That same year, Ho et al. (2016) showed that most users indeed search for information online by using their smartphones. By extension, another 2016 survey (FIND, 2016) revealed that younger people were more likely to use Instagram, a social media app whose chief function is sharing users’ photos. Whereas 97%, 98%, and 96% of respondents aged 12–17, 18–24, and 25–34 years, respectively, had Facebook accounts, increasingly fewer—77%, 71%, and 45%—had Instagram accounts as their ages rose. Even more revealingly, whereas 94% and 86% of respondents aged 35–44 and 45–54 years, respectively, had Facebook accounts, only 26% and 11% of people in those age groups had Instagram accounts. In all, most Instagram users were only 12–24 years old. Given those trends, the study reported here focused on users’ intentions in using Instagram. Lin and Chen (2012) explore college students’ Facebook use characteristics and found four reasons why they used Facebook. Those reasons were: consciousness, accessibility, instantaneousness, and instructiveness. In this study, we adapted Lin and Chen’s Facebook characteristics measurement scale to explore Instagram users’ characteristics. There were 20 questions to examine Instagram users: (1) using Instagram lets me get information quickly; (2) it is easy to spread information via Instagram; (3) using Instagram consists of the action of dealing with other people; (4) it is effective to communicate with friends via Instagram; (5) I want to record every thought, so I use Instagram; (6) In order to communicate with other people, I use Instagram; (7) In order to get others’ responses, I use Instagram; (8) In order to maintain in-reality friendships, I use Instagram; (9) In order to make more friends, I use Instagram; (10) In order to show my ideas, I use Instagram; (11) In order to show my opinion about an event, I use Instagram; (12) I use Instagram because I want to express my emotions; (13) I feel that I could know different kinds of people via Instagram; (14) I feel that Instagram could expand my social network; (15) using Instagram is consistent with my habits regarding interpersonal relations; (16) using Instagram lets other people easily understand my thoughts; (17) using Instagram lets me better understand other people’s thoughts; (18) when I have interactions with Instagram members, I feel that I am connecting to the whole world; (19) when I have interactions with Instagram members, I feel that each person is connecting with each other; (20) I feel that I could share my mood via Instagram. This study targeted Instagram users. The preliminary pilot study involved distributing a questionnaire to university students (n=100), since the majority of Instagram users have been reported to be less than 24 years old. A total of 90 university students completed the questionnaire. There were 20 items in this measurement scale, and an exploratory factor analysis was adopted. The first step was checking cross-factor loading, and a variable was dropped each time. A total of 10 items were dropped, but only one factor was shown in this measurement. Hence, this measurement was not suitable for Instagram users. In other words, there should be other reasons for using Instagram. According to Glaser & Strauss (1967), “Grounded Theory” should be a suitable approach in this study, since the theory was built based on the continuous comparison method. The purpose of Grounded Theory is to build theory; “observation”
and “interview” are common methods to collect information. The procedure for analyzing data includes “open coding,” “axial coding,” and “selective coding” (Strauss & Corbin, 1990). The participants were chosen based on “theoretical sampling,” and they could provide rich information that was related to the research purpose (Patton, 1990). Glaser (1978) indicated that theoretical sampling was a method to collect information from specific people, not from a sampling group. Moreover, those participants represent the desired knowledge, and help to build a new concept or theory (Glaser, 2001). The sampling criterion for this study was college students who used Instagram. For the first step, 6 college students were invited to join this study, and the instructed interview method was adopted. The initial interview information helped researchers to build structured questions, which they then used in the formal on-one-one in-depth interview. The interview was stopped when theoretical saturation was completed. The one-on-one interview was guided by the following questions: (1) How long have you been using Instagram? (2) How did you discover Instagram? (3) Do you share your stories and other information via Instagram? (4) Do you follow friends’ information via Instagram? (4) Does Instagram help foster your in-reality friendships? (5) What is the difference between Facebook and Instagram? (6) Do you still have a Facebook account? Do you continue to update your Facebook? There were 21 college students who participated in the one-one-one interview and shared their Instagram experiences. After completing the in-depth interviews, the researchers built a scale for Instagram users’ characteristics. There were 6 reasons why people loved using Instagram. Hence, a formative measurement for Instagram was built based on the in-depth interviews. Then, 43 college students were invited to answer the questions, and a partial least square (PLS) method was adopted to examine the measurement scale. Results supported the formative model. In conclusion, quantitative and qualitative approaches were both adopted in this study, and both supported meaningful contributions. Since Instagram is a new social medial network, adopting the measurement for Facebook was not suitable for this study. There is scant literature to support this study; therefore, the grounded theory approach helped the researchers to complete the study. The study followed the structured questions to obtain participants’ information, and then the researchers summarized their answers into 6 key factors why people use Instagram. The purpose of this study is to try to use both quantitative and qualitative approaches to build an objective Instagram user scale. Future studies could examine this scale by adopting an existing theory model and also building a mixed (formative and reflective) model.

**Keywords:** social media, Instagram, grounded theory

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Transnational Immigrant Tourists and Their Gifting Habits: A Study on Chinese Immigrants Living in the UK

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Abstract

Shopping abroad is a significant activity always reported in tourism studies (Kim and Litrell, 2001). Jansen-Verbeke (1991) argues that people spend more on shopping than on everyday needs when travelling. A more detailed look into the shopping habits of tourists suggests that gifts form a large proportion of their shopping (Lehto et al. 2004). According to Meng, and Xu (2012), buying gifts while travelling is closely related to location-specific characteristics. That is, consumers tend to buy mementoes when they are travelling, aiming to carry and share the physical evidence of their experiences from different locations (Lin and Wang, 2012). Arguably, the location that is visited has an impact on the choice of mementoes which affects the reflection intensity of the experiences and emotions (Clarke, 2008). Furthermore, buying gift is not limited to buying for others. Research suggests that self-gifting is as important as gift-giving (Lai, 2017). While most studies investigate the gift buying attitudes of tourists they look into the travel habits between the home countries and the destination countries (Keown, 1989; Reisinger and Waryszak, 1994; Jin, Moscardo, and Murphy, 2017) However, the late 20th and 21st century saw the increased relocation of people from their home countries to other countries for the purposes of work, education or family ties (Poston Jr, Mao, and Yu, 1994; Feng and Page, 2000; Zhao, 2003; Choudaha, 2017). These relocation activities are classified as permanent or temporary (e.g. students, or certain term contracts of employment, for example, Platt, 2017) and produced the transnationalism concept (Schiller et al., 1992). According to Waldinger and Fitzgerald (2004), transnationals inherently connected to their home countries while living in their destination countries. Although this is the case, it would be misleading to consider transnationals travel activities to take place only between their home and destination countries. While tourism and transnational immigration studies look into the tourism activities in their home countries (Safran, 1991; Duval, 2003; Tie, Holden, and yu Park, 2015; Li and McKercher, 2016) and their gift buying behaviours, their tourism activities to other destinations remain under-researched. Thus, this study goes beyond previous studies and explores the tourism activities of transnational immigrants in different destinations, while differing itself from previous studies which investigate the gift buying intentions and attitudes of tourists abroad (Lam and Hsu,2004; Lo and Qu, 2015; Albayrak, Caber, and Çömen, 2016). Specifically, the behavioural intentions and the differences between self-gifting and gift-giving of transnational immigrants when they visit other countries is explored. By doing this research, it aims to contribute to the destination and tourism marketing disciplines by providing in-depth insights about the gift buying habits of transnational immigrant tourists. This study also contributes to the studies which investigate gifting culture by exploring the differences between self-gifting and gift-giving. Additionally, it contributes to the wider tourism marketing in terms of immigrants and their visits to countries other than home and destination countries. In order to achieve this, 15 Chinese transnationals located in the UK who visited European countries were interviewed. The finding suggests that gift shopping attitudes transnational immigrants are more towards ‘useful’ items rather than just mementoes. For instance, t-shirts are more popular than fridge magnets. Another interesting point that we found is the baggage limitation has impacts on gift buying attitudes. The limitation on short-haul flight results...
in less spending on self-gifting. Furthermore, given these limitations, data suggest that the smaller sized gifts are purchased for gift-giving purposes. In this category, respondents reported that their decisions in choosing the gifts are affected by certain cultural factors: i) uniqueness, face-saving, duty-boundedness and recipients’ expectations. Finally, social status and social relations also affect the type and nature of the gifts.

**Keywords:** consumer behaviour, Chinese immigrants, souvenirs

**References**


Economics
Reforming of the European Union Financial Supervisory and Regulatory Architecture: The Italian System as an Example of a Virtuous Strategy Between the Judiciary and the Authority of Financial Control

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Abstract

A recent research work conducted in the Bank of Italy analyzed the relationship between the slowdown in economic activity in Italy in the years of the crisis - from 2008 to 2011 – e the intensification of criminal incidents. The results show that the economic crisis had a impact only on certain types of criminal activities, ie on property and financial offenses especially on those who do not require particular criminal abilities, such as theft. In line with the recent European directives, economic crimes must be combated by pursuing both the objective of law enforcement and that of economic development. A balanced strategy of prevention and suppression must be found upon rules that lay down clearly formulated obligations; that avoid intrusive instruments and rigid procedures; that do not overburden honest businesses; that institute mechanism of enforcement and sanctions that are swift, effective and proportionate to the seriousness of the infractions; that provide incentives for intermediaries to collaborate with the structures that fight money laundering; and, in conclusion, that strengthen domestic and International cooperation among authorities. The States that are most aware of the problem, perceiving that the criminal organizations are most vulnerable when they seek to pass the proceeds of the crime into legitimate channels, have long concentrated their efforts on the protection of the financial system. Different institutional players are called to collaborate to the enforcement of the rule of law in the financial sector, and to contribute to the achievement of the results set. A major role is played by the Judiciary, by the Supervisory Authorities, the Financial Intelligence Unit (UIF) established at the Bank of Italy, and by the Investigation Authorities. It’s easy to infer, therefore, that the intensity and quality of the institutional cooperation between the supervision and judicial authorities represent an essential and fundamental element to achieve an effective prevention of illegal activities, since the exchange of information on different skills. Collaboration with the judiciary helps each of the two sides to pursue in better their institutional objectives. It occurs in the awareness of the diversity of the roles performed and in full compliance with the guarantees and the rights of defense of the subjects concerned, in turn a cornerstone of the rule of law, an indispensable defense of legality. The necessary of dialogue between the Supervisory Authority and the Judicial Authority is definitely demonstrated as well as the great benefits provided at national level to the financial system. For this reasons it will must be a fundamental effort of the European Legislator to find the best way of cooperation between the European Central Bank and European Public Prosecutor Office.

Keywords: financial supervisory authority, European central bank, European public prosecutor office
Build a Community of Shared Future for Mankind Based on Mutual Benefit
Take China-US Economic and Trade Cooperation as an Example

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Abstract

After World War II, an international economic order, which dominated by the United States and other western powers and supported by the World Trade Organization, the International Monetary Fund and the World Bank has formed. This order has maintained peace and stability after the World War, promoted global trade and investment and promoted global economic growth. Nowadays, economic globalization has penetrated into all countries in the world, and countries of the world have formed an economic community of division, cooperation and mutual dependence. Taking China-US economic and trade cooperation as an example, this paper shows that under the background of economic globalization, all countries utilize comparative advantages to divide labor, form a closely linked global value chain, and promote the common development of economy. Therefore, we must adhere to the path of economic globalization, expand global open cooperation and build a community of shared future for mankind. The paper also analyzes the problems existing in China-US economic and trade cooperation, and expounds that expanding open cooperation and basing on mutual benefit is the key to solving the problems. In addition, it also puts forward the strategy of the construction of the community of shared future, including the plan to propaganda the community, strengthen the economic cooperation with neighboring countries and regions, develop the international multi-monetary system, apply the international rules to maintain the present international economic order, deal with all sorts of problems humanity faced in a common effort and make a contribution to common prosperity and development of human beings.

Keywords: community of shared future for mankind, economic community, international economic order, international rules
Education & Training
An Exploration of Concepts for Planning Physical Education Curriculums –
A Case Study of the PE Teaching Quality Assurance Assessment Plan at
Chaoyang University of Technology

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Abstract

Undergraduate physical education in Taiwan is the last stage of school physical education and the bridge towards social physical education. Moreover, attitude to sports formed in this phase would play an important role in nationals' lives and national sports industry. Therefore, how to plan physical education curriculums is an important issue. Teaching quality assurance has been implemented at Chaoyang University of Technology for many years and has been widely acclaimed. It has also been implemented for physical education and has been highly rewarded. By means of case study and content analysis, this study aims to explore the evaluation of PE teaching quality assurance at the Chaoyang University of Technology and to gain a more accurate view of essential concepts for planning physical education curriculums. The content comes from the evaluation reports on the PE teaching quality assurance at Chaoyang University of Technology in the Academic Year 2011-2015. The findings demonstrate that the respective relationship among the overall teaching evaluation items in the Academic Year 2011-2015 and the teaching goal and core competency arithmetic means are 4.27, 4.20 and 4.07. The arithmetic means from the teacher self-evaluation are 4.35, 4.28 and 4.19. The arithmetic means from graduates’ feedback are 4.24, 4.52, 4.36, 4.22, 4.38 and 4.26. The results indicate that the current physical education planning is able to achieve the university’s teaching goals and to cultivate students' core competencies. However, in view of tendency and innovation, the planning seems to be conservative or out of date so that physical education curriculums cannot be in line with the trend of the times or conform to social needs. Thus, it can be inferred that accurate concepts for planning physical education curriculums should put more emphasis on the interaction between teaching goals and core competencies. Moreover, all level of curriculum committees shall give a full play to correspond to students' needs. Besides, teaching assessment results and self-improvement capabilities should be brought into full play. In addition, teachers' sport expertise should be taken into serious consideration with innovation of teaching materials and methods. In particular, effective learning environment should be built to optimize learning motivation and increase flexibility of selecting courses. What is more important is to help students make regular exercise habits and acquire their working competencies. At last, it is suggested that undergraduate physical education curriculum planning should be more flexible and diversified. Furthermore, it should be beneficial to the sports industry, the leisure industry, and the health care industry.

Keywords: physical education curriculum, planning concepts, teaching quality assurance, teaching goals, core competencies
Student Perceptions of Institutional Reputation in Higher Education

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Abstract

This paper provides a short summary of research on student perceptions of institutional reputation for their choices of higher education institutions (HEIs). The study employed qualitative research approach by having interviews and group discussions with students from Thailand’s two prestigious HEIs in the field of tourism and hospitality, Dusit Thani College and Kasetsart University. The 34 informants were mostly undergraduate students from different programs such as Hotel and Resort Management, Culinary Arts and Kitchen Management, Tourism Management, MICE & Events Management, International Programs and Graduate School program. The study highlights that HEI reputation perceived by the students can thematically be interpreted into three aspects of usage by the students: (1) perceived quality measurement (2) students’ asset for their career advancement after graduation and (3) strengthening students’ self-image to public.

Keywords: reputation, higher education, institution, students, perceptions

Acknowledgements

This research is supported by Dusti Thani College.
A Study on Psychological Factors Affecting Multicultural Acceptance of College Students

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Abstract

It is no longer a new story that Korean society is entering a multicultural society. In 2018, more than 2 million foreigners residing in Korea accounted for 4% of the total population. In 2006, the figure was 910,000, 1.9% of the total population, so it is more than doubled (http://www.index.go.kr). Since 2000, there has been a surge in the number of international students, and exchange students and trainees are increasing due to the active exchange among universities. In 2016, it exceeded 100,000 people, and in 2017 it reached 123,858 people, more than doubling from 2007 (https://kess.kedi.re.kr/index). Multicultural acceptance can be defined as the attitude of cooperating to establish a balanced coexistence relationship with oneself and other members or cultures without having any group prejudice (Min et al, 2010). This study aimed to understand the psychosocial factors and the actual situation of multicultural acceptance in Korean college students and to identify factors influencing the multicultural acceptance of students. This study analyzed 1220 students out of 2,351 college students in the 7th year of the Korea Child and Youth Panel Survey (KCYPS) conducted by the Korea Youth Policy Institute. SPSS 23 was used for the study analysis, and t-test, ANOVA and multiple regression analysis were performed. Community consciousness, ego-resilience, peer trust, house economics level, peer alienation affected the students' acceptance of multiculturalism, and explanatory power was 13.3%. In order to strengthen the multicultural acceptance of college students, it will be necessary to develop community consciousness, ego-resilience, peer trust, and it is needed to have an intervention program that lowers peer alienation.

Keywords: college students, multicultural acceptance, psychological factors
Environmental Issues/Sustainability & Green Tourism
The Changes in Bird Species Living in the Tank Environment With Effect From the Renovation of Small Tanks in Dry Zone in Sri Lanka: A Case Study in Galgamuwa Division, Kurunegala

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Abstract

In antiquity, multi-purpose institutes and organizations had involved in small tanks renovation in Sri Lanka whereas at present, Department of Agrarian Development, Irrigation Department, Samurdi Authority, Gamanaguma Project and NGOs engage in this pursuit. They applied removing soil from tank, renovating tank bund, removing plant cover on the tank, slues repairing, wana (spill) repairing and channel repairing as types of tank renovation. This research focused on identifying the changes of the bird species living in the tank environment after small tanks Renovation. Small tanks in Sri Lanka are those with an irrigated command area of 80 ha (1 ha = 2.47 acres) or less. The study was conducted with regard to 12 small tanks in Galgamuwa DS division in Kurunegala district where 77 no’s of renovated tanks during the last 15 years are located. Questioner survey, Selected PRA tools and Field Plot Transects were used for data collection and data were statistically analyzed in disclosing the following findings. Heron species can be seen in large numbers in drought periods as small tanks are getting dried. A host of Heron species can be seen in the tank environments of the dry zone. Little Egret, Grey Heron, Purple Heron, Intermediate Egret and Cattle Egret are some of them. There is a positive change on cormorant species. The removal of the aquatic plant cover of the tank through renovation process has led to make a considerable impact on the existence of White-breasted water hen and Purple swamp hen. The Common kingfisher, Goose species, Duck species and Indian peafowl have not shown any change in their number before and after the tank renovation. However, villagers reported that there is an increase in the number of the Indian Peafowl which does not show any relationship with the tank renovation process.

Keywords: slues, spill, aquatic ecosystem, environment, PRA
The Bioeconomy in Sicily: New Green Marketing Strategies Applied to the Sustainable Tourism Sector

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Abstract

A circular economy is a continuous positive development cycle that preserves and enhances natural capital, optimizes resource yields, and minimizes system risks by managing finite stocks and renewable flows. It works effectively at every scale. Tourism represents one of the driving sectors of the economy on a global scale and it’s necessary for its importance to observe and analyze its environmental impact, is fundamental. Negative impacts occur because tourism, both international and domestic, brings about an intermingling of people from diverse social and cultural backgrounds, and also a considerable spatial redistribution of spending power, which as a significant impact on the economy of the destination. We cannot prevent tourism consequences, but need to plan and manage to minimize the negative impacts and accentuate the positive impacts of tourism. Tourism impacts on the environment is a delicate and important topic. Nowadays awareness towards respect of what surrounds us, the places in which we live and the environment in general, brought up the need for sustainability; concept that led to the research for sustainable tourism. The term “sustainable tourism” has come to represents and encompass a set of principles, policy prescription, and management methods which charts a path for tourism development such that a destination area’s environmental resource base (Hunter 1997). The bioeconomy is a new economic strategy that underlines environmental opportunities, through the concepts of the circular economy or thanks to some tools such as LCA. The aim of this paper is to analyze the environmental impact of the tourism industry through the LCA analysis. Lately, the tourism sector has grown and offers different services such as transport, hospitality and entertainment. The LCA (Life Cycle Assessment), internationally standardized by the ISO 14040 and 14044 standards, is a technique that studies the environmental effects of all the stages of a service considering changes in the ecosystem, consumption of natural resources and the damage to human health. The LCA analysis is based on four distinct phases: Identification of the functional unit; Life Cycle Inventory - LCI; Life Cycle Impact Assessment; and Lyfe Cycle Interpretation. The functional unit of this study is a “Trip and overnight stay in a hotel during mid-season with the arrival and departure of the tourist at Fontanarossa Airport in Catania, Sicily”. The tourist arrives at Fontanarossa Airport and must take transport to get to the Hotel Primavera dell’Etna, Zafferana; the transport used involves the emission of CO2 and other substances which cause air pollution. The overnight stay in a hotel implies multiple environmental consequences caused by the consumption of specific items such as light bulbs, television, disposable products, air conditioning and electricity in general. The tourist’s hotel stay is half board including dinner and breakfast. After breakfast, the tourist will return to Fontanarossa Airport taking private or public transport. The first phase considered is the transfer to the hotel which is located 38.6km from the airport. The main input of this phase are gasoline, oil and tire. The average of the gasoline used is 2.72 liters which generate an emission of 7295g of CO2, oil and tires are used for 0.13% generating respectively emission of NH3 and the attrition of the tire. The second phase analyzed, concerns the overnight stay of the costumer in the Hotel; the relevant data are: Consumption of 0.528 m² of methane gas which generate emission of CO2, Consumption of energy of the bedroom for a overnight stay of 14 hours
The waste generated for breakfast is: glass bottle, pvc pack for cookies, jam jar, butter wrapping, sugar paper bag and paper napkins. The application of the LCA in the Hotel Primavera dell'Etna showed that the main emissions caused by Italian tourism, tourism in southern Italy, is the CO2 emissions caused mainly by the use of private means of transport. The paper showed, however, that the amount of energy used by the structure (1.42 KW) for one night, is relatively low compared to other tourist facilities. The tourism sector is important for the development of a country’s economy. There is a strong relationship between the two elements of tourism and the environment because, on the one hand, for tourism, the environment is a fundamental resource but, on the other hand, it must be deeply analyzed because an uncontrolled spread of tourism could cause serious environmental damage. The LCA makes it possible to split the entire tourism industry into different steps focusing, not only on the evaluation of the total impact, but especially on the analysis of all the effects created in each phase.

**Keywords:** ecotourism, LCA, environmental impacts, green marketing, bioeconomy

**Reference**

Perceived Innovation Characteristics and Business Sustainable Orientation on Tour Operator Roles on Sustainable Tourism: Mediating for Sustainable Destination Management

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Abstract

In an increasingly competitive market, firms and organizations strive to establish a good relationship between multiple stakeholders as an important component of customer satisfaction. It has been found that non-physical attributes had a direct impact on tourist satisfaction especially with the mediating effect of destination experience (Isa et al., 2018). Given the intangibility and uncertainty of tourists’ travel experience, it is a pivotal link between tour operator roles and tourism practices (Tepelus, 2005; Xin & Chan, 2014). As Budeannu (2009) noted, tour operators play major roles at the specific destination and ecotourism. To enhance the good relationship between stakeholders, tour operators consider local communities into account when selecting a destination to practice sustainable tourism. Interestingly, sustainable tourism studies rarely look beyond the destination area, and there has been no substantive recognition of the sustainable destination management of tourism activities. Although several studies have investigated the relationship between tourist and destination, (Fredericks, Roman Garstea, & Monforte, 2008), marketing researchers have not paid much attention to the role of tour operators. A study by Dorcic and Komsic (2017) shows that a favorable destination has positive impacts on destination competitiveness. Therefore, there is a need to further study the role of tour operators in the tourism literature. The present study’s unique contribution lies in its examination of sustainable tourism. In addition, this study includes the search for sustainable destination as mediator into the proposed model. This study attempts to connect, conceptually, the realms of sustainable tourism and tour operator roles in Malaysia. In so doing, various conceptualizations of the sustainable tourism are suggested, along with some potential applications. A few indicators were developed for tour operators, and recent evidence suggests that the existing indicators were developed are on a destination basis. The tour operator survey was conducted in Penang, Kedah, Johor, Selangor, and Sabah. With higher number of tour operators, these states offer attractive scenery and diverse tourist destination. Therefore, we consider these states as an appropriate tourism destination and a relevant survey data collection site for this study. Smart-PLS was performed by the VB-SEM to test the hypothesis. The mediating role of sustainable destination management on the relationship between perceived innovation characteristics and sustainable business orientation on tour operator roles in sustainable tourism was highlighted in this study. In total, 228 completed questionnaires were used for data analysis using Smart-PLS 3.2.7. The company with less than 5 employees is categorized as micro and 6 to 30 as small company, 31 to 75 as medium and 76 and above as large company. In this study, the highest respondent is the micro company that have less than 5 number of employees is 117 (51.3%). Meanwhile, 6 to 30 employees (small company) is 80, (35.1%), and 31 to 75 employees (medium company) is 14 (6.1%). Most of the companies has established their organizations more than 11 years, 84 (36.8%). The present study employs the maximum likelihood method to conduct the confirmatory factor analysis and assess the reliability and discriminant
validity of the latent construct in the measurement model. As the measurement model reveals acceptable construct validity, the present study uses the structural equation modelling technique to examine the structural path model and the hypotheses. The results of this study illustrate that the R2 of sustainable destination management is 0.472 which recommends that perceived innovation characteristics and sustainable business orientation could explain 47.2% of the variance in sustainable destination management. In addition, the R2 of tour operator roles on sustainable tourism is 0.759 which recommends that sustainable destination management could describe 75.9% of the variance in tour operator roles in sustainable tourism. Furthermore, the predictive relevance of cross-validated redundancy values (Q2) for the endogenous variable of sustainable destination management, 0.227 and tour operator roles on sustainable tourism, 0.456 are higher than zero (Fornell & Cha, 1994; Chin, 2010). The findings of this study show that perceived innovation characteristics and sustainable business orientation have a direct positive influence on tour operator roles in sustainable tourism. Interestingly, perceived innovation characteristics and business sustainable orientation influences tour operator roles in sustainable tourism through sustainable destination management. Based on the result, it showed that many tour operators in Malaysia have a high level of adoption of sustainable tourism practices. They adopted sustainable tourism practices in their daily operation. The sustainable tourism practices can be improved and later used as a standard guideline for tour operators to implement sustainable tourism. Being aware of the important of destination management, tour operators should tighten the connection between tourist and the place. The findings also suggest that organizational characteristics are not the predictors for adoption of sustainable tourism practices in Malaysia. The firm size and firm age have no relationship with the level of adoption of sustainable tourism practices in tour operator businesses. Further, supported the literature on adoption of sustainable tourism practices that firm size and firm age does not reflect the involvement in sustainability (Le & Holenhorst, 2005). In planning and managing sustainable tourism, tour operators should incorporate a competitiveness model that integrating value-added services to sustain good relationship with multiple stakeholders while maintaining market position relative to other competitors. The development of future sustainable practices must be guided by effective and efficient management by tour operator with a focus on sustainable destination management to respond to market demand and competitive challenges. Therefore, this research is used to measure the roles of tour operators in sustainable tourism and to identify the factors that may contribute towards the involvement on the aforementioned type of tourism development.

Keywords: perceived innovation characteristics, business sustainable orientation, sustainable destination management, tour operator roles on sustainable tourism

References


Acknowledgements

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Gendered Relationships and Socio-Economic Practices in Sustainable Tourism in Turkey

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Abstract

This paper examines gendered relationships and gendered socio-economic practices in the context of sustainable tourism in Turkey by problematizing the role of socio-normative context and its implications for reinforcing gender inequality. The notion of sustainable tourism relies largely on the main premises of sustainable development, which has emerged as one of the most influential paradigms in the recent scholarship on tourism; and yet gender dimensions remain unexplored. In the current paper, we pose the following questions to address this gap: (1) How gender relations are constructed and negotiated in sustainable tourism practices in a patriarchal society such as Turkey?; (2) How do women develop strategies to cope within such contexts at the intersection of sustainable tourism practice and socio-normative structures that reproduce gender inequalities?; and (3) What is the value of Bourdieu’s theory of capitals to elucidate complexities associated with gendered socio-economic practices in the context of sustainable tourism?. Our findings indicate that sustainable tourism entrepreneurship depends largely on a mix of economic, social, cultural and finally, symbolic capital. We have explored how female and male entrepreneurs transform their available economic, cultural, social and symbolic capital. We also investigated the role of life course factors of entrepreneurs in the accumulation of non-material capitals for entrepreneurship in sustainable tourism. Our research results suggest the convertible, multi-faceted nature of different forms of capital. We have also observed that gender roles were transformed and gender stereotypes were challenged in this context. Gender identities were performed and negotiated within the context of ecotourism entrepreneurship in Turkey. Participants accounts clearly illustrate that women tend to have greater interaction than men in terms of cultural and heritage relationships with land, utilisation and support for preservation of the natural resources upon which sustainable tourism activities are based. Our contribution is as such that this paper brings gender issues to the forefront, discussing sustainable tourism initiatives from the viewpoint of entrepreneurs and various members of local community in a developing country context where women’s solidarity becomes so crucial to achieve particularly the gender equity in rural areas through sustainable tourism.

Keywords: sustainable tourism, gender, Bourdieu, capitals, Turkey

Acknowledgement: We acknowledge the financial support that we received from the British Council under the Newton Fund Institutional Links scheme. We are grateful to our industry partners and fieldwork participants for their support and participation in the Project.
Diffusion of Sustainability and CSR Discourse in Hospitality Industry: Dynamics of Local Context

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Abstract

Our focus is on the way in which sustainability and CSR discourses and practices emerge in the MNC and local hotels in developing country contexts. We ask following questions: (1) What are the prevailing institutional orders and logics that bring about CSR and sustainability discourse and practice in tourism industry?; and (2) Do resulting sustainability and CSR practices align with the local institutional logics and necessities? Empirical evidence is generated through semi-structured interviews with the executives of the selected case hotels. Theoretical sampling of case study organisations was informed by the selection of cases suitable for developing new perspectives in the research topic (Sandhu and Kulik, 2018). We use Hilton as the case organisation. Relying on sustainability and CSR report of headquarters in the U.S.A. and interviews with its affiliate in Turkey we compare and contrast the headquarters’ sustainability and CSR practices with those of the affiliate hotel in Turkey and a local hotel. Our findings show that some components of CSR and sustainability logics developed in the headquarters diffuse into local affiliate hotels, not all. Local affiliate hotels seek to acquire local legitimacy in their host environment, despite a standard format imposed by their headquarters. Local necessities and priorities translate themselves into such initiatives in a very limited way in the affiliates of the Hilton where there is a top down approach. Similar approach has also been observed in the case of the local hotel which is part of a family business group. Family’s values and family business headquarter shape the CSR and sustainability strategy and the logics reflecting the local component.

Keywords: CSR, institutional logics, sustainability, MNCs
Food and Beverage Management
Student Satisfaction Towards School Food Service With the Mediation of Perceived Value: A Case Study of Bui Thi Xuan High School, Ho Chi Minh City

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Abstract

This study was conducted to identify factors that affect to student satisfaction in food service at Bui Thi Xuan High School (BTX), Ho Chi Minh City. 252 surveys were directly delivered to students studying at BTX. The collected data was analyzed by partial least squares technique. The results showed different effects of the independent variables on the mediator and the dependent variable both directly and indirectly. Customer Satisfaction is predicted by Perceived Value, Service Quality, Food Quality, Facility, Price Fairness, and Convenience. Facility was found to have both direct and indirect effects on Satisfaction through the mediation of Perceived Value. Meanwhile, Service Quality only performed direct impact on Satisfaction. Moreover, Food Quality, Price Fairness and Convenience indirectly influenced Customer Satisfaction through the mediation of Perceived Value. Following the findings, academic and managerial recommendations were provided for future researches and school food service managers to obtain higher level of student satisfaction.

Keywords: school food service, perceived value, customer satisfaction
The Impact of Interior and Exterior Designs of Hotels on Customer Perception: The Sri Lankan Experience

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Abstract

This study is mainly focused on investigating the impact of interior and exterior designs on the demand for hotels in Sri Lanka. According to previous literature there is a close correlation between the design of a hotel and the tourist’s arrival. Although the developed countries are deeply considerate about this psychological concept, Sri Lankan hotels do not cover the full range of designing as designing is a concept with a wide range. Therefore it is important to improve the tourism industry with the interior and exterior designing as it may support the guests’ mental satisfaction, customer loyalty and perception. The main objective of this study was to investigate the impact of interior and exterior designs on the demand for hotels. The site of the study was Hikkaduwa. The sample was 30 hotels and the 60 tourists. The sample selection was done using stratified random sampling method. The data was collected through interviews, questionnaires and field observations. The analysis was conducted through the Principle Component Analysis by creating interior and exterior indexes, simple linear regression and one way ANOVA. The results revealed that the interior and exterior designs do impact the arrivals and also that there is a positive relationship between the design and the customer perception. Furthermore, this study concluded that the hotel lobby design, wall colours, room decors, star rating and the room type were extremely important in increasing the demand for hotels. Finally it was recommended to develop green hotel designs in Sri Lanka. The policy implications can be established with better management in the hospitality business and by promoting eco-tourism in Sri Lanka.

Keywords: interior and exterior designs, customer perception, green hotel designing, eco-tourism, lobby designing
The Influence of Employee Attitude on Customer Affection and Customer Engagement Behavior

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Abstract

Marketing academicians and practitioners have the past decade advocated the implementation of customer engagement within firms. However, the understanding of how frontline service employees interact with customer and the performance benefits that could be promote is insufficient. The purpose of this study is to test the interrelationships among employee attitude, customer affection, and customer engagement behavior in hotels. Path modeling tests the hypotheses using a sample of 368 customers of hotels in Vietnam. The results suggest that there are a positive relationship between employee attitude and customer affection, customer affection and customer engagement behavior. In addition, employee attitude was positively associated with customer engagement behavior. Managerial and research implications are also discussed.

Keywords: employee attitude, customer affection, customer engagement behavior, tourism
The Affect of Destination Image Factors on Revisit Intention of Domestic Tourists at Ba Ria – Vung Tau Province, Vietnam

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Abstract

This research attempted to examine the affect of destination image factors on revisit intention of domestic tourists at Ba Ria – Vung Tau (BRVT), by questioning 398 consumers. Checking the reliability cronbach’s alpha, exploratory factor analyzing and linear multiple regressioning were used by SPSS program. The results show that there are seven main destination image factors affecting revisit intention of domestic tourists at BRVT, arranged by reducing the importance: environment, infrastructure, accessibility, leisure and entertainment, price value, atmosphere, local food. From that, the research reveals some suggestions for tourist businesses and province management to have better customer service to enhance tourists revisit intention.

Keywords: destination, image, revisit, domestic, tourists
Analysis of Investment Opportunities and Key Performance Indicators (KPI) in Malaysian Tourism and Hospitality

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Abstract

This article summarizes Malaysian tourism and hospitality achievements, competitiveness, investment opportunities and hotels’ key performance indicators. Malaysia's tourism sector has been identified as one of the major contributors to the nation’s economic success. The direct and total contribution of Travel & Tourism to Malaysia’s Gross Domestic Product (GDP) was 4.9% and 13.4%, respectively of the total GDP in 2017. Malaysia welcomed 25.95 million foreign tourists in 2017 and generated MYR 82.2 billion in tourist expenditure. From 2016 to 2017, hotel supply in Malaysia reached 4,980 hotels and 325,700 rooms. Malaysia Investment Development Authority (MIDA) will continue to focus on high-yield tourism that will drive economic and employment growth for the nation by providing pioneer status and investment tax allowance. In 2017, total volume hotel investments across Malaysia recorded approximately MYR 1,974 million. Malaysian hotels recorded 67% of occupancy rate, MYR 365 of ADR and MYR 245 RevPAR in 2017. Overall, hotel performances across the nation demonstrated strong growth, with improved occupancy, ADR and RevPAR. The Malaysian Government will continue to propel the tourism and hospitality sector to greater heights. This is in line with the government's aspiration under the Malaysia Tourism Transformation Plan which aims to attract 36 million tourists to Malaysia and generate MYR168 billion for the country by the year 2020.

Keywords: investment opportunities, key performance indicators, Malaysian tourism and hospitality
Customer Citizenship Behavior, Psychological Capital, Affective Organizational Commitment of Employee: The Employee’s Perspective

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Abstract

This study examines the impact of customer citizenship behavior (CCB) on four psychological capital (PsyCap) dimensions, namely self-efficacy (SE), hope (HO), optimism (OP), resilience (RE) and affective organizational commitment (AOC) in tourism and hospitality sector. Results from structural equation modeling indicate that there is a positive relationship between the CCB perceived of employee and dimensions of PsyCap. In additional, results also show that CCB and the dimensions of PsyCap enhances the consolidation of AOC of employee. Theoretical, practice implications and suggestions for further research will be discussed.

Keywords: customer citizenship behavior, positive psychological capital, affective organizational commitment, front-line service employee, SEM
The Demographic Variables Evaluation of Organizational Democracy Perception in Cappadocia

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Abstract

This study aims to determine whether the perception of organizational democracy change according to demographic features of 4 and 5 star hotel employees in Cappadocia. The data was collected from 4 and 5 star hotel employees working in Nevşehir province with questionnaire technique and assessed in terms of statistics. As a consequence of the analyses to test the hypotheses, it was revealed that organizational democracy perception does not change according to demographic variables such as gender, age, experience in the sector and educational status in Cappadocia. Although all the hypotheses are rejected in this research, it is expected that the suggestions will contribute to the field and region.

Keywords: organizational democracy, Cappadocia, Nevşehir
Perceive Linear Authenticity and Its Impact on Tourists’ Experience in Heritage Corridors: Case Study of the Three-Gorges in China

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Abstract

Heritage corridor, as an important means to protect the regionalization of cultural heritage, has drawn wide attention all over the world. Some western developed countries have adopted heritage corridors in practice. Since the 21st century, domestic studies on heritage corridors have also been gradually emerging. However, most of the studies focus more on the development of heritage corridors. Therefore, this study mainly aims to explore the relationship among motivation, authenticity, destination image and satisfaction of tourists in heritage corridor. With the Three-Gorges as the case, this study carries out a questionnaire survey to investigate the specific states of the motivation, authenticity, destination image and satisfaction of tourists in the heritage corridor, so as to discuss the relationship among the motivation, authenticity, destination image and satisfaction of tourists in heritage corridor. A total of 382 valid questionnaires were recovered. Factor analysis and the structural equation model were applied to analyze and test the proposed five research hypotheses. The results show that Tourists’ motivation has a significant positive impact on authenticity and destination image; authenticity has a significant positive impact on destination image and satisfaction; and satisfaction is significantly positively impacted by destination image.

Keywords: three-gorges, heritage corridor, motivation, authenticity, destination image, satisfaction
A Suggested Solution for Effective Organization of Sales and Operations Units in a Tour Operator – The Study of Medium and Large Tour Operators in Ho Chi Minh City

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Abstract

Among almost a hundred of medium and large tour operators (TO) in Ho Chi Minh City, local and joint-venture inclusively, very few can boast of the most effective organization between operations and sales units. Sales team and operation team in their specified units face too often the seeming inertia or misunderstanding leading to conflicts between them. The relationship is worse in peak time creating demotivational working environment. Looking for the most adequate and effective structure for better cooperation and benefit is the challenge of most organizations. Not few companies take efforts to undergo quite a few times restructuring the organization and management of these two units but the result is not yet satisfactory. Therefore the aim of this exploratory research is to find the root of the matter and then suggest the best possible structure plan and management style in order to minimize these obstacles and to attain better collaboration for TO’s benefit. The search for articles on the same subjects also provides good references. In order to find a suggestion for the case of medium and large TOs in Ho Chi Minh City, not only managers but also senior sale staffs and operators of some companies will be interviewed, they then will fill in a questionnaire designed with Likert scale on values of concepts. The data will then be analyzed by excel descriptive statistics and SPSS in order to work out essential applications to management, organization, communication, workload share, compensation as well as technology.

Keywords: sales and operations structure, sales and operations relationship, management, travel industry
Measurement of Perceived Quality in Hotel Businesses via Hotelqual Method: Izmir Sample

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Abstract

There is a very intense competition among businesses in tourism sector. These businesses have to offer qualified products to customers in this competition. However, how much you offer the evaluators of the quality will be the tourists who use the product. The aim of this study is to determine the perceived level of quality for accommodation businesses in Turkey's one of the major tourist destination Izmir. The Hotelqual scale developed by Delgado et al. (1999) was used to measure the perceived quality of the accommodation businesses. In the scope of the survey, sampling methods were chosen according to the purpose of non-random sampling methods, the customers of the tourism operation enterprises operating in Izmir (n=518) were included. Reliability and validity (confirmatory factor analysis) tests have been conducted on all aspects of the scale that customers have assessed for the quality of their business and foreach factor. The Whitney-U test and the Kruskal-Wallis test were used for the analysis of the data to determine the central tendency measure and the differences between the groups in the perceived quality as well as the main determinant statistics. Data were analyzed using SPSS 21.00. According to the data obtained from the sample, there is a difference in enthusiasm dimension in terms of gender, while there are differences in all dimensions by age, monthly income, educational status variables and there is no difference in any dimensions by marital status.

Keywords: service, perceived quality, accommodation businesses, hotelqual scale
Chinese Middle Class’s Food Tourism: Discussion Based on Documentary Involvement

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Abstract

Food tourism has emerged as a growing body of research. With the economic and social transformation and development, the middle class has gradually become the core strength of the tourism market. Starting from food tourism, this paper explores the special value of class differentiation of food taste based on Bourdieu’s analysis of class factors, and reveals the influence of food taste on the middle class. More and more papers have been dedicated to local food as an attraction in the relevant destination. Although previous literatures have examined the relationship between involvement and behavioral intentions, the research to explore the relationship between documentary involvement and behavioral intentions remains a research gap. In this paper, by investigating the case of the popular TV documentary “A Bite of Shunde”, we intend to fill the gap in literature by examining the potential link between food tourists’ documentary involvement and their behavioral intentions. Meanwhile, we shall investigate the role of perceived value and food image within such framework. Survey data from 427 tourists in Mainland China indicate that documentary involvement is positively related to behavioral intentions. The research object is the group tourists of Chinese middle class who like to eat Shunde cuisine and have seen the documentary. Moreover, perceived value mediates the relationship between documentary involvement and behavioral intentions.

Keywords: documentary involvement, food tourism, perceived value, food taste, Chinese middle class
Can Multinational Agency Data Forecast Trader Harassment Intensity?

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Abstract

For some time researchers have been opining that a major contributor to visitor harassment (in particular trader harassment) at tourist destinations is socioeconomic ill-health (Ajagunna, 2006, p. 488; Chepkwony & Kangogo, 2013; de Albuquerque & McElroy, 2001; Dunn & Dunn, 2002a; Griffin, 2003; Kozak, 2007; McElroy, Tarlow, & Carlisle, 2007). However, the evidence supporting such views has been few. Hence, the goal of the present study was to address this issue, in particular to determine whether national socioeconomic data from multinational agencies such as the United Nations (UN) and the World Bank could predict trader harassment (TH) intensity levels at tourist destinations. Six socioeconomic measures and two TH intensity factors were examined. In addition, the demographic background of the study’s participants was ascertained and statistically controlled (Figure 1- Appendix A). Four theories informed the present research. They were the theories of resource/deprivation, routine activity, aggression, and planned behavior. According to the theory of resource/economic deprivation high crime rates are the result of economic deprivation (Pratt & Cullen, 2005). Meanwhile routine activity theory states three conditions are necessary for a crime to occur: a suitable target or victim (such as a visitor); a motivated offender (such as a micro-trader); and the absence of an effective guardian to prevent interaction between the two (Crott, 1996; Felson & Cohen, 1980). In addition, social learning theory of aggression states that for one to engage in aggressive behaviors they must justify to him or herself the morality of such behaviors (Bandura, 1978). Finally, the theory of planned behavior states that for one to participate in any behavior he or she must believe the behavior in question is good, will be supported by important others as well as easy; and the alternative bad, will not receive the support of important others as well as difficult (Ajzen, 1991, 2006). VH researchers, in particular, also believe but not quantitatively proven that VH is due to factors such as high unemployment levels (Ajagunna, 2006; Dunn & Dunn, 2002a, 2002b; Griffin, 2003); poverty (Ajagunna, 2006; Chepkwony & Kangogo, 2013; de Albuquerque & McElroy, 2001; Dunn & Dunn, 2002a; Kozak, 2007; McElroy et al., 2007); vendors believing tourists are wealthy (de Albuquerque & McElroy, 2001; Dunn & Dunn, 2002a; Kozak, 2007; McElroy et al., 2007); limited education among locals (Ajagunna, 2006; Chepkwony & Kangogo, 2013; Dunn & Dunn, 2002b) and poor social infrastructure for locals at the destination (Ajagunna, 2006; Dunn & Dunn, 2002a) (Figure 1). To determine whether the views expressed by previous VH researchers were true, a correlational research was embarked upon. Six hundred and eight-two (682) individuals were surveyed to determine the intensity of TH they experienced while on vacation at a tourist destination. After which the socioeconomic data for the countries were ascertained by visiting online databases for the UN, World Bank, and Gallup. All data gathered were for the period 2010 to 2016. Two non-probability sampling techniques were used for the exploratory study. A paper survey was administered on the campus of a large Midwest United States university using accidental sampling. Meanwhile, the electronic version of the same survey was distributed to members of the research team’s personal and professional network, via a variety of social media platforms, using snowballing. All the study’s data were analyzed using multiple linear regression analysis. The survey respondents, who were mainly from North America (60%) and Asia (18%), focused their responses on TH incidences in 57 countries. The present study confirmed, what
previous tourist harassment (TH) researchers had opined but not quantitatively substantiated (Ajagunna, 2006; Chepkwony & Kangogo, 2013; de Albuquerque & McElroy, 2001; Dunn & Dunn, 2002a; Kozak, 2007; McElroy et al., 2007) and that is there is a connection between a host country’s socioeconomic condition and the intensity of TH experienced by visitors to its various tourist destinations. Significant positive correlations were found between the economic indicators median income per capita, inflation, and median income disparity and THF. Meanwhile, significant inverse relationships were found between the social indicators school life expectancy in years as well as percent of the population with improved sanitation facilities and THF. No significant relationship was observed between unemployment levels and THF. For THA three significant inverse correlations were observed and those were between the largely social indicators median income per capita, school life expectancy in years as well as percent of the population with improved sanitation facilities for the host country and THA. No significant correlations were observed between the largely economic indicators inflation as well as median income disparity and THA. One predictor emerged from the entire study. However, this predictor was suspect as the variable had a nonsignificant correlation with the dependent variable. Hence, median income disparity was found to be a significant predictor of THA. The reason one predictor emerged from the analyses may be the socioeconomic measures used were imprecise. Hence, it is plausible destination level data may produce better results. Nonetheless, two important patterns emerged from the national data. First, it appears THF may have more to do with socioeconomic conditions while THA has more to do with social conditions at the destination. Second, it seems TH intensity may have more to do with under unemployment (i.e. low income levels of the host population) than with unemployment. It is therefore suggested that tourism leaders from affected communities monitor the socioeconomic indicators discussed at the national and destination levels. Once local socioeconomic conditions decline, steps should be taken to minimize the impact of possible increases in TH on visitors in their tourist destinations. Why? Once socioeconomic conditions deteriorates THF and THA will likely increase. Also, tourism leaders are strongly encouraged to include in their TH mitigation programs initiatives that would improve the socioeconomic conditions of micro-traders in their tourism communities. Since this study was exploratory its findings should not be viewed as conclusive. What is needed at this time, are other quantitative studies looking at the relationships discussed.

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**Appendix A**

**Control Variables**
- Age
- Gender
- # of Previous Visits
- Type of Visitor (Domestic/Int’l)

**Independent Variables**
- *Unemployment*
  - Unemployment Rates for Host Destination
- *Poverty*
  - Median Income per Capita for Host Destination
- *Inflation Rate for Host Destination*
- *Visitor Wealthy*
  - Median Income per Capita Disparity between the Visitor’s Home Country and Host Destination
- *Limited Education*
  - School Life Expectancy in Years for Host Destination
- *Poor Social Infrastructure*
  - Percent of the Host Population Living in Homes with Improved Sanitation Facilities

**Dependent Variables**
- Trader Harassment Frequency (THF)
- Trader Harassment Aggressiveness (THA)

**Figure 1.** Study’s direction
Experiences of Integrated Resorts Servicescape

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Abstract

This study examines the customers’ experiences of the servicescape of integrated resorts (IRs) by applying Pine and Gilmore’s (1999) concept of experience economy and its four dimensions of experience. It also examined how the customers’ experiences affect their emotions, satisfaction and behavioral intention. Face-to-face qualitative interviews were conducted with Mainland Chinese tourists. Purposive convenient sampling was used. The interviews took place near the major IRs in Macau. The resorts were the largest resorts in terms of size, investment, and number of workers; therefore, these resorts played significant roles in Macau’s resort industry (Wan & Chan, 2013). Sixty interviews were conducted before data saturation was reached. Respondents in the study had to fulfill four criteria. The interviews comprised open-ended and closed-ended questions. The face-to-face interviews were conducted using Cantonese and Mandarin, the two main languages of Mainland Chinese tourists. Detailed notes were taken during the interviews. Altogether 143 Chinese visitors were approached; amongst them 122 met the eligible criteria of this study. Amongst these respondents, only 60 visitors agreed to be interviewed. Content analysis was employed for this study. The tourists’ experiences were categorized in 12 dimensions. The servicescape features were then matched to the four main experience dimensions of Pine and Gilmore’s (2011) model. Amongst the four experience dimensions, esthetic and entertainment experiences played a more crucial role in creating the customers’ total experiences and had the greater effects on customers’ emotions, satisfaction and behavioral intention in integrated resorts. A majority of the respondents (46 out of the 60 respondents, or 76.7%) expressed that they experienced many positive emotions. Respondents who reported being very satisfied typically revealed that they have no regrets making the trip to the IR because they are impressed with the grand and luxurious western architectural (exterior and interior) design, cleanliness of the spacious servicescape. Finally, 47 (78%) of the respondents said they would like to revisit Macau’s integrated resorts in the future because they were satisfied with their experiences. The results suggest that the IR operators need to provide multidimensional experiences in the servicescape. IR operators also need to consider making changes in their servicescape periodically so that tourists can generate extraordinary experiences even if they are revisiting the resort. This study contributes the association of servicescape with customer experiences in the context of integrated resorts. Based on the results, insights and practical recommendations were offered to resort operators of ways to enhance their customer experiences through the improvement of the resorts’ servicescape.

Keywords: integrated resorts, servicescape, customer experience, mainland Chinese tourists, Macau
Mimicking Other Customer's Menu Choice

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Abstract

The behavioral mimicry often occurs when customers make decision since interactions with others, whether it is highly central or more peripheral, often plays an important role in the decision making process (Tanner et al., 2008). According to Huh et al. (2014) observing others' choices induce choice mimicry as observing others' behavior induce behavioral mimicry. Especially when a person is uncertain about his/her preference when deciding between options, observing the choice of another person makes the option chosen by the other person a social default (Huh et al., 2014). Behavioral mimicry does not only happen with direct interaction who exist in the same social (Tanner et al., 2008) but also can happen before the consumption process. For instance, with the increase use of social network website, many people are searching information about restaurant and menu before choosing a certain restaurant and use it as a reference for making decision. Therefore, it leads to higher chance of mimicking other customers’ food choice through social networks in a service setting. While most of the previous literature in behavior mimicry focused on the mimicry of behaviors occurring in dyadic social interaction, less attention has been paid to the mimicry of behaviors occurring before the actual consumption process. Furthermore, little attention has been paid by customer researchers to how behavioral mimicry between individuals within social networks might affect choice decision and subsequent behavioral intention. Therefore, it is important to explore the extent to which behavioral mimicry extends to imitable consumption-oriented behaviors that occur outside of the context of direct interaction. Furthermore, this research is interested in revealing the situation when customers who mimic other’s menu choice through social networks are dissatisfied with the menu choice, to whom the mimicker will blame their menu selection and how it would influence their behavioral intention. Therefore, this research examines the target of blame in the situation when customers are dissatisfied with the menu choice which is influenced by others (i.e., social network friends) and the following behavioral intention (i.e., customer satisfaction and revisit intention). Previous research revealed that low prior knowledge, unfamiliarity and product category inexperience are the constructs indicative of uncertainty (Bennett and Mandell 1969; Reilly and Conover 1983). In support of this, two types of restaurant are utilized based on the assumption that low prior knowledge leads to perceived uncertainty of menu to manipulate uncertainty level. In high uncertainty condition, authentic Lebanon restaurant are provided, while in low uncertainty condition, familiar Korean restaurant that offers familiar Korean dishes are provided. To manipulate task importance, menu is provided with high price versus low price as previous research supported that price is one of the main criteria that people use to decide the task importance when making purchasing decision. The tie strength manipulation was designed to capture the relevant dimensions of strength suggested by Granovetter (1973): frequency, duration, and closeness. To test our research model, 2 (Uncertainty; high vs. low) x 2 (Task importance; high vs. low) x 2 (Tie-strength; strong vs. weak) between-subjects experimental design is utilized, resulting in 8 scenarios. Of 659 responses, 649 responses were used for further analysis. After the
test of manipulation of three variables (uncertainty toward food menu, task importance, and tie-
strength with SNS follower on blame attribution toward SNS follower), a three-way ANOVA
tested the effects of three variables. There was a significant main effect of uncertainty toward food
menu on blame attribution toward SNS follower (F=17.50, P<.001). Participants more blamed
SNS follower to whom they refer to the menu choice when they are certain about the food menu
(M=4.81, SD=.06) than when they are certain about the food menu (M=4.49, SD=.06). In addition,
there was a significant main effect of task importance on blame attribution toward SNS follower
(F=4.48, P<.01). Participants also were more likely to blame SNS follower when task importance
is high (M=4.74, SD=.06) rather than task importance is low (M=4.57, SD=.06). In terms of tie-
strength, there was a significant main effect of tie-strength with SNS follower on blame attribution
toward SNS follower (F=3.52 P<.05). Participants were more likely to blame SNS follower when
they have a weak tie-strength with them (M=4.73, SD=.06) compared to strong tie-strength
(M=4.58, SD=.06). Given that many people utilize information posted in social networks during
the pre-consumption stage, and use those information as a reference for their own consumption
choice, this research provides good insight to both practitioners and social influence literature by
answering the question in what condition consumers blame the bad food choice and how it
influence their after consumption behavior. This research provides evidence that people are less
likely to blame SNS follower for the failure of menu choice when they have knowledge about the
food menu compare to having no knowledge about the food menu. In addition, when people feel
more pressure on the menu choice, they are more likely to blame the reference of the menu choice
while less likely to blame the reference of the menu choice when the menu choice is not so much
important for them. Furthermore, people are less likely to blame SNS follower to whom they have
close relationship rather than to whom they have weak relationship.

Keywords: menu choice, mimicry, uncertainty

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Medical Tourism

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Abstract

The paper brings the historical background that explains the reputation of Israeli medical services and describes the present medical tourism industry that exists in Israel. It analyses the conflict between the wish to make income out of the excellent Israeli medical infrastructure and on the other hand, the need of local citizens to compete for the scarce medical services given to foreigners. In ancient times, sick people stayed in bed and doctors were called to visit them at home. The development of transportation brought the sick to the doctors. During generations, health maintenance services generated medical tourism. People traveled to lakes, rivers, mountains and hot springs like Pamukele in Turkey believing that staying there contributes to their good health. Another example is the Dead Sea beaches, located between Israel and Jordan. It is the lowest place in the world, blessed with high concentration of oxygen and remote sun. It was found to be the only place that psoriasis skin diseases are cured after staying there under the sun. Thus, German health funds are reimbursing their sick clients for the expenses of flying to Israel and staying three weeks in hotels near the beach of the Dead Sea. Medical tourism becomes more frequent due to better and cheaper communication and transportation for patients all over the world. The demand for services of clinics with expensive equipment that monitor and cure diseases made several centers unique in their ability to provide the best treatment for specific diseases. Several clinics and hospitals got reputation after kings, presidents, prime ministers and movie stars stayed there for medication. The late Jordan’s King Hussein who was treated in Mayo Clinic for his cancer revealed the fact that this hospital was chosen by his doctors to give him the best medical care. Giving medical care to famous patients is a marketing device of medical centers while at the same time, “mouth to ear” channels are the common marketing way. Satisfied patients are telling friends and relatives about their experience. Medical services were giving along ages by Jewish scholars. Since Jewish people suffered in many places from limiting their fields of employment, they invested in human capital which can be transferred to other countries. The famous philosopher, Rabbi Moshe Ben Maimon named Rambam, deported from Spain in 1492, wrote a medical book and was the doctor of the king of Egypt. New-York Maimoneize hospital is named after him. Rambam passed away in the land of Israel, leaving behind him an enormous spiritual and medical literature which promoted medicine for future Jewish generations. Along ages, Jerusalem believed to be the holy place and attracted pilgrims, some of them suffered from mental disease named Jerusalem Sindrome which appeared while realizing the poor, dirty city. The communities who lived in Jerusalem needed medication and the church was the first to provide them medical care and established hospital there in 1844. The Jewish communities in Europe followed by providing medical care to tourists and inhabitants. Along time, several charities build several hospitals in Jerusalem. In 1936, The Hebrew University of Jerusalem founded the School of Medicine by Hadassah, an American organization of Jewish ladies. In 1948, when the British mandate ended, the State of Israel was founded with a population of 750,000 inhabitants. Due to immigration, after 70 years, more than 8 million people are living now in Israel. The immigration includes 1,2 million who came in early 1990s from Former Soviet Union (FSU) among them thousands of doctors and nurses. Nowadays, the density of active physicians to 1000 Israeli population is about 3.1 which is equal to the average density in the OECD countries. Most of the Israeli doctors gained their education abroad, mainly in FSU countries and later passed exams in Israel in order to get their
local license. The immigrants who came to Israel left behind friends and relatives with whom they keep communicating. The economic burden and lack of good medical care in several FSU countries like Moldova, Ukraine and Belarus brought sick people to look for a better medical care abroad. At the same time, Israeli entrepreneurs originally from these countries, came back as investors and founded there advanced medical clinics. These clinics, owned by Israeli investors refer patients to Israeli hospitals in case they need a service that is not supplied in their home country. When these patients come to an Israeli hospital, they are welcomed by a mediator and medical staff who speak their language. At the same time, Israelis who cannot get medical care in Israel because the lack of organs or other regulations like preventing an abortion, come to clinics abroad for the transplantation of organs they buy, not always legally. National Health Insurance law was confirmed in Israel in 1995, citizens pay a tax for their health insurance and the government finances Health funds and hospitals where services are given equally to everyone. The increasing number of foreigners who come to Israel for medical care caught the attention of Israeli citizens who suffer from shortage of services and are waiting months for surgeries. It is estimated that annually, 50000 tourists get medical care in Israel and spend altogether about 400 million US dollars. This estimated sum includes the expenditure of the patients and relatives on flights, hotels and a significant commission to the mediator who brought them. The average reported payment of a foreign patient to hospital is only 15000$ but the data is not complete and black money to doctors or “donations” to hospitals are probably paid in addition. The Israeli politicians were asked to look after the situation as Israelis complained that tourists get priorities in services due to the extra money they pay to doctors and hospitals. This inflow of money is received in addition to the income hospitals get from the government through the health funds. Thus, the tax payer feels that his money and the infrastructure invested in hospitals goes to foreigners. Due to these appeals, the Knesset, the Israeli parliament set a special committee to learn the situation and to collect data about the size of the services exported to tourists. In summer 2016 the committee wrote specific recommendations how to use public sources like hospitals and clinics for medical tourists. The regulations were approved in July 2018. The new law demands hospitals to establish a separate office and specific accounting system for tourists. Regulations prohibit hospitals to sell tourists additional package of services like flights, hotels and transportation. Patients are not allowed to apply directly to a specific doctor and all their requests should be done through the special office. All profits from tourists must be used for investment in the hospital equipment and beds. Thus, Israeli citizens will benefit from medical tourism that is using public resources. Hospitals are also asked to transfer 10% of their profits to a fund that will help hospitals in the periphery as these hospitals do no attract tourists but their patients are also eligible to enjoy the extra profit. It is agreeable that medical tourism is a blessing to the Israeli economy, but this industry should be regulated and well controlled so the local citizens will not suffer from exporting medical services leaving them on long waiting list for health care.

**Keywords:** medical tourism, national insurance, Israel
The Effect of Website Quality on Repurchase Intention With the Mediation of Perceived Value: The Case Study of Online Travel Agencies in Vietnam

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Abstract

The sharing economy is getting broader with its non-ownership assets, better use of resources, lower prices, and more customized products (Belk, 2014). In tourism industry, the development of the sharing economy involved the emergence of online travel agencies (OTAs) who are intermediates between tourists and services providers, providing accommodations, transport services, food and beverages services, tour guide services, etc. (Skalska, 2017). Recently, Vietnam has experience a rapid growth in the number of users booking tourism products and services through OTAs. According to Anandan and Sipahimalani (2017), the online travel market of Vietnam (both airline ticket and hotel online booking) achieved $2.2 billion in 2015 (higher than Philippines with $1.1 billions) and was predicted to gain $9 billion in 2025. That will be a huge opportunity for the development of OTAs. Playing such an important role in the tourism market, it is essential for OTAs to retain customers which later bring successes for the business. To the online retailing in general, customer repurchase intention is an essential success factor. And website quality was proved to have influence on customer repurchase intention (Bilgihan & Bujisic, 2015; Ahn, Ryu, & Han, 2007). This research examines the role website quality towards customer repurchase intention through the mediation of customer perceived value in the context of OTAs in Vietnam. From previous literature, website quality was found to include several dimensions (Ahn et al., 2007, Loiacono, Watson, & Goodhue 2002; Kim & Niehm, 2009; Ahn et al., 2007; Hsu, Chang, & Chen, 2012). The website quality in this research was measured through seven dimensions including information quality, service quality, ease of use, security, visual appearance, brand image, and price. It was confirmed that if the website quality is better, it will be easier for consumers to make transaction. And the consumer can be attracted to revisit the website and make a purchase again (Gommans et al., 2001). Repurchase intention can be defined as the consumers’ evaluation of future purchases from the same provider based on their previous experiences (Patterson & Spreng, 1997; Seiders, Voss, & Godfrey, 2005; Olaru, Purchase, & Peterson, 2008). In the hospitality context, it could be considered as the intention to revisit or to make a reservation from a booking website (Bilgihan & Bujisic 2015). This study conceptualized perceived value in term of monetary value and non-monetary value. Since online booking allows tourists to compare prices of different hotels and book their rooms at lower prices, which brings monetary or economic value to them (Chiu, Wang, Fang, & Huang, 2014). Beside monetary value, online hotel booking websites can offer functional-convenience value, emotional value, social value, and freedom of choice (Sigala, 2006). Previous researches found that perceived value is strongly affected by website quality (Bauer, Falk, & Hammerschmidt, 2006; Wolfimbarger & Gilly, 2003). And the research of Wu, et al. (2014) already proved customer perceived value had positive effect on repurchase intention in online booking. In term of methodology, quantitative approach was employed with structured questionnaires written in Vietnamese and English. The questionnaires were distributed to domestic and international tourists in three famous destinations of Vietnam including Ho Chi Minh City, Hoi An, and Nha Trang. The participants had to use OTA websites to plan and book their trips to Vietnam’s destinations in the past. Out of 265 returned surveys, there were 254 valid ones. The sample included 66.1% females, 62.2% of participants
were 21 to 30 years old, 63% had incomes from 5 to 20 million VND per month, and 33.2% used Booking.com to book their trips in Vietnam. Partial least squares was applied to test the reliability, validity of the measures and the causal effects. The findings suggested that: (1) only website’s ease of use has direct positive influence on repurchase intention; (2) while security, service quality, visual appearance, price, and brand image have indirect positive affect on repurchase intention through the mediation of perceived value. In general, with the mediation of perceived value, ease of use is the most influential factor to customer repurchase intention with the total effect of 0.17, followed by price ($\beta = 0.112$), visual appearance ($\beta = 0.091$), service quality ($\beta = 0.088$), security ($\beta = 0.079$), and brand image ($\beta = 0.065$), respectively. Based on the results, theoretical implications and practical implications were also provided in this research. Future researches are recommended to test the model in different e-commerce sections of hospitality industry such as airline reservation systems, or restaurant booking systems. Other factors such as gender or age can be included in the model as a mediator. Moreover, future studies can improve the validity by only asking people who recently spent time on OTA websites to respond to the survey. So that they will not have difficulty in recalling memories and experiences which happened long ago. For practitioners in OTA industry, several guidelines to develop websites were offered. It would be easier for users to utilize all of the functions and make transaction if the website had simple and logical layout, simplified searching and booking procedures. Managers are also suggested to develop the price comparison function when designing their websites. Moreover, it is worth paying attention to not only high-quality photos of the accommodations but also the design of the website, the font size, color of the content. To enhance guest future buying intention, OTA’s website should also focus on improving the customer policies and problem solving skills of their staff. And it is essential to have clear privacy policies, and secured system to protect customer information. Since customers may move their loyalty to your competitors if their security and privacy are not ensured. Finally, brand image can also become a strategic tool for OTA managers to increase customer repurchase intention. Customers would prefer to visit websites that have easy-to-remember names, trustworthy domain names, and high-quality content.

**Keywords:** website’s ease of use, security, service quality, visual appearance, price, brand image

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Country Image and Tourism Marketing Strategy in Attracting European Tourists: A Case of Korea and Japan

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Abstract

Korea and Japan have seen the remarkable economic development, which is fueled by the advancement in manufacturing industries. Despite of the fact that manufacturing industries greatly contributed to the economy of both countries, global competition has been intensified and the industries are saturated. As such, manufacturing industries are gradually losing their competitive advantages. On the contrary, service industries are emerged as value added areas. Indeed, tourism industry is considered as a promising industrial field that would lead current and future economic growth (Oh, 2005). Tourism in Asia and the Pacific has been drastically increasing in recent years. According to The World Tourism Organization (UNWTO, 2018), the number of international tourists reached 324 million in 2017 which shows a 6% increase compared to the prior year. Tourism research shows that countries can benefit from hosting global events (Kang and Perdue, 1994). Hosting countries enhance awareness from around the world and such enhanced awareness opens business opportunities. Korea held the global events such as 2018 Pyeongchang Winter Olympics in Korea and Japan is also preparing the upcoming 2020 Tokyo Olympics. Because hosting such mega events is huge investment where all the resources have to be poured, hosting countries expect to have the investment recovered through subsequent boosted economies in every sector of industries. To benefit from holding the events in tourism industry, they should attract potential tourists to countries. Attracting them requires a strong drive for promoting tourism and more importantly it needs aligned marketing strategies with the strong drive. Korea and Japan were ranked as popular destinations in Asia among the international tourists. The popularity as attractive destinations can be encouraging. However, it should be noted that the regional geography of international tourists are bounded to Asia in both countries. The tourist data in 2017 shows the relative low rate of Western tourists, particularly European tourists: European tourists occupied 5.13 % in Japan (Japan National Tourism Organization, JNTO) and 7.01% in Korea (Korea Tourism Organization, KTO). Because of the low number of European tourists in the countries, their tourism marketing and promotion strategies are mostly oriented to Asian tourists. Thus, the tourism plans and directions for European tourists are not prepared and structured. Such lack of tourism marketing plans for European tourists made Korea and Japan being underrepresented as tourist attractions in European countries. Thus, appropriate strategic tourism plans to target and attract European tourists are in need. Obviously, strategic marketing plans are effective in enhancing awareness of tourists to the countries and subsequently in attracting them. It is revealed that travel motivations and behaviors vary from the nationality of tourists (Kim and Prideaux, 2005; Hui et al., 2007; Yu and Ko, 2012). It is found that Western people prefer to travel to Asia to experience and see cultural and historical heritage of Asian countries due to their perceived high cultural gap between East and West, and also curiosity in the Asian culture (Kim and Prideaux, 2005). Thus, more clear understanding on tourists is important to figure out their intention to visit countries (Augustyn and Ho, 1998; Hui et al., 2007). Such understanding on current and potential
tourists can lead to developing strategically organize tourism plans for target tourists. Therefore, the present research is designed to open up discussion on the strategic marketing strategies of Asian counties to attract European tourists. Given that global integration and free mobilization of people cross borders are increasing, tourism industries will be in rise, and thus, companies in the industries should be more proactive and prepared to broaden their customer base. In this study, we chose Korea and Japan who are both advanced economies in Asia and also are in need to diversify their ethnic and geographic boundary of international tourists, currently from Asia to global. Given that country is an object to promote and advertise in tourism industry (Mossberg and Kleppe, 2005), country image has an influential effect in determining people’s attitude and behavior toward products or service that the country is associated with. If a county has a positive and affective image, such image can be advantageous to shape a positive attitudes toward the country associated objects (Dennie, 2002). Image theory is a useful theoretical framework which has applied in the marketing area in terms of predicting consumer’s attitudes and behaviors toward products or services. Building on the theory, the study investigates how the current country image of Korea and Japan influences in attracting potential European tourists. Country image was found to be influential in determining intention to visit to the country among tourists (Alvarez and Campo, 2014). Following the idea, the study intends to clarify the following questions: 1) what overall image do Korea and Japan have among European tourists?, 2) what are the country images attributed to?, 3) how influential is the country image on the intention to visit among European tourists. Clarifying the questions, the study provides a specific guideline to set up the tourism marketing strategies that would be effective in attracting European tourists. The study is expected to contribute to developing tourism studies. Noting that Korea and Japan is underrepresented as tourist destinations among European tourists, the study draws the strategic promotion plans that would be attractive to potential European tourists. The study thus expected to contribute to raising awareness to Asian tourism and its marketing strategies.

**Keywords:** country image, marketing strategy, tourism industry, Asia, European tourists

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Hotel & Lodging Management
Business Intelligence From Facebook Fan Pages: A Case Study of Luxury Hotels

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Abstract

During recent years, some studies have been conducted that extensively explore hotel customers’ behavior on social media (e.g., Li et al., 2015; Su et al., 2015; Xiang et al., 2015, 2017; Berezina et al., 2016; He et al., 2017). Hotel customers’ comments provide significant information and knowledge for customer relationship management. Most research results have been derived from aggregate data sets such as TripAdvisor or Expedia, which contain sources from numerous varieties of hotel. However, competitive analysis has been neglected. Such analytical results are crucial for organizations to realize their strengths and weaknesses and efficiently manipulate user-generated content on their brand fan pages. Therefore, this study responded to the call for social media competitive intelligence (He et al., 2013). We conducted a case study to examine the Facebook sites of three international five-star hotel chains and aimed to answer the following questions: RQ1. What patterns can be found on hotel chain Facebook fan pages? and RQ2. What are the main differences in these patterns? The luxury hotel industry is highly competitive. We conducted our analysis with three luxury hotel chains with strong reputations: Grand Hyatt, Mandarin Oriental, and Marriott. Notably, the Facebook site of Marriott is an international official brand fan page, whereas branches of Grand Hyatt and Mandarin Oriental have sites that are individually operated. Thus, different styles of customer engagement likely exist due to these dynamics. In this study, we selected the official Facebook fan pages registered by Marriott, Grand Hyatt Taipei, Grand Hyatt New York, Mandarin Oriental Hong Kong, and Mandarin Oriental Taipei. The number of likes for each Facebook page exceeded 30,000 as of March 2018 (from 36,977 to 2,583,965), which indicated their popularity and active interactions with users. Posts on the sites of Grand Hyatt Taipei and Mandarin Oriental Taipei were in Chinese, whereas those on the other three sites were in English. We used an automated Web crawler to visit the Facebook sites of the target hotels and gather all of the information posted on their fan pages. The posts were sampled from the fan pages’ 2017 timelines. Except for text, the following information was obtained manually: the number of fans or followers; the numbers of posts, likes, comments, and shares; and the frequency of posts. Next, to conduct the follow-up analysis we referred to the proposed framework of Thomaz et al. (2017), particularly the processes of data cleaning, data mining, and interpretation and visualization of results. Following He et al. (2017) and Xiang et al. (2017), text mining and sentiment analysis techniques were applied in this study. Businesses may have different perspectives on the use of Facebook’s fan pages. The results of this case study revealed the value of analyzing social media mentions and conducting sentiment analysis and comparison on individual service level. Luxury hotels utilized social media to provide information and build relationships with their customers. By monitoring competitors’ social media sites, hotels may learn from each aspect to enhance the usage of fan pages and to detect the commercial trends in developing the marketing strategies. This case study showed that the social media analytic results of luxury hotels can be used to benefit their business relationships with customers. The
extracted information may improve their understanding of their own customers as well as their competitors’. The benchmarking strategy may be developed to enhance customer engagement by improving services or adding value. To achieve this, longitudinal social data must be collected and stored. Furthermore, innovative software with data processing functions for social media is expected to help businesses yield their own analyses.

**Keywords:** hotel industry, Facebook fan page, text mining, sentiment analysis

**References**


Tourists’ Motivation in Using Sharing Accommodation in Bangkok

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Abstract

Despite the increasing number of hotel rooms, an emergence of a shared accommodation in online platform. This shared accommodation has a total of 3,000,000+ listings within 65,000 cities in 191+ countries worldwide with 12,335 active rentals found in Bangkok. Airbnb is one of the firms that belong to P2P or peer to peer platform or also known as “sharing economy” that make use of available spaces for sharing (Zervas, et al., 2016). Airbnb is an online platform founded in 2008 that allows people to list extra space and create income from it for tourist to book unique accommodations around the world promoting connection with local community to further enhance the travel experience. Airbnb named their logo as Bélo to be a symbol of “belonging”. With More than 364,000 Thai users have booked a trip on this since the company began in 2008 and a close rate difference between hotel, Bangkok is not an exception. The research aims to classify the tourists choosing to stay in shared accommodation in Bangkok according to their motivations furthermore compare and contrast these tourists in terms of their demographics and travel characteristics and lastly to describe these segments. This study is characterized as descriptive study and used quantitative approach. Survey questionnaires were distributed through online during May-July 2018. The data collected were analyzed through a software program using Descriptive statistics, Analysis of Variance (ANOVA), Independent T-test, Factor analysis and Cluster analysis to analyze the results. 364 respondents participated in the data collection of the study. More than half of them are Asians (63.5%) and are female (54.7%). Majority of the respondents are single (80.5%) aged between 21-30 years old (62.6%). Mostly the respondents are employees (67%) earning less than $25 000 based on annual income (56%). Most of the respondents used Airbnb thrice or more (49.7%). Based on the respondent’s travel characteristics of the tourists when using Airbnb in Bangkok, majority travel for leisure / holiday purposes (67.6%) and stayed less than one week (62.1%). During their travels, the amenities that the tourists sought the most are Wi-Fi (91.2%), Air conditioning / Heater (73.4%) and Toiletries (62.1%). The mostly used type of accommodation is Condominium unit (30.8%) travelling with friends (60.4%).

After conducting exploratory factor analysis, three factors were derived. These three factors represent the motivation of the respondents of the study in using Airbnb in Bangkok. The factors were named, Sharing economy novelty, Functional attributes of Airbnb and Social-interaction. The first motive factor, Sharing economy novelty, focuses on the idea of Airbnb being new and different that makes the tourists motivated to use it. Thus in being different it became interesting for the tourists to try and be able to share their own stories through word-of-mouth and also online. Hence, for this motive, the online reviews play a significant role as well. On the other hand, Functional attributes of Airbnb motivates the tourists based on its characteristics that are mainly different from the hotels or traditional accommodation. For example, majority of Airbnb properties in Bangkok are entire place category like condominium units. Hence tourists in Bangkok are motivated to use Airbnb due to its offering of a larger space and household amenities in a cheaper price compared to hotel. Moreover, with 12335 rentals, Airbnb in Bangkok has a lot property to
offer in different kinds which also an item that belongs to this factor. Lastly, social-interaction motive factor motivates tourists that are interested in creating authentic local experience through connection and interaction with the locals. If a tourist is attracted to this motive factor, then the tourists prefers to use Airbnb in order to get direct contact with locals and the hosts of the Airbnb.

The study revealed two clusters of tourists using Airbnb in Bangkok. The first cluster is named collaborative consumer (90%). It is a relatively big group of Airbnb users who are motivated by Airbnb’s affordability that matches their requirement and its concept. This cluster is mostly female (50%), aged 21-30 years old (63.8%) and single (69.6%). Collaborative consumers are employees (69.6%) and earning less than $25 000 (55.2%). Social–seeker is the second cluster. In comparison, this cluster is relatively small than the first (10%). This cluster is motivated by the social interaction and connection composed majority of female (63.2%), between 21-30 years old and single. This group is mostly students (47.4%) and not working. Analysis methods were done to test the hypotheses of the study. Independent T-test was employed to test Socio-demographic: gender and One-way ANOVA for socio-demographics: age, status, occupation and income and travel characteristics: length of stay and type of Airbnb accommodation used in Bangkok. The summary of the hypotheses testing is presented in Table 6.4. It can be concluded that there are differences in the tourists’ motivation in using Airbnb in Bangkok in socio-demographics of gender, age, status, occupation and income. On the other hand, the type of Airbnb accommodation used in terms of the travel characteristic of the tourist has differences in terms of the motivation. From the analysis and findings of the study, the researcher suggested that the hosts to provide items such as Wi-fi, Air conditioning and toiletries to the guests when they are booking in. Also, it is recommended for the hosts to enhance the guest experience in terms of providing more local insights to the guests as one of the cluster is seeking social-interactions. It is suggested that hotels should focused on how to provide authentic local experience such as the motivation factor defined in social-interaction. Hotels must be able to provide opportunity for the guests to have authentic local experience. Nguyen (2014) stated that experiential travelling is a growing trend as travelers look for ‘authentic experience’ expecting opportunities to interact with locals which is supported by Airbnb brand. Researchers agree that there are inadequate studies about the topic of Airbnb. This study on the tourists’ motivations in using Airbnb in Bangkok has its limitations. Meanwhile the growth of Airbnb will be continuous.

**Keywords:** sharing accommodation, motivation, Airbnb, Bangkok

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Human Resource Management
The Effects of Staff Training on Employee’s Positive Emotion and Job Involvement in Luxury Hotels and Resorts in Vietnam

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Abstract

This research was studied to measure the influence of staff training, emotional labor and employee’s positive emotion on job involvement. The leading method used was quantitative method and a self-administered questionnaire (SAQ) which was designed with the sample size of 243 employees in luxury hotels and resorts in Vietnam. The outcomes presented that the factors of employee positive emotion were positively associated with job involvement. Moreover, this study indicates that, in order to achieve high level of job involvement, hotels and resorts determining staff training should: focus on the influence of trainer, concentrate on meaningful training contents and create valuable organizational culture.

Keywords: job involvement, emotional labor, employee positive emotion, staff training
Impact of Destination Image and Satisfaction on Word of Mouth Communication of Tourists in Sri Lanka

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Abstract

Word of mouth communication, country image and destination satisfaction have been identified as significant aspects in tourist industry today more than any other time as tourists make reviews on internet based on such reviews influence the prospective tourists’ behaviour. Although scholars have scrutinized in this area they are mainly limited to developed countries reflecting a gap in the literature to explore the insights in the developing countries context. Addressing such gap in the literature, this study aims to examine the impact of country image and destination satisfaction of tourists on their word of mouth communication in Sri Lanka. A survey is carried out with 354 tourists in Sri Lanka. The result uncovers that the destination satisfaction fully mediates the relationship between country image and word of mouth communication of tourists in Sri Lanka. Finally, the paper makes important implications and suggestions for practitioners as well as for academics in the field of tourism.

Keywords: country image, destination satisfaction and word of mouth communication, tourism industry
Potential of Avitourism in Taman Negara Malaysia

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Abstract

Tourism has been described as the largest and fastest-growing economic sector in the world and avitourism (observing birds in their native habitats) has been identified as a growing trend in tourism. In fact, avitourism is believed to bring significant economic and conservation benefits to local communities. Despite the rapid growth of avitourism globally, the local market potential is yet to be further explored. The aim of this study is to investigate the personal engagement among the youth participants in avitourism activities. It is important to record their engagement because knowing the level of participants’ engagement could help to predict the sustainability of avitourism activity or program. The data was collected using self-administered questionnaires distributed to youth participants who participated in Taman Negara Bird Count (TNBC2017) program. The results show that personal engagement among youth participants was high and this gives signal that avitourism could have a good future in Malaysia. The results can provide significant implication for both theory and practices. The results can also provide some guides to government and relevant agencies in drafting policies and strategies to further promote avitourism in Malaysia because with its abundant species of birds, Malaysia has a huge potential to be a significant spot for avitourism.

Keywords: bird watching, avitourism potential, personal engagement, youth participants
Leadership Role in Facilitating Innovative Behaviors Among Hotel Employees in Japan

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Abstract

Current status and future prospects of tourism industry are promising in Japan. According to Japan Tourism Agency (JTA, 2018), the number of tourists who visited Japan in 2017 are 28.7 million travelers, which is far beyond the estimates, 20 million. While Japan was one of the most popular visits among tourists, the aggressive action plans and efforts from Japanese government are spurring such tourism boom in Japan. Japanese government is supporting and subsidizing tourism and hospitality industry in preparation for 2020 Olympics with an intent to boost economy and leap forward. The country-wide vision and plans for boosting tourism is motivating to the tourism related companies. Japan is renowned for its provision of high quality service based on the Japan specific way of hospitality which is termed as omotenasi in Japanese. The process of service provision in this hospitality industry reflects Japanese specific management systems which conform to rule and regulations, and documentation. Services provided in Japanese hospitality industry follow service manual, which makes the service provisions uniformly standardized and formalized. As such, employees in the hospitality area go through the structured education and training programs for a long time to learn the service manual thoroughly and behave accordingly (Yamashita and Uenoyama, 2006). However, such uniformly structured service provision might be at risk when market needs are varied and diversified. Due to the globalization and accordingly the diverse pool in customers, companies in hospitality industry are exposed to the competitive and unexpected external environment. Due to fast paced globalization and the lowered trade barriers among countries, people easily cross borders. As a result, tourists coming to Japan are becoming more culturally diverse than past when the majority of tourists were Asians. The increase in culturally diverse tourists and workforce in Japan indicates that employees working in the hospitality industry are prepared to properly respond to the various needs. This suggests that employees need to be innovative to forecast customers’ needs and thus devise and implement proper ways of responding to such needs. Research indicates that employees’ innovative behaviors have a particular significance in hospitality industry because innovative responses to customers’ diverse needs are critical to determine organizational performance (Horng et al., 2016; Amabile, 1997; Hon, 2012). Various factors are importantly considered to determine individual innovative behaviors in previous literature (Horng et al., 2016; Kim et al., 2010; Horng et al., 2016; Siebert et al., 2001). Among those, personal factors such as personality, individual traits, and dispositions were found to be important in determining employee innovative behaviors (Horng et al., 2016; Kim et al., 2010). Also, some researchers contend that contextual factors have significance to enhance employees’ innovative behavior (Chen, 2011; Hon, 2012). With an investigation of hotel employees in Taiwan, Chen (2011) proves that organizational culture facilitating innovation encourages employees’ innovative behavior. Hon (2012) reveals the important role of organization’s contextual factors that are conductive to employees’ creative performance. The study highlights leader’s empowering behaviors that enhance employees’ intrinsic motivation, and finally determines their creative performance. Leadership studies highlights the significance of leadership particularly, in a specific organizational context where organizational changes are
required (Yee et al., 2013; Kasper, 2002; Harris & Ogbonna, 2001). Japanese organizations are characterized as hierarchically structured system and unanimous decision making process. In such Japanese organizations, leader’s roles such as a coordinator or mediator are considered as desirable and thus, autocratic or paternal leadership style is argued to be prevalent and effective in Japan (Pellegrini & Scandura, 2008). However, such effectively perceived leadership styles in Japan might not be appropriate in consideration of the current organizational environment which the Japanese hotels are exposed to. When facing globalization, hotels need to be more market oriented and work closely with customers to be competitive. This implies that employees need to be more empowered and have more autonomy to work in an innovative way in their working place. However, in Japanese organizations, employees’ work roles are strictly bounded and they have less room to make decisions by themselves. Given the current organizational system in Japan, it is assumed that a different leadership style is required to inspire and empower employees in their work places. Transformational leadership studies highlight the specific feature of transformational leadership such that it changes employees’ mindset and attitudes towards works and accordingly contributes to enhancing work motivation and positive outcomes (Slatten & Mehmetoğlu, 2015). In spite of the expected benefits of transformational leadership on employees’ organizational outcomes, such leadership has been rarely studied in Japan. Furthermore, no attempts have been made on studying the role of such leadership on innovative behavior in the Japanese hospitality industry. With a consideration of the research gaps found in prior research, the present study intends to investigate the influence of transformational leadership on innovative behavior among employees in Japanese hotel industry. Specifically, it clarifies leadership role that facilitates employees’ psychological and attitudinal change in their work which consequently leads to innovative behavior. The study collaboratively and closely worked with a professional research company, Micromill and invited hotel full-time employees to the survey. Among the 173 survey responses received in total, six responses with deficits of information were removed and thus, 167 responses in total were analyzed. The findings derived from the statistical analysis and interviews show that transformational leadership is effective to enhance innovative behavior. Also, it clarifies the mediating role of psychological empowerment such that transformational leadership enhances employees’ empowered feeling and such feeling positively contributes to increasing innovative behavior. Further investigation indicates that leaders’ idealized influential and intellectual stimulating behaviors have particular influences to enhance empowered feeling among employees. The findings are expected to contribute to academia and real business when it comes to understanding leadership which can facilitate employee’s attitudinal change and innovative behavior in the hotel industry of Japan.

Keywords: leadership, innovative behavior, hospitality industry, hotel, Japan

References


Well on the Way: An Exploratory Study on Occupational Health in Hospitality

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Abstract

Considering the importance of the health issues in the hospitality workforce (especially among minorities and other underserved populations), this study aims to fulfill the following objectives: (1) to conduct a comprehensive review of work conditions and health risks/problems for various hospitality workers; (2) to conduct a review of health and wellness promotion programs in the workforce and to identify the key elements of successful employee wellness programs across the hospitality sector; and (3) to explore innovative employee health and wellness promotion programs by incorporating advanced practices and theories in technology, finance, social psychology, food science, human and organizational behaviors. The study adopted an exploratory research approach and highlighted the interdisciplinary nature of the present research and its impacts for theory and practice.

Keywords: health issues, hospitality workforce, occupational health
Leisure Management
History of Anti-Communism in Dark Film-Induced Tourism

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Abstract

Although film-induced tourism has been in the limelight and provides evidence of visitation intention, destination images, and place attachment, little attention has been paid to the role of negative film plots that focus on political framing and tragedy in the history of a nation. To date, the intertwined variables of national history, dark tourism attractions, and media-related tourism has been recorded, for example in the context of Thai history and the Second World War (Lennon, 2018). Lennon (2018) suggested that media can drive tourism, indicating the importance of filmic narratives for the development of urban heritage. Tourism to settings of political murder, for example to the site of former U.S. President John F. Kennedy’s assassination in 1963 (Foley and Lennon, 1996), is recorded in the literature of film-induced tourism, along with the spectrum of tourists’ desire to visit filming locations (Bencivenga, Chiarullo & Colangelo, 2015; Evans, 1997). Further, work on dark-themed film tourism (Coban, 2018a & 2018b; Loureiro & de Araujo, 2015) has examined black spots in Turkey. Studies also suggest that media exposure of certain filming locations and negative portrayals of filmed destinations may not increase viewers’ intentions to visit filming locations and might stimulate the opposite effect towards featured destinations (Beeton, 2004; O’Connor, Flanagan & Gilbert, 2008; Rodríguez Campo, Fraiz Brea & Rodríguez-Tobes Muñiz, 2011). This explains media-related tourism: films with controversial or negative plots can be still be advantageous to tourism, considered as an agent of the destination image (Loureiro & de Araujo, 2015). In this sense, the existence of black spots, such as museums, national park of the commander-in-chief, the deathbed, prisons, and so on, should be examined in terms of the factors that pull and push on film tourists’ visitation intentions and behaviour. The ethical dilemma of transforming a negative film plot, as depicted in Pengkhianatan G30S PKI, into attractions that drive the behavioural intentions of film tourists seems understudied. A movie titled Pengkhianatan G30S PKI (concerning the 30 September Movement, which staged a communist coup in 1965) revolves around decisive political acts to resist the communist movement in Indonesia. Historically, the New Era regime fabricated the tourism industry to develop nationalism and national identity (see Adam, 1998). Pengkhianatan G30S PKI, an anti-communism film, played on state television regularly during the New Era, and it seems to evidence the intertwined relationship of tourism, nationalism and national identity, and the media and creative industry. Not only does G30S PKI provide evidence of this intertwined relationship, but also, more importantly, this research supports the growth of dark-themed, film-induced tourism. In this sense, examination of dark film-induced tourism and visitation intention to filmed black spots may enrich layers of the body of knowledge concerning the spectrum of special-interest tourism (SIT) (Genov, 2008; Smith & Puczko, 2015; Agaliotou, 2015; Moscardo, McCarthy, Murphy & Pearce, 2009; Dwyer, Forsyth, Fredline, Deery, Jago, & Lundie, 2007; Trauer, 2006; Robinson & Novelli, 2005; Douglas & Douglas, 2001; Tsartas, Manologlou, & Markou, 2001; Fagence, 2000; Brotherton & Himmetoğlu, 1997; Weiler & Hall, 1992), dark tourism (DT) (Chen, Wang & Xu, 2017; Handayani & Korstanje, 2018; Korstanje & George, 2017; Stone & Sharpley, 2008; Stone, 2012), and film-induced tourism. For these reasons, the theory of Framing is used to examine the negative film plot in the context of film tourism and how this plot, in the context of film tourism, could frame dark tourism. By contrast, the theory of Use and Gratification is employed to understand visitation intentions to black spots in the context of the G30S PKI film.
The Use and Gratification approach in this context likely supports SIT theory, which suggests tourists tend to pursue novelty seeking when visiting sites (Weaver, McCleary, Han & Blosser, 2009; Kim & Kim, 2015; Tse & Crotts, 2005); the Use and Gratification theory focuses on what people do with media rather than media’s influence on individuals (Katz et al., 1974). This explains the degree of openness to new experience that is related to movie attendance and reading pleasure, while voyeurism and personality seem to be related to selective exposure of medium, selective exposure of content and content enjoyment (Krcmar, 2017). Hence, the Use and Gratification approach is not only relevant to thanatourist characteristics but also to the special interest tourist. In communication studies, research on Use and Gratification explores why individuals find crime dramas so appealing. Further, studies also suggest that high sensation-seeking predicts attraction to violent television and internet viewing (Slater, 2003; Krcmar & Greene, 1999), while sensation-seeking constructs passing time and escapism as motivations for television viewing (Conway & Rubin, 1991). Research on Use and Gratification is shifting focus from the effect of media to the reasons why audiences watch such programming (Brown et al., 2012; Doyle, 2006; Rubin, 1993)

This preliminary study sets out to highlight the paradox of how the depiction of black historic sites in negative film plots can also motivate film tourism and travel behaviour. An initial question this research aims to answer is whether viewing a dark-themed film drives film tourist behaviour and visitation intentions to anti-communism museums and historic sites. Subsequently it also aimed to predict the likelihood that a dark-themed film with a negative plot would be included in layers of film-induced tourism and Special Interest Tourism (SIT). The theories of Framing and Uses and Gratification are employed as methods for the case studied. Analysis concludes that the nexus between the uses of media gratify tourists' novelty-seeking, as described by the theory of SIT, Dark Tourism (DT) and film-induced tourism.

**Keywords:** film-induced tourism, negative film plot, political framing, death sites, anti-communism

**References**


Work or Leisure: The Geographic and Psychological Movement of Danbangkes (Traveling Merchants)

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Abstract

As the development of economy, the improvement of living standards, the increase in national income, and the implementation of two-day weekend, the disposable income and the leisure time of Taiwanese people increase. According to the statistics of Tourism Bureau, Ministry of Transportation and Communications, Republic of China (2011, 2012, 2013, 2014, 2015, 2016, 2017), the main purposes of Taiwanese engaged in outbound travel were “pleasure” (61.2% in 2011, 61.0% in 2012, 61.0% in 2013, 65.2% in 2014, 69.0% in 2015, 72.1% in 2016), followed by “business” (25.4% in 2011, 23.0% in 2012, 23.0% in 2013, 21.3% in 2014, 18.3% in 2015, 12.2% in 2016) (Tourism Bureau, Ministry of Transportation and Communications, Republic of China, 2011, 2012, 2013, 2014, 2015, 2016). It can be seen that, in the context of Taiwanese people is increasing emphasis on the leisure activities, pleasure and business traveling are important outbound travel purposes. However, business travel is a distinctive form of travel. It is the combination of business and travel that people leave their habitual place of residence to go abroad for the purpose of work. Previous studies also indicate that business and pleasure have become blurred in the global business travel. In recent years, there are more and more scholars are exploring the issues of work-leisure conflict or ambiguity. The research subjects include tour reps, frontline employees of the tourism industry (i.e. hotels, resorts, tourist attractions, and airlines), and managers of the tourism industry (Guerrier & Adib, 2003; Lin, Wong, & Ho, 2013; Lin, Huang, Yang, & Chiang, 2014; Mansour & Tremblay, 2016). Tsaur, Liang and Hsu (2012) indicate that the source of work-leisure conflict can come from work-leisure time competition (e.g., inflexible work schedule), role strain (e.g., role ambiguity) or role disharmony (e.g., role stereotype). In light of this, work-leisure conflict is closely related to the role stress. However, existing study does not explore the issues of work-leisure conflict and role ambiguity of danbangkes. Lee (2009) points out that there is more and more young people have the chance to launch a business. Frequent visits to various cities at home and abroad make them to run the business with a direct import and sale of goods. For them, the work and leisure are ambiguous. The purpose of this study is to explore the conflict and ambiguity between work and leisure, leisure constraints, and as well as the mechanism between leisure constraints and leisure negotiation of danbangke who frequently travel to South Korea (people who intensively engage in more than two cities, buy and sell goods through the movement between cities, and gain the profit from the spread of resale commodities). In this study, a total of nine danbangkes who travel abroad for work were interviewed by the technique of depth interview to explore the personal feeling, life and experience of the danbangkes. Through the dialogue with the interviewees, it was possible to obtain, understand, and interpret the personal cognition of the respondent. The results of this study show that the cause of the conflict for these danbangkes is role stress (role conflict and role ambiguity). Danbangkes said that going abroad is a work, and it is also similar to a travel. Sometime they feel nervous and the work may affect their sleep. The leisure pattern of danbangkes is deeply affected by the work. Every time they go abroad, they solely think of work and new business opportunities. In the early days for these danbangkes, it is impossible to clearly understand the work objectives and scope. They are unable to properly play the role of workers and tourists and lead to a little gap.
in expectations for work. Consequently, danbangkes cannot take on the responsibilities for more than two roles at the same time. They are over-invested in work and do not have much time to participate in leisure activities. It’s so-called work-leisure conflict. Furthermore, danbangkes agree that the reason of reducing or inhibiting individuals from participating in leisure activities and impeding individuals from obtaining satisfaction is mainly time, followed by physical and monetary factors. However, if a danbangke want to balance the work and leisure time, it is not necessary to be not to participate in leisure activities. Instead, they will adopt a negotiation approach to achieve the purpose of participating in leisure activities. The way is to manage the time of going abroad and adjust the itinerary to meet the needs of leisure. The needs and rights of danbangkes for leisure are ignored by work expectations. It is suggested that danbangkes should properly arrange the life after work, or to adjust the role of work and improve the quality of work and life by using the resource other than work. The results of this study may also provide the references for the workers and management, such as flight attendants, business travelers and tour leaders.

**Keywords:** danbangke, role stress, work-leisure conflict, leisure constraints, leisure negotiation

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Relationships Between Customer Incivility, Work Stress and Emotional Exhaustion

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Abstract

Customer behavior is a focal topic of service marketing. This study investigates the relationships between customer incivility, work stress and emotional exhaustion. According to the summary of the industry development announced by the Executive Yuan, the service industry has been the greatest part of the Taiwanese economy in the mid-1970s. The proportion of total employment for service industry reached 59.17% in 2016, indicating that the service industry has become the main part of economic activity in Taiwan. As the service industry continues to flourish, customer orientation has become the service industry's mission. While customer orientation can improve customer satisfaction and improve organizational performance, it also makes many companies use the slogan that “customer is always right” to emphasize customer satisfaction as one of their priorities, and put employees behind the customer. Equal status and even some customers may take advantage of this advantage and show uncivil behavior to service personnel. Travel industry is a part of service industry. Several studies have focused on the issue of customer incivility in the context of hospitality; however studies in the travel context are still waiting. Currently, the tourism and tourism service industry is one of the fastest growing industries in the world. In recent years, the level of domestic national income has been increasing, and leisure and travel life has gradually been valued by the people of the country. Tourism is also the core of the development of the tourism industry. With the changes in the social environment and the increase in the travel experience of Taiwanese, the travel of Taiwanese is becoming more and more popular. Group package tour is one of the most popular outbound travel patterns in many parts of Asia. The most notable feature of group travel is the tour leader and the provision of a variety of service for the tourists. Tour leader has to play multiple roles. Tour leader has not only to act as a leader, but also has to act as an artist, mediator, guide, mentor, entertainer, salespeople, and representative for the travel company. Tour leader has to interact with visitors in long hours and can be said to be a special case in the service industry. The tour leader is the important interface between the tourist destination and the tourist. The tour leader significantly affects the overall impression and satisfaction of the tourist service. He/she is also an important target for the tourists to evaluate the quality and service of the tour experience. In the eyes of many people, being a tour leader is an attractive job because they think the tour leader can go abroad often. However, few people know how hard the tour leader is in the job. In addition to deal with a lot of unexpected events in the journey, tour leader also has to deal with the trouble tourists and arrange transportation and various activities. Tour leader has to work long hours and has great workload. It leads tour leader exposes to high pressure and causes psychological harm for the tour leader. Several studies have focus on the experience and behavior of tourists and ignored the perception of tour leader. Only a few studies focus on the problems faced by tour leaders, such as stress and emotion when facing the negative behavior of tourists. Customers may express disrespectful or impolite behaviors towards the service personnel in the consumption. These behaviors are called as customer uncivil behaviors. Previous studies have shown that employees can easily become the target of customer uncivil behavior in the consumption. Examples of customer uncivil behavior include the use of more insulting comments and unreasonable requirements, i.e., beyond the scope of the employee's
responsibilities. Customer uncivil behavior can be regarded as a social pressure that may exhaust employee's emotion. Customer uncivil behavior can also be considered as daily hassle, because dealing with rude and disrespectful customers may be the day-to-day events of the service industry. Tour leader often encounter customer uncivil behavior, if the members are picky and ask for a lot of unreasonable things, abused, and often ignore the words of the tour leader, for example, when the tourists are not satisfied with the restaurant or itinerary, they tend to blame the tour leader rather than the restaurant or travel company. Most employees have to suffer the customer uncivil behaviors for keeping their jobs. Customer incivility mainly has negative impact on emotional exhaustion. When the emotion is exhausted, it leads to helplessness, despair and fatigue for the employees. Emotion exhausted employees may reduce their efforts or contributions, so it may have direct harmful impacts on the organization and personal outcomes. In addition, previous studies also indicate that customer uncivil behavior affects emotional exhaustion and work stress. For a long time, most studies have focused on how to make customers more satisfied and ignored the feelings of employees. However, in recent years, numerous incidents of customer incivility have been witnessed in the context of tourism industry. These uncivil behaviors lead to the work stress for tour leaders. The impact of emotional exhaustion has become an important issue for tourism industry. This study is intended to explore whether customer incivility perceived by tour leaders will affect emotional exhaustion and work stress. This study will apply the structural equation modeling (SEM) to analysis the data. The customer incivility is expected to increase the work stress and affect emotional exhaustion., understanding of travel agents work stress status, so that the tour leader work stress to receive due attention and improvement, and provide travel agent reference. We hope this study may provide some references to reduce the cost and turnover rate of the travel agencies to achieve the goal of improving service quality.

Keywords: customer incivility behavior, work stress, emotional exhaustion, tour leader

References


An Analytical Study of Traffic Flow of Forest Trail in Dasyueshan Forest Recreation Area in Taiwan

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Abstract

In recent years, the number of nature-like tourists increases tremendously. When the thousands of tourists visit natural scenic spots, traffic may occur and this causes chaos. Hence, the purpose of this study is to investigate the difference of traffic flow on Dasyueshan forest trail between at 15 km (near the snowy mountain community) and 27 km (near the Dasyueshan Forest Recreation Area), every half hour of traffic flow and vehicles. The result of my study shows (1) the most tourists have their visits on weekend, mostly in the morning. (2) Traffic flow significantly decreased on working days in high season. (3) Passenger car is the transport for tourist visit. (4) Road service standards found that traffic conditions are in a stable traffic between A-C level, however the traffic of Dasyueshan forest trail is severe. The reasons for the situation may be tourists park their cars spontaneously, for sightseeing, have their trekking, and picnics. Along the roadside, and this narrow the road. In conclusion, we suggested that the number of buses or free shuttle buses can be provided on holidays. Moreover, vehicle control and fine should be set up, for noticing visitors, can be based on time period (how long the visitor parks), for decreasing the traffic and increasing flow rate. Furthermore, a news bulletin board can be added. This board is for weather forecast, and current temperature and traffic flow in Dasyueshan mountain area.

Keywords: Dasyueshan forest trail, traffic flow, road service level
Management, Finance & Banking
The Mediating Role of Personality Traits in the Effect of Social Isolation on Loneliness at Work

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Abstract

The purpose of the research is to determine the mediating role of personality traits in the effect of social isolation on loneliness at work. The universe of the research is the bank employees operating in Konya (in Turkey) and 265 bank employees whose sample is determined by simple random sampling method. In the evaluations, central tendency measures and descriptive statistics were used, correlation, regression and hierarchical regression tests were performed. According to the findings of the research, it was determined that social isolation has a statistically significant and positive effect on loneliness at work, and personality traits have a partial mediating role in these relation.

Keywords: social isolation, loneliness at work, personality traits
Brand Value and Financial Performance Relationship: BIST 30 (Istanbul Stock Exchange) Application Analysis

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Abstract

In today’s competitive environment, companies continuously release new products of good quality; and they need brands in order to represent that they are different from their competitors by distinguishing from them, and to maintain this difference. Because of that reason brands and branding are particularly for companies. At this study we intended to estimate the brand equity of the banks Akbank, Garanti, Yapı Kredi, and İş Bankası by using panel regression method with reference to the brand equities of the concerned banks between the years 2010 and 2016 those we obtained from Brandfinance and their profitability, liquidity, capital, and activity ratios those we obtained from the Turkish Banks Association. As we examine the coefficient and the relevance values of each variable, we identified that the variables of S1 (Capital Adequacy), S2 (Equities / Total Assets), S3 (Equities / (Deposits + Non-Deposit Resources) represents the best estimation equation according to the random effects model.

Keywords: brand, brand value, BIST 30, Istanbul Stock Exchange
Factors Affecting Active Quality of Banks

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Abstract

Banking sector, as a result of its structure and operations, is quite a fragile sector. Little fluctuations and failures those may take place at the banking sector may effect both the financial and real sectors within a short time and adversely. Since the place of banking sector at the economy is particularly important, the negativities at this sector directly affect the economy. Asset quality takes place within the bank failures, and it is an important factor for the banks to maintain their profitability and activities. Because of that reason asset quality has an important place at the success of the banks. At this study we dealt with the non-performing loans of the banks named Akbank, Denizbank, ICBCT, Garanti, ISCTR, QNBFB, SKBNK, YKBNK between the years 2008 and 2017; and the income charts and the balance sheets of the same for the same period 2008 and 2017. At the analysis we made for the purposes of stability test we used Im-Pesaran, and reached the result that the series are stable.

Keywords: banks, active quality, banks active assets
Marketing
The Quasi-Placebo Effect of Brand Name: The Magic of ‘Mommy Hands’ and ‘Good Effect’

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Abstract

Korean market is importantly considered as a test market for global companies to succeed in Asian market. Korean market is very attractive to target by global companies in terms of not only consumer’s purchasing power and tastes but also its geographical advantage. In spite of the importance of understanding Korean consumers’ expectations and perceptions, the relevant studies are still very limited. Therefore, the present research intends to investigate the quasi-placebo effect of brand name with global and stereotypical beliefs. Specifically, this paper attempts to show that the brand names (‘Mommy’s hands’ and ‘good’) containing global beliefs have the quasi-placebo effect. Next, we test that the brand name (Holika Holika) containing stereotypical beliefs have the quasi-placebo effect. Moreover, how the global and stereotypical beliefs on brand names facilitate the quasi-placebo effect will be discovered. That is, it is found that both product efficacy expectancy and perceived product quality together mediate the effects of the brand name on brand’s product efficacy perceptions. We report three studies that support our predictions. These findings are of immediate relevance to practitioners who wish to effectively manage brand strategy.

Keywords: placebo effect, signaling, priming, brand name
Marketing Performance Based on Argo Value Co-Creation

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Abstract

This study analyzed and found empirical evidence of market orientation, ergo value co-creation, network accessibility, and competitive advantage of marketing performance. The implications for managerial and policy as a basis for solving marketing performance problems in furniture SMEs that export with argo value co-creation. The market orientation, value co-creation, network accessibility, competitive advantage are used to measure marketing performance. Based on the empirical study of the results of this study that market orientation has an effect on argo value co-creation of 0.914, the value of co-creation has an influence on network accessibility of 0.951, the value of co-creation has an influence on the competitive advantage of 0.914, network accessibility has an influence towards marketing performance of 0.210 and competitive advantage has an effect on marketing performance of 0.767. This shows that market orientation, argo value co-creation, network accessibility, competitive advantage give impact and become a very important role in improving marketing performance. This research still has limitations for only examining five variables market orientation, argo value co-creation, network accessibility, competitive advantage and marketing performance. This empirical research will support the theory that market orientation, value co-creation, network accessibility, competitive advantage have an important role in improving marketing performance. This research give a valuable contribution toward marketing performance theories and practices in business.

Keywords: marketing performance, market orientation, argo value co-creation, network accessibility and competitive advantage
Service Recovery: Is a Choice or a Must?

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Abstract

Once consumers have deep distrust of company they will switch to another provider. But satisfied consumer will stay and could be expected as company's endorser. Consumers will choose in which company they will bring their heart and of course their money to buy the goods or services which they prefer. (Chauhan & Sharma, 2011). Value of product is perceived by consumer when that product can comply with consumer need (Culloch, 1864). In value-delivering process, service company faces more challenges than manufactur because of the characteristic differences between services and goods (Sok & O'Cass, 2011). Some characteristics of services that can not be found in goods are intangible, real-time performance, perishable, inseparability and inconsistent. Parry (2011) which refers to Adam Smith; defines goods as something whose ownership rights can be realized and exchanged (Hill, 1999). In era where factors of production became a major factor for the company, some thoughts put forward by J.B Say (1880) in his writing "A Treatise on Political Economy" stated that production is a process to create utility without differentiating form, size as well as the form of goods produced, Say stated there were three main capital in the production process, namely: (1) industry, (2) capital and (3) natural resources and all three must exist to create a production process. At that time service had not been discussed yet because people still held the view that the people in the industry had to produce something through their production process. This is in line with the meaning of "manufacture" which means manu is hand and facto means be tangible. So manufacture means make something tangible by his hand. Due to the differences in characteristics between service business and manufacture, the development of communication and information technology has a stronger impact on service sector than on manufacturing. (Hill, 1999). First, service has a real-time performance characteristic; which means the service provider should involved with the consumer when the it is served. The impact is that service requires a more complex means of delivering value to consumers. Sophisticated technology and communication equipment is needed.. Second, service has perishable characteristics which means they are easily damaged or lost when these producers and consumers do not try together to create these services. Consumers are involved in producing these services and therefore the service production process becomes a more complicated production process than the goods production process. It is difficult to deliver consistent quality of service value. This is because of human factor that has affect in its production process Physical factor and psychogical aspect of the processor (producer and consumer) will affect their quality of work. Therefore production process of service has inconsistent characteristics or unfixed and has probability to produce low quality production. Therefore in service production process they made Standard Operating Procedure (SOP) to keep the quality of services consistent because of SOP which should be obeyed by the service provider. Service company offers intangible things, where the consumers can not see before they buy; so the service company needs to have the value that the consumers need. Consumers will use perceived value they have as the foundation to create the buyer’s interest. The perceived value can be built by the company through the brand and the brand will push the reputation of the company. (Yang & Peterson, 2004) (Sok & O'Cass, 2011). (Bickerton, 2000). The value of the company or company reputation will raise, and will be followed by the amount of product selling in the company. (Herbig & Milewicz, 1994). Research from Kheng et al. (2010) regarding the impact of service quality on consumer loyalty; by testing the 5 dimensions of services namely Tangibles, Reliability,
Responsiveness, Empathy, Assurance in the banking industry resulted in the findings that from these 5 dimensions there were only 3 dimensions that play a role in determining consumer loyalty namely the dimensions of reliability, empathy and assurance. As for the dimensions of reliability and tangible, the study did not find any positive support from both dimensions of consumer satisfaction. Superior service quality does not come in an instant; however, it is the result of good management or quality management and is supported by information and input for the company. Information, especially suggestion and criticism from consumers is something that service providers have to wait for. Patterson (2009) Unfortunately, based on research conducted by several experts and written by Lovelock and Wirtz (2011) that most consumers are reluctant to complain because they think it is futile. Research by Kimpakorn dan Tocquer (2010) concerning service brand equity states that managing brands in the service sector is more complex than managing tangible / goods brands. This is because of the service, there is a variability characteristic that is that the quality or performance of services is possible to change between one presentation and another. Therefore the service provider needs to continuously communicate the value that will be presented to the consumer so that there is no mistaken interpretation between the expectations of consumers and the performance of services provided. This research suggests that by communicating through trust in service brands, the values expected by consumers can be captured by producers and vice versa - consumers will not misconstrue the offer of value from producers.

Consumer dissatisfaction, measured through the 5 dimensions of Parasuraman services by Shahin dan Janatyan (2011), illustrates that empathy and tangible dimensions become variables that determine consumer dissatisfaction. The study conducted by Shanin and Janatyan on land transportation services is slightly different compared to Prayag (2007). Prayag conducts research on aviation services where the dimensions of reliability are the main factor causing consumer dissatisfaction. According to Shanin and Janatyan, this is possible considering that flight services require a higher level of trust than land transportation services. Essentially producers should attempt hardly to build consumers trust because of that intangible and inconsistent nature of service. Service failure is a threat to the company because it will cause loss of consumer trust (de Matos, Henrique, & Alberto Vargas Rossi, 2007). Smith, Bolton, and Wagner (1999) found that in restaurant and hotel services, for customers who experience service failure in the process of experiencing dissatisfaction is greater than customers who experience service failure on results. And customers who get a failure with a higher degree will experience higher dissatisfaction than consumers who experience failure at a low level. Failure of a service that is not immediately restored will hinder the interest in subsequent purchases / consumption. (Othman, Zahari, & Radzi, 2013). Therefore service recovery is an interesting topic (Rashid, Ahmad, & Othman, 2014); otherwise appropriate service will cause customer satisfaction. yang tepat akan menghasilkan kepuasan konsumen. One study on service recovery carried out by Cambra et al. (2014) illustrates that if service providers struggle to solve problems that arise seriously and offer a fair substitution for consumers, the consumer will show a significant level of satisfaction. For the recovery process of the service. The efforts promised will significantly influence the sense of justice of the consumer and thus the efforts of the service presenter in handling these consumer complaints will be "tried and evaluated" seriously by consumers. Cambra also shows that customer satisfaction over the recovery process is crucial because it will affect the loyalty, commitment and also word of mouth communication by consumers. The Cambra study puts service recovery as the basis for efforts to satisfy consumers, which in turn will affect the company's relationship with consumers. Cambra further stated that in a situation where the service delivered is actually a bad result (service failure), but if the company has a good "problem management" and works effectively then the result is that disappointed customers actually turn into "defenders" of the company by positive "getok tular". Lu, Lu, and Wang (2012) dictate by his research that if a company can handle consumer
dissatisfaction in a timely and appropriate manner, the dissatisfied consumer will eventually become satisfied. When consumers are given tools to share their positive experiences; this helps him to avoid psychological isolation. According to Lu et al, based on the results of his research it was found that complaints behavior does not always have a negative impact on buying interest. The service presenter will learn from the mistakes he made and will find the best way to recover from the bad situation. From his experience to understand complaints from consumers, making service providers learn to understand consumer complaints more calmly and in the end can find the best way to get consumer trust back. Discussing about emotional tension of all – producer and consumer when there was a huge complaint from consumer. Michel (2009) stated that bahwa that often service recovery fails because service providers do not understand what should be done. Service recovery management have to serve 3 (three) kinds of recovery such as : (1) consumer recovery; (2) process recovery and (3) employee recovery. Service has inseparability characteristic. Therefore the recovery service situation will not succeed in overcoming consumer complaints and fail to gain consumer trust if the company or service provider is too busy to provide recovery without involving the other parties, the consumer and the employee as a whole. Service recovery will be effective if the service provider processes consumer recovery so that consumers can get their satisfaction back and in the end can "forget" the experience is less pleasant and can eventually become loyal customers for the company. The next thing to be managed is process recovery. Process management is reorganized so that the failure of the service is impossible or at least minimized, the likelihood will reappear. Although services are "variable" or volatile, but with the improvement of processes such as the preparation of work standards, work operating standards and quality standards that must be presented to consumers, undoubtedly excellent service can be more likely to materialize than the service does not have Standard Operating Procedures (SOP).

For this reason the third party who needs to be involved is the company's employees. As part of the service provider, employees need to receive training on how to deal with consumer complaints to make these consumers re-join the company - are skills that need to be trained by employees. Consumers who make complaints are the right example for consumers to learn to handle complaints. For employees who are trained to handle customer complaints; he will learn to understand the wishes and expectations of complaint consumers. Development for employees needs to be adjusted to the capabilities and personality of the employees concerned. (Ayupp & Chung, 2010). From the statement above, it was concluded that the Servqual model was still used to analyze services for consumers through 5 dimensions of service (reliability, assurance, tangible, empathy and responsiveness). This research is planned to prove that the five Servqual dimensions have different pressures, depending on the service industry being studied. Researchers plan to take a number of 3 service business units that require high trust namely hotels, education and hospitals.

A number of respondents from the three service sectors will answer a number of questions from the questionnaire given by the researcher. The expected outcome is that certain service sectors will emphasize certain dimensions that are different from other service sectors.

**Keyword**: service, satisfaction, service recovery

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Familiarity Matters on Purchase Intention of Imported Fruit in Taiwan?

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Abstract

Taiwan is major market for imported fruits and fruit products. Increasing the availability of imported food has increased the diversity of Taiwanese food consumption. Fruit consumption increased more than 30% in the last decade with fresh fruit as the highest percentage; this fruit consumption trend continues increasing according to the latest Taiwanese health survey (Pan et al., 2011; Lo et al., 2017). Taking these findings into consideration, it is interesting to know how do the Taiwanese decide which foods to choose, especially in a country that imports a large percentage of their food. The determinants of food choice include sensory aspects of food (e.g., taste, odor, texture characteristics), combined with the influence of non-food effects (e.g., cognitive information, physical environment, social influences) (Eertmans et al., 2001). The emphasis of many studies has been on socio-demographic characteristics as important determinants of fruit intake (Pollard et al., 2001). Although various food choice models reflect the complexity of understanding food choice behavior (Sobal et al., 2014; Pula et al., 2014; Ozimek et al., 2011; Gindi et al., 2016; Tung et al., 2015), few studies have investigated the potential influences of familiarity, specifically those associated with imported foods. Cheron and Hayashi (2001) found that familiarity was a composite measure of cognitive and behavioral experience and that the level of familiarity with a product or product category was important to purchasing behavior. Similarly, other studies defined familiarity as number of product-related experiences, which leads to the development of attitudes towards a product and subsequent behavioral and purchasing intentions (Pollard et al., 2002; van Kleef et al., 2005). Familiarity is part of personal food choice criteria. The lack of familiarity with a food product could prevent consumers from trying new food, so marketing new food products will be a challenge (Siegrist et al., 2013). Moreover, familiarity affects consumer behavioral intentions toward new products on the market, and repeated exposure to new products can increase familiarity and induce positive behavioral responses from consumers (Birch and Lawley, 2014; Fenko et al, 2015). Little research has been done specifically on familiarity with imported fruits. Most research on this food category focuses on trade-related aspects, nutritional properties, production methods, and processing and packaging issues (Knight et al., 2005; Knight et al., 2007; Sirieix et al., 2011; Imperato et al., 2011; Bae et al., 2015). Nonetheless, imported fruit is likely to be popular in Taiwan as the demand for fruit increases as consumers become more health conscious (Centeno, 2005). This research investigated the extent to which product familiarity affects eating imported fruit, in this case, the Korean pear in Taiwan. The questionnaire included the items on preference, quality perception, price perception, image, reputation, satisfaction with purchase experience, Korean pear purchase intention, intention to recommend Korean pear, and difficulties of purchasing Korean pear. “Image”, was assessed by evaluating multiple product attributes (i.e., taste, safety, reliability, value, and healthiness) on a five-point Likert scale (1=strongly disagree, 5=strongly agree). Satisfaction consisted of overall satisfaction, quality satisfaction, and price satisfaction. Additionally, respondents were asked about how frequently they purchased Korean pears, purchase place of Korean pears, and socio-demographic characteristics (gender, age, income, and level of education). The questionnaire and research methods of this study were approved by the IRB of the university to which the researcher belonged. To verify the reliability and validity of the
questionnaire, a pilot survey was translated to Taiwanese in Korea and any duplicate or difficult to understand words were revised. An online survey was conducted among Taiwanese consumers who were 19 years old or older in September 2017. A total of 332 consumers who had purchased Korean pears participated in this study. Reliability analysis was performed to confirm the internal consistency of measurement items using Cronbach's alpha. Chi square test was performed to compare differences in purchasing frequency, purchase place of fruits and pear, and socio-demographic characteristics. This study conducted stepwise regression analysis to evaluate the predictors of satisfaction, purchase intention, and intention to recommend Korean pears. Taiwanese respondents were divided into two groups: those who selected "strongly agree," "agree," and "neutral" on the 5-point Likert scale when asked about their experience with purchasing Korean pears were placed into high familiarity group, and those who selected “disagree” and “strongly disagree” were placed in a low familiarity group. A t-test was conducted to compare differences in image, price and quality perception, preference, satisfaction, purchase intention, and intention to recommend Korean pears between the high familiarity group and the low familiarity group. How predictors differed for satisfaction, purchase intention, and intention to recommend Korean pear were compared for both the high familiarity group and low familiarity group. All the respondents were placed into one of two groups; 178 were put in a high familiarity group (consumers who have eaten Korean pears since childhood), and 154 were put in a low familiarity group (consumers who have not eaten Korean since childhood). This study grouped participants based on their familiarity with the fruit and compared predictors on satisfaction, purchase intention, and intention to recommend Korean pears. The chi-square test showed differences in fruit purchasing patterns between the high familiarity and low familiarity groups. Significant differences were found for frequency of fruit consumption with the high familiarity group consuming more fruit and pears more frequently than the low familiarity group and the high familiarity group tending to purchase more Korean pears than the low familiarity group. While the image and quality perception of Korean pears influenced consumer satisfaction in both groups, reputation influenced only the low familiarity group. Consumer satisfaction and preference influenced Korean pear purchase intention for both groups. Image influenced Korean pear purchase intention in the high familiarity group, but difficulties in purchasing had a negative effect on purchase intention in the low familiarity group. Consumer satisfaction, image, and preference were identified as predictors of the intention to recommend Korean pears in the high familiarity group. In the low familiarity group, on the other hand, image, reputation, and preference affected the intention to recommend Korean pears. The findings of this study provides insight for marketing strategies for Korean pears using consumer familiarity level. This study adds to insights into consumer familiarity and the decision-making process for buying imported fruit.

Keywords: familiarity, purchase intention, imported fruit
Attention to the Pictorial and Text of Menu With Metaphorical or Metonymic Names: An Eye Movement Experiment

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Abstract

In China, food is a carrier of Chinese culture rather than merely the necessity to satisfy one’s hunger, and the dish name means the bridge for cultural communication. The aim of this study is to investigate differences of the attention to pictorial and text of menus with metaphorical or metonymic names. The eye movement technology was applied in a 2×3 experiment, and questionnaires were also employed for a post-test on participants’ memories and attitudes towards menu designs. The results indicate that: 1) the pictorial get the most attention under six conditions, and it becomes the most effective format with only Chinese names on the menu; 2) metaphorical dish names with bilingual names (Chinese & English) are the most appealing designs. This study provides important implications for effective translations of Chinese dish names under the guidance of the Belt and Road Initiative to attract more customers’ attention and improve the awareness of industry practitioners.

Keywords: name type; metaphor; metonymy; eye movement; attention capture

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An Exploratory Study of Consumer Attitudes Towards Green Cosmetics in The United Kingdom (UK) Market

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Abstract

People’s health awareness has extended from the food industry to the personal beauty industry. Consumers have increased interests in natural ingredients, sustainable packaging and other green elements of cosmetics. Whether the natural, green, environmental-friendly cosmetics would win consumers’ favor. Although, in UK a lot of research had been carried out on the concern in buying cosmetics but very limited studies pay attention to look at the formation of consumer attitudes towards green cosmetics in UK, whether they are leant from family, school or social environment. Therefore, the aim of this study is to seek on consumer attitudes towards green cosmetics in the UK market. Data was collected through qualitative research (focus group), since the research aimed to discover in-depth consumer attitudes and feelings. The 30 participants invited were British females who were the traditional users of cosmetics, and a of total five focus groups were held. The key findings of this research were the prevailing neutral attitudes towards green cosmetics, due to the lack of knowledge and confusing market standards. The majority of participants viewed price and performance as the most important factors when choosing cosmetics instead of green elements. The influencing factors of attitude formation include personal experience, media and marketing techniques, social surroundings. However, since the growing awareness of natural and organic ingredients and green production, most participants admitted the potential change of present neutral attitudes to more supportive attitudes in the future. Green cosmetics is a new trend in the personal beauty industry, this study originally discovers the consumer attitudes towards green cosmetics and calls for clearer green standards and regulations in the industry as well as advanced biotechnology to extract natural ingredients.

Keywords: consumer attitudes, green cosmetics, tri-component model
The Antecedent of Green Repurchase Intention: Indonesian Case

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The purpose of current research is aimed at investigating the six effects of the green brand experiences, green brand bounding, green brand packaging, brand trust and the intention of repurchasing green product; assessing the effect of Green Brand Attachment on consumer attitudes toward green brands; and examining the effect of moderation of Green Brand Attachment on the relationship between consuming green brands experiences and the intention of repurchasing green products. A survey with questionnaire was deployed for data collection. 150 questionnaires were valid for further analysis, while purposive sampling technique is used to data analyzed. Green lifestyle customers and repurchasing green product experiences are charge to be current study respondents. Structural Equation Modeling with AMOS Statistical Software used to analyze data. A survey with questionnaires was used for data collection. 150 questionnaires apply for further analysis, while purposive sampling technique is used to analyze data. Green lifestyle customers and redeeming green product experience are charged to be the current research respondents. Structural Equation Modeling with AMOS Statistical Software is used to analyze data. Statistical outputs described that green brand experience is a key determinant factor on Green Repurchase Intention. Green Brand Experience had triggered the positive Green Brand Attachment. In addition, green brand bounding mediated the positive relationship between Green Brand Experience and Green Repurchase Intention. Green brands Attachment suggested to be applied by both companies and businesses to product promotion and improve long-term relationships between consumers and brands because, due to its positive significant impact on Green Brand Attachment. Furthermore Green Brand Attachment is considered as the benefit for marketers to differentiate their product from competitors as well as giving the impression that their products are distinguishable, and thus creating more demand and generating increased intent to buy more environmentally friendly products. The empirical results of this study address the gaps existed in the literature that apply in reference to the impact of the green brand experience and the Green Brand Attachment on green brand, as well as the influence of green brand packaging, subjectively norms on the intention of repurchasing green products.

**Keywords:** green brand experience, green brand attachment, excessive product packaging, green subjunctive norm, green repurchase intention
Fostering the Antecedents of Green Marketing Strategy: Indonesian Cases on Large Scale Entreprises

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Abstract

The inconsistency of previous research findings claimed that the green practices encountered many disputes such as improper ads, fake promises, untruth labels, volatile performance have led consumers reluctant to believe which truly green products. To enbridge this phenomenon, current research is aim at investigating the antecedents of green marketing strategy (GMS) and its impact on firm performance. Proposing four determinant factors, green promotion (GP), green innovation (GI), green new product development (GNPD) and green supply chain management (GSCM) with Sustained Eco-Practices (SCP) as a mediator are presented. This research uses quantitative approach, by using survey method. The survey was conducted using a questionnaire. Resoponden is the source of data is manager (Top Management, General Manager, Operational Manager, Brand Manager, Chief Executive Officer, Chief Marketing Officer, Communications Manager, Brand Marketing, Sales Manager, Marketing General Manager, Head of Marketing, Marketing Manager, Marketing Strategic Manager) on large scale enterprises in Indonesia, as many as 200 respondents. Sampling technique using purposive sampling. Conceptual model of this research is done by using AMOS structural equation model. The results showed that all hypotheses were accepted. It shows that all independent variables are significantly contribution as the antecedent of firm performance, research findings suggested that firms should deploy these green marketing strategies, some managerial and theoretical implications for stakeholders and recommendations are provided. Practical implications include some green strategies on how companies can expand and sustain their green product line and thereby leverage firms performance. Additionally, the article could identify some barriers on green eco-practices as well as practical implications for the greening process and thus facilitates the entrance to green promotion, Green Supply Chain Management, Green New Product Development, Green Innovation and internal decision-making. The findings will guide manufacturers to concern on sustained eco-practices and demonstrate how to maximize green innovation implementation. The role of government to reinforce the regulations is strongly required. The theoretical underpinnings are developed from the concept of green marketing. This study contributes to the enrichment of conceptual models related to green consumer behavior in green business. Currently the business is being sustainable concern.

Keywords: sustained eco-practices, green promotion, green supply chain management, green new product development, green innovation, firm performance
Eco-Label and Purchase Intention: The Role of Product Image to Green Products

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Abstract

Consumers who have a preference for saving the environment tend to buy goods and services that they think have a positive effect on the environment, such purchasing behavior is done on the basis of saving energy and avoiding products with packaging that are not in line with environmental issues. This study answers the question of how to build a model to shape consumer purchase intention by armed with eco-label, product image, corporate reputation and green perceived quality for the purchase of cars with environmentally friendly label / Low Cost Green Car (LCGC) in Indonesia. The hypothesis in this study was tested with a sample of 167 respondents who intend to buy a car with LCGC label in Central Java Indonesia by using Structural Equation Model (SEM) analysis tool. The result of research shows that the three variables (eco-label, trust, perceive risk) tested in this research have a positive influence on purchase intention in car product with environmentally friendly label, while the green perceive quality variables do not directly influence to purchase intention.

Keywords: eco-label, product image, corporate reputation, green perceive quality, green purchase intention
The Study of the Impact of Social Media Marketing Viral on Tourists’ Decision to Visit Flores Tourist Destinations

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Abstract

The role of social media which increase in industry of tourism is important thing and can be the main topic of the research that emerges today. The tourism aspect which is promoted in social media, in term of searching for information and decision making by the tourist which is directly accepted from tourism promotion through viral media social. Using social media and goes viral trending topic to market the product of tourism has proven as good strategy in its contribution of promoting area. The aim of this study is to review and analyze of research publication focused on social media in tourism aspect. This research use comprehensive review of literature and also identify what we know about viral media social in tourism. Sampling random technique was used on tourist who visited to the destination area. The number of the respondents were 250. The research findings show that social media is able to lift up the figure of tourism destination so that it has competitiveness. This research is still limited on travel agencies’ information and does not have yet the superior destination product so that for the product quality and the level of tourist which visiting to the destination area can be seen on the further research.

Keywords: social media, tourists’ decision, tourist destinations
The Effect of Community Engagement on Customer E-Loyalty

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Abstract

The purpose of this study is to conduct and analyze how Community engagement can improve e-loyalty. To expand the measurements in this study is also enriched by constructs which are relations between variables of e-trust and e-wom to e-loyalty. This research uses quantitative approach, by using survey method. The survey was conducted using a questionnaire. Resoponden is the source of data is online buyers who use the situs Zalora Indonesia, as many as 200 respondents. Sampling technique using purposive sampling. Conceptual model of this research is done by using AMOS structural equation model. The results showed that all hypotheses were accepted. Community engagement, e-trust, e-wom show significant to improve e-loyalty. These findings indicate that in order to improve e-loyalty, the variables of community engagement are the predictor variables that most influence e-loyalty. Results of the research can be used to help determine policies to increase loyalty, given that online customer behavior is very different from offline customer behavior. Reference provided by community engagement will affect e-trust behavior, high e-trust will affect e-loyalty. The theoretical underpinnings are developed from the concept of e-commerce. This study contributes to the enrichment of conceptual models related to consumer behavior in online business. Currently the business is being developed online.

Keywords: community engagement, e-trust, e-wom, e-loyalty
How Does Green Product Innovation Contribute to Consumer Repurchase Intention? The Mediating Role of Green Customer Value

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Abstract

Research on environmentally friendly products has been the focus of researchers in the last two decades. The purpose of this study is to investigate the effect of Green Customer Value to overcome the research gap in explaining the effect of Green Product Innovation on Consumer Repurchase Intention of green products, that is LED lights. The importance of creating green products increasingly felt important by various parties. However, the relationship between green product innovation and consumer preferences to buy back green products is unclear. Although green product innovation has been recognized as a predictor in increasing customer loyalty, there has not been much discussion and literature testing the mediation effect of Green Customer Value on the relationship between Green Product Innovation and Repurchase Intention. Other than that, most previous studies tested the concept of green product innovation and consumer repurchase intention in the context of developed countries, whereas in the context of developing or emerging market countries, such research has not been widely practiced. This research is a quantitative research method, with survey using questionnaire. The research instrument was tested using Confirmatory Factor Analysis (CFA). Structural Equation Modeling (SEM) is applied to verify the research framework. Data analysis technique is done by using Structural Equation Modeling with AMOS, to produce information according to the purpose of research. Respondents in this study are users of green products ie LED lights. The sample used was 175, with purposive sampling technique. The findings of this study indicate that Green Customer Value is proven to mediate some of the links (partial mediation) between green product innovation and Repurchase Intention. This explains that innovation of environmentally friendly products by the company will be able to increase consumer buying interest if the Green Customer Value can be maximized. The results also indicate that the construction of consumer repurchase intention is influenced by consumer attitudes toward the green brand and the perceived quality by consumers on the green products they use. The structural relationship between the variables studied can vary when different countries and types of products are compared. To increase the generalization of the empirical findings, various categories of green product samples should be used, and other control effects such as price and level of consumer education should be considered. The basic theoretical model of the study was developed and synthesized from several relevant marketing theories. This study investigates the effect of green customer value as a mediating variable, on the relationship between green product innovation and green repurchase intention in the context of developing countries.

Keywords: green product innovation, green customer value, repurchase intention, green brand attitudes, green perception value
Research Methods
The Process of Qualitative Data Analysis Based on Gioia Methodology

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Abstract

The field of services management provides suitable research sites for qualitative analysis primarily due to the contextual diversity that the field encompasses. The data analysis is the most important and difficult part of the overall qualitative research process. It involves both an individualistic attention to every detail and a holistic overview of the data. At first, it seems to be a very daunting task. However, if the researcher follows a structured way of analyzing the qualitative data then many new insights can be found in a rigorous way. There are major steps in developing a thorough and rich data analysis that may lead to finding fruitful relationships and patterns in the seemingly scattered data. This paper explains the process of data analysis in the qualitative research based on the Gioia methodology as recommended by Gioia et al. (2013) and Gioia (2004). Exploring the data by finding appropriate buzz words, developing first order (informant centric) and second order (to researcher or theory centric) themes based on a cyclical process of moving back and forth between the data structure and relevant literature, and then connecting the themes to formulate a grand picture out of the data are some of the stepping stones in the data analysis process as suggested in the Gioia methodology. Moreover, triangulation and inter-rater reliability may further add to the rigor of the qualitative research methodology.

Keywords: qualitative research, gioia methodology

References

Service Management
Factors Affecting the Satisfaction of Outpatients in the General Hospitals in Hochiminh City, Vietnam

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Abstract

The quality of hospital services remains a concern of both the manager and the patient. The study aims to identify factors affecting outpatient satisfaction in HoChiMinh City, establishing a scale for measuring them. 457 out-patients in Nguyen Tri Phuong Hospital, Van Hanh General Hospital, and Medic Medical Diagnostic Center were interviewed to obtain the information. The SERVQUAL model, together with the SPSS 17.0 software, has been used to process information, scale, factor analysis, and model testing. The results of the regression analysis show that there are five factors influencing outpatient satisfaction, in which four factors affects positively: medical outcomes, performance of physicians and nurses, facilities and environment, the care of the hospital; and the time factor affects negatively. The results of the study provide hospital managers with a number of tools to increase the level of outpatient satisfaction.

Keywords: satisfaction, outpatients, hospital
Strategy & Global Trends
Effect of Familiness in the Relationship Between Dynamic Capabilities and Performance

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Abstract

While the construction of dynamic capabilities has received considerable attention in the strategic management literature. Few studies have been devoted to the study of dynamic capabilities in family firms (Chirico and Salvato, 2008) and their value creation (Chirico and Nordqvist, 2010). To gain a better understanding of the real effect of family involvement on company performance, it is useful to consider dynamic capabilities where family members are involved in the management of the family business as a source of competitive advantage (Gallucci, Santulli, and Calabrò, 2015). The dynamic capabilities approach has been developed to overcome the excessive focus of the resource-based view (RBV) (Chirico and Salvato, 2008). Although issues such as the acquisition of skills, knowledge management and know-how, and learning are fundamental strategic phenomena kept as a backdrop in RBV, only family businesses characterized by high levels of internal social capital and affective commitment to change, coupled with low levels of relationship conflict, will be able to successfully adapt to dynamic markets (Chirico and Salvato, 2008). Protogerou, Caloghirou, and Lioukas (2011) developed a research tool to serve as a basis for data collection on dynamic capabilities (DC), operational capabilities, and performance (PERF). The study uses perceived measures to operationalize the company’s performance in two dimensions: profitability and market performance (Protogerou, Caloghirou, and Lioukas, 2011). However, family firms do not blindly pursue economic performance, as well as non-economic considerations (Klein and Kellermanns, 2008). In addition to the financial value normally attributed to organizations, non-economic influences need to be understood, considering the emotional cost and the emotional benefits derived from family enterprises (Astrachan and Jaskiewicz, 2008). Thus, what makes a company a family business is the influence of the proprietary family (Klein, Astrachan, and Smyrnios, 2005). The measure of family influence, called the F-PEC scale, evaluates three family influence factors on a continuous scale: power, experience, and culture (Klein, Astrachan, and Smyrnios, 2005). The instrument suggests that there are certain degrees of familiness, making it possible to differentiate actual and potential levels of family involvement (Chrisman, Sharma, and Taggar, 2007; Rutherford, Kuratko, and Holt, 2008), which makes it inappropriate to categorize the company as “familiar” or “unfamiliar” (Rutherford, Kurtko, and Holt, 2008). As the operationalization of resources and capabilities in empirical research has not yet reached the standard measures (Protogerou, Caloghirou, and Lioukas, 2011), the general objective of this research is to verify the effect of familiness on the relationship between dynamic capabilities and performance in organizations. H1: Dynamic capabilities positively impact business performance. The significance (p < 0.01) of the positive relationship between dynamic capabilities and PERF, with a level of explanation (R²) of 20% and β = 0.45, confirms the first hypothesis that dynamic capabilities positively impacts PERF. According to the descriptive analyses carried out, it is the learning dynamic capabilities that most impacts the PERF of the companies surveyed, by providing development actions to their employees. Similar results were presented in the studies by Pal, Torstensson, and Mattila (2014), in addition to Chirico and Nordqvist (2010). H2: Family influence has a mediating effect on the relationship between DC and PERF. The construct familiness exerts a significant intermediary effect (p < 0.01) in the
relationship between DC and PERF, with explanatory power (R²) of 23% and β = 0.18. Thus, hypothesis 2 is accepted, because the familiness facilitates the relationship between DC and PERF. The explanatory power of 23% of the mediating effect of familiness surpassed, in a reasonable way, the explanatory power of H1, assuming that the increase in mediation removes the force of the direct relationship between DC and PERF in the analyzed organizations. Therefore, the influence of the familiness in the organizations studied has a positive impact on their PERF. This mediation does not have a greater effect, due to the difficulty that the business families have in establishing clear rules of governance (corporate and/or family), which limits these companies’ ability to deliver better results. This can be caused by conflicts arising from lack of agreement on certain issues, coupled with disagreements about the future of the business and a lack of willingness of some family members, blocking the capability to build strategies, especially management, in these organizations. Loyalty and pride felt by family members can also be impacted by the performance of these organizations, which generally watch over cash flow. It means that the companies surveyed focus on cash management to ensure the operational health of businesses (Astrachan and Jaskiewicz, 2008; Berrone, Cruz, and Gomez-Mejia, 2012), rather than reinvesting in business and even the enrichment of the owner families. This confirms the tendency of these organizations to seek a balance between economic and non-economic goals when making strategic administrative and operational decisions (Pearson, Carr, and Shaw, 2008). The familiness indicates that the families, through their culture, really exert influence on the companies analyzed (Merino, Monreal-Pérez, and Sánchez-Marín, 2015). This influence, in turn, impacts the result of the performance indicators generated with the operational capabilities of the resources of these organizations. A dose of family influence in business is suggested, as it generates distinctive family dynamics (Habbershon and Williams, 2003). To the extent that business families are willing to promote evolution in their management models, familiness in these organizations becomes an ally in the construction of their strategies.

**Keywords:** dynamic capabilities, familiness, f-pec scale, performance, pls-sem

**References**


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For Better or For Worse: Expatriation Motives to Relocate From Developed to Developing Countries

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Abstract

With increasing globalization, the research on expatriation has received a flurry of research attention; however, most of the research has been concerned with the effects of expatriation on employee and firm performance. Little has been done to investigate the motives behind leaving one’s country of citizenship. This study reviews existing literature on motives for expatriation and identifies a variety of gaps in the research. One of these gaps is ignoring the characteristics of home and host countries, while there is strong reason to investigate who is moving from where, to where, and why. This study provides a narrative account of the motives of individuals moving from developed countries to Pakistan and analyze the underlying themes. We propose a classification of expatriates in eight distinct types based on three primary motives for expatriation. The preliminary findings and a consequent discussion is presented in this paper.

Keywords: motives, expatriation, developing, developed
Trends and Challenges of Food and Beverage Information Technology Applications in Taiwan

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Abstract

Information technology (IT) applications have rapidly developed in the hospitality industry. The purpose of this study was to investigate the issues, challenges and trends of IT applications used in the food and beverage (F&B) industry in Taiwan from the perspective of technology developers. Data was collected from eight (F&B) IT application developers through in-depth interviews and from six IT applications professionals through a focus group. The findings of this study showed that the issues and challenges of IT applications in the (F&B) industry included improving guest service and employee performance, and quickly updating new technology in order to improve guest service processes and efficiently schedule frontline service employees. The future trends in the (F&B) industry will include cloud computing services, big data analysis, and online payment mechanisms. This study also found that food service employees should enhance their professional competencies to avoid being substituted by IT applications. In the food and beverage (F&B) industry, deploying new information technology (IT) applications is an important trend. Davis, Lockwood, Alcott, and Pantelidis (2012) indicated that F&B managers should improve their technology skills. Walker (2017) also pointed out that “increased use of technology” is one of seven ongoing trends in restaurant operations (p. 308). In the report of Foodservice Trends 2017, the Mintel group found that 21% of US consumers preferred to use kiosks or touch screens when ordering meals in the restaurants (Mintel group, 2017). Hence, IT applications has become a must trend in the restaurant industry. In Taiwan, using the internet tools and IT applications has become more popular than ever. It is necessary to find how to apply IT into business and, use IT to enhance customers’ purchasing behaviors. IT has continued to influence competitiveness in many industries, including the F&B industry. Therefore, the F&B industry is an intensely competitive industry in Taiwan. The F&B operators are forced to deal with situations such as worker shortage, changeable consumer preferences and cost control. Applying IT into the F&B industry might be a good solution for restaurant owners and managers. Hence, the purpose of this study is to explore the trends and challenges of new IT applications adopting into the food and beverage (F&B) industry in Taiwan from the perspective of technology developers and restaurant managers. A qualitative research method was used to discover thinking and opinions of some F&B industry owner and managers in Taiwan in order to investigate the current challenges and future trends of IT applications for Taiwan F&B industry. The proposed research procedures were institutes pre-selection, in-depth non-structured interview, and a focus group meeting. The first step of this research was to choose 8 represented F&B IT application developers or owners from the candidates provided from Corporate Synergy Development (CSD) center which is a Taiwan NGO executing the Taiwan national project of F&B technology development from 2011 to 2016. In the second step, an independent in-depth interview was conducted to each selecting candidates. These individual interviews were carried out from September to November 2017. After collecting all opinions of selecting F&B IT applications developers, a focus group meeting was created to
discuss and to explore the joint development results of challenges and trends for F&B IT applications. The following results were conducted from this research. The first of all, all respondents revealed that most F&B firms have begun to conduct technologies of cloud computing and big data analysis to their service and management applications now. Secondly, the respondents noted that cloud computing and big data analysis will continuously develop in the future trend to optimize, activate and share enterprise resources for cost down and effective management. Thirdly, participants believed that the important future technology trend is online payment mechanism. The online payment mechanism could improve the efficiency of F&B cashier and speed up the food service process. The development of online payment mechanism would impact on the labor requirement in the hospitality industry. Based on the in-depth interviews and a focus group meeting, this research proposes two development issues, four future trends and three implement challenges for Taiwan’s F&B industries adopting new IT applications to improve their operation performance and customer satisfaction. In addition, this research also suggests F&B managers and owners should start to introduce new F&B IT applications, like online payment system, to improve service process and to catch new industry development trends. A major contribution of this study show that the proposed issues, trends and challenges will give the F&B IT application developers and restaurant owners more developing thinking and directions in the future. In addition, researchers can use these proposed results to make a following quantitative analysis survey research for acceptance of F&B IT applications.

**Keywords:** food and beverage industry, IT application developer, trends, challenges, in-depth interview, focus group

**References**


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Strategic Choice, Relational Dynamic Capability, Evolutionary Fit in a Brazilian Hotel Chain

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Abstract

This study’s objective was to propose a model that integrates three concepts: strategic choice, relational dynamic capability and evolutionary fit. The hospitality industry due to its intensity and need for informal and formal relationships was chosen as a context for the development of the present research model. The study was divided into three stages: 1. a descriptive analysis of the Brazilian hotel industry; 2. a survey with a sample of 108 hotels in the State of Paraná to describe the context, the strategies adopted by the hotels and the managers’ degree of satisfaction with their hotel performance; and finally, a case study in the Slaviero Hotel Chain to develop and evaluate the proposed model. The strategic choice concept is based on Miles and Snow’s typology, which infers that a firm can adapt to the environment in three different ways. They can have be prospectors, defenders or analyzers. The results of the survey indicate that 40% of the hotels in Parana are prospectors, 32% are defenders and 28% are analyzers. Defenders have the best occupancy rate, but the worst profitability and RevPAR. The prospectors have the worst occupancy rate, but the best RevPAR. The analyzers performed in-between the prospectors and the defenders in all performance indicators. It was identified in the survey that only one hotel chain adopts the three strategies simultaneously, one for each of its three different brands, the Slavieiro Hotel Chain. Thus, we conducted a case study in this hotel chain, using the content analysis to create strategy categories with the help of ATLAS.ti software. The starting point for analyzing the case was a theoretical model designed from the integration of Miles and Snow typology with the relational dynamic capabilities concept (Teece, Pisano and Shuen, 1997), and evolutionary fit as proposed by Helfat et. al (2009). According to analysis, not all relationships are capable of providing a reconfiguration effect on the hotel’s resource base, only those that have three characteristics: path dependence, learning and resource integration (Salvato and Vassolo, 2018). According to Schilke et. al. (2018), these three characteristics are what give dynamism to the relational capability, without one of them, the relationship is just a static and operant resource. The typology provides a strategic set of behaviors and choices that result in performance, however these behaviors and choices must be based on resources, which are developed and reconfigured by dynamic capabilities (Mandal, 2017). The performance is evaluated based on two dimensions, one external and one internal. To evaluate the external dimension the concept of competitive advantage is used, but to analyze the internal dimension three measures are used: cost, quality and growth. The relational dynamic capability associated with the strategic choice provide a better internal and external performance (Dyer et. al, 2018).

Keywords: hotel industry, strategic choice, relational dynamic capabilities, evolutionary fit

References


Technology/E-Business/Social Media
The Cinema as an Art Form: An Analysis of the Concept of ‘Sculpting in Time’

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Abstract

The Cinema is not merely a genre of art which consist a very long history like poem, art or drama. Though the drives and instincts of cinema represent an ancient picture, it was born in 1895 as a synthesized media with the high contribution of the technology. Famously the cinema is considered as the art of 20th century. It empowers that argument over the 21st century also not only as an art form but a tool of socio-political sense for organizing people to change the political consciousness of the society. This paper does not intend to investigate all the engraved qualities in the cinema but it considers the cinema as a form of art and some complex interpretation that cinema has been sculpted in time. The cinema is generally appeared consisting with the shots, frames and scenes. But Andre Tarkovski (1932-1986) a Russian film maker who has made his major creations in exile constituted that the fundamental unit of cinema is the time. The thesis which was formed revealing the correlations between the cinema and the time by Tarkovski is an advanced platform that the cinema is an art form. Because the comprehensive discussion furnished by this film academician prolifically says that people can read and realized the cinema which is made in “time” as a second reality. It is the same sense confers to people from a well-crafted art work. Because of Cinema and the art both mirror the human life themselves.

Keywords: art form, cinema, time, sculpting in time, Andre Tarkovsky
The Effects of Technological Innovation on Innovative Products in The Sports Industry

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Abstract

In this research, innovations in technological innovation of products used in the sports industry and has made contributions to the materials through the introduction of innovative ideas and practices in the sports industry in accordance with the momentum-saving technological developments intended to investigate the effects. This research is a study that using General Scan Model. General scan model as a method of data collection on the basis of the literature. According to the findings of research results of the sports industries products and materials are sport textiles, training materials, shoes and performance improvements and equipment in accordance with the technological innovation process of change with contributions from sports industry is on effect. As a result, the sports industry more and more began to find place in that area. The level of interest among people in the world are constantly developing and growing for sport industry, thanks to technological advances that have occurred in the present study, we aim to examine examples of these technological innovation advantages; increases the performances of athletes, sports has increased the quality of their products and that sports industry in economic terms in the world based on the fact that a large share technological innovation seriously the developments the sports industry in the world economy by providing a contribution to the market share rate of increase will be effective in getting.

Keywords: economics, sports industry, innovation
Understanding Post-Adoption Intention of Hospitality Information System Based on Software-as-a-Service (Saas)

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Abstract

The pervasive post-adoption intention of on-demand software-as-a-service (Hospitality SaaS) via the cloud computing based service has provided hospitality industry client's information and technology resources virtualization facilitations to rent and build functional service, like a point-of-sale (POS) and property management hospitality information system (PMS). Used Hospitality SaaS-based hospitality information system’s flexibility to encourage the usage continuance of Hospitality SaaS applications in the hospitality workplace is not enough. Hence, we draw on social capital theory in this study to examine the clients’ post-adoption intention with hospitality information system service features. And we use resource and technology facilitation conditions to complement structural capital as an indicator, as it is more suitable for assessing the software flexibility combination structures. The proposed model and hypotheses are largely supported by the empirical data from 216 staffs in the hotel and restaurant of the hospitality industry in Taiwan. We discuss theoretical and practical implications.

Keywords: facilitating conditions, social capital, post-adoption intention, hospitality information system, software-as-a-service
New Technologies Applied to Tourism 4.0

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Abstract

Today travel is no longer the same as before, we witness an unstoppable process of continuous technological development on which the future of tourism depends. Embarking on a journey, in some ways has never been so simple, however, for newcomers and therefore for all those who are not yet very familiar with the resources offered by the web or do not regularly use new technologies, new challenges are faced to face. The network is full of many opinions on places to visit, there are many guides on monuments, churches and even attractions to see that would never have been discovered without a search simply launched by a smartphone. Who would have thought to find advice online even on souvenirs to buy or products and typical local dishes to be tasted in places never thought if it were not for the suggestions we were not even looking for? In addition to the restaurants where to eat and the hotels where they are staying, unexpectedly, even the gift ideas come along with offers for weekends with low cost stays dedicated to relaxation and wellness. My research wants to unveil the dark sides and the most hidden possibilities derived from the application of artificial intelligence and everything related to information technology, devices and new equipment, in the field of tourism to clarify how our way of traveling is changing or could change both consciously and unconsciously. A systematic treatment and the effort to take stock of the situation will certainly be the crux to be unraveled to fully understand the historical passage towards which tourism demand extends: new forms of demand, at the level of experience, which find the focal point in the economy of entertainment.

Keywords: technologies, tourism, travel, device, digital