CAUTHE

Council for Australasian Tourism and Hospitality Education

CONFERENCE PROCEEDINGS

CAUTHE 2021 CONFERENCE ONLINE

TRANSFORMATIONS IN UNCERTAIN TIMES: FUTURE PERFECT IN TOURISM, HOSPITALITY AND EVENTS

9 - 12 FEBRUARY 2021

9-12 Feb CAUTHE 2021 CONFERENCE ONLINE

#CAUTHE2021

TRANSFORMATIONS IN UNCERTAIN TIMES: FUTURE PERFECT IN TOURISM, HOSPITALITY AND EVENTS

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This publication contains abstracts of the full research refereed papers, working papers and case studies from the CAUTHE 2021 Conference held online from 9-12 February 2021.

Papers are published as follows:
[FP] Full research papers which have been accepted after being subject to a double blind peer reviewing process.
[WP] Working papers which have been accepted after being subjected to a blind peer reviewing process.
[CS] Case study abstracts which have been accepted after being subject to a double blind peer reviewing process.
[A] Abstracts to the papers only (option for working papers only)

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Cover page designed by Penny Jose

#CAUTHE2021

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WELCOME FROM THE CONFERENCE CO-CHAIRS

Welcome to the CAUTHE 2021 Conference Online.

This conference is quite a special one, as this marks, after 32 years of face-to-face conferencing, our first ever online conference. The impact of COVID-19 has been devasting for many communities across the globe, and whilst CAUTHE has managed to escape the worst of that turmoil, we have had to go online as travel restrictions have been imposed both locally and nationally. However, we have seen and managed the digitisation of the CAUTHE conference not as a constraint and a forced necessity, but as an opportunity to exploit the features and affordances of modern technologies in order to enrich and revamp the nature, the reach and the impact of the conference. The conference program, content, speakers and activities do not only reflect the traditional face-to-face culture and nature of a CAUTHE conference, but they have also involved a greater number of researchers, industry leaders and experts from all over the globe and various institutions, providing professional development and mentorship opportunities to a greater number of the CAUTHE community membership.

We have also seen the CAUTHE 2021 conference online as part of a bigger long-term investment in the future of CAUTHE, helping it to build future capacity and tool to grow into the future. The current times require all organisations to change, update and upgrade their infrastructure, practices, visions and operations, and of course CAUTHE is not an exception from that.

We have to admit that this has been a steep learning curve for all of us. We had to achieve a lot within limited time and resources, we had to take risks, make plans and take actions with various scenarios, but we hope we have managed to deliver something of value and useful to the whole CAUTHE and international tourism community.

In this vein, we would like to acknowledge the tireless efforts and relentless enthusiasm of our organising committee, the volunteers, the track chairs and paper reviewers, and of course our PCO, Forum Group, and we learnt as we went. We believe that the learnings, the proceedings and the video-recordings of the CAUTHE 2021 conference online will constitute a collective CAUTHE memory showing to current and future tourism generations and CAUTHE members what we can all together achieve when commitment and passion to contribute to our community as well as collegiality and love to help each thrive over any other personal agendas and interests.

We have a truly diverse range of papers and expert panel sessions, not to mention our globally respected keynote! However, make sure you hang around at the end of each day to participate in our various online social activities. Apart from research, CAUTHE is also a social and human community. Stay online and use the conference tools to network, liaise and talk with existing and new colleagues that unfortunately due to COVID-19 restrictions you did not have the opportunity to see for long time. We hope the conference will be both intellectually stimulating and fun for all the delegates. We also hope that many lasting relationships will be renewed and formed over the course of the conference.

Stay and participate online by using the conference platform tools to co-create with us the CAUTHE2021 conference online. The conference theme *Transformations in Uncertain time: Future perfect in tourism, hospitality and events* could not be more apt. There has definitely been transformation in our approach to conferencing – we now look forward to a future perfect conference. Looking forward to e-meeting and speaking you online but also face-to-face after the online conference!

Professor Marianna Sigala
Dr Paul A Whitelaw
CAUTHE 2021 Conference Online Co-Chairs

REPORT FROM THE SCIENTIFIC COMMITTEE

The CAUTHE 2021 online conference aimed to advance current debates regarding transformations and future directions in the tourism, hospitality and events industries. To that end, the conference invited paper submissions aiming to share research findings and ideas and to stimulate discussions related to conference theme *Transformations in Uncertain Times: Future perfect in tourism, hospitality and events*. The conference welcomed submissions in the form of full research papers and working research papers. Given the diversity and multi-dimensional nature of transformation in our industries, the conference developed 15 different tracks to inspire and accommodate submissions dealing with a broad range of topics. Papers were welcomed with focus on one or more of the following conference tracks:

- Critical Approaches
- Destination Management, Development and Policy
- Education and Training
- Entrepreneurship and Innovation
- Ethics, Justice and Sustainability
- Events, Festivals and MICE
- Experiences Human Resource Management
- Information and Communication Technologies
- Risk, Crisis and Recovery
- Service Operations Management
- Special Interest Tourism
- Tourism Geographies and Tourism Economics
- Tourism Marketing and Consumer Behaviour
- Well-being

The response to the call for papers was outstanding and from an international scale, with 160 papers being initially submitted and 137 being presented at the conference. This was comprised of 13 full research papers and 125 working papers. Of the accepted papers, 119 are presented as oral presentation with the remaining 18 presented in a poster format as visual presentations.

The conference proceedings are comparable in quantity and quality with previous face-to-face (CAUTHE) conferences. The CAUTHE 2021 conference online has followed the same rigorous standards and double-blind peer review process to ensure the quality of the research papers. We also plan to develop and publish a special issue in the Journal of Hospitality and Tourism Management (JHTM) (the official journal of CAUTHE) based on selected conference papers. All selected papers will also need to be submitted and reviewed according to the quality standards and procedures of the journal. Finally, the CAUTHE 2021 conference proceedings include papers and presentations from many more international colleagues and researchers who traditionally could not travel to present at CAUTHE conferences. Overall, 37% (51) papers were contributed by international researchers outside Australia and New Zealand.

By going online, CAUTHE 2021 has really become a truly global event reaching and co-creating with a wider and more global research community. We would like to thank all the authors who have submitted their work, all the track chairs and the reviewers who undertook the sizable job of reviewing these papers.

We hope that you will enjoy reading the proceedings, be inspired for your future research as well as find useful instructional material for your teaching.

Professor Marianna Sigala
Chair of Scientific Committee
CAUTHE 2021 Conference Online

CONFERENCE THEME

Transformations in Uncertain Times: Future perfect in tourism, hospitality and events

The conference theme highly reflects the current tourism reality. The COVID-19 crisis requires everyone to survive and plan for the future by operating in unprecedent waters. Overcoming the crisis also reinforces the need to transform, reform, innovate and to build back better but during a prolong period of instability and a constant uncertainty of what the next new normal might be. COVID-19 is not only a disruptor of the wider tourism industry. It is primarily a transformational stressor, an intensifier magnifying pre-existing socio-cultural, environmental and economic tensions, an accelerator of change with many long lasting and transformational effects.

The tourism industry is not unfamiliar with crises and crisis recovery plans. However, the multi-dimensionality, the perplex and global scale of COVID-19 requires a much deeper and critical re-evaluation of past practices, values, plans and a re-set of a new vision, mindsets and priorities to re-start by building back better. The nature and the scale of the COVID-19 crisis (socio-cultural, economic, (geo)-political and not only biological) also means that an orchestrated response, future vision and strategy should be co-ordinated amongst many and various stakeholders: the private and public sector; at local, regional and international scale; from an economic, social, political and environmental perspective.

The CAUTHE 2021 online conference aims to advance current debates regarding transformations and future directions in the tourism, hospitality and events industries. To that end, the conference brings together tourism scholars, professionals and policymakers alike in order to collect and discuss current research findings and experts' knowledge, stimulate discussions and the exchange of ideas and visions about what a 'perfect' tourism future might be and how to plan and achieve it.

This conference proceedings compile all the papers presented at the CAUTHE 2021 conference online and aim to answer the conference's main questions:

- what transformations are taking place, should take place and/or are envisioned to build back better in tourism, hospitality and events; and
- what is, should be and/or how do people define a 'perfect' tourism future?

The compilation of the papers addresses these questions from multi-disciplinary perspectives, diversified methodological ways and philosophical approaches. They investigate and envision transformation from different lenses: at any ecosystem level (macro, meso-institutional, micro); from an international to a regional and local scale; across various tourism related industries (e.g. events, cruises, travel, hospitality); from various operational perspectives (e.g. finance, marketing, human resources, management, strategy); and across different tourism related stakeholders (i.e. governments, businesses and entrepreneurs, communities, organisations, employees and tourists, academia).

The papers aim to provide answers to some and many other related questions, such as:

- What is the degree, breadth and depth as well as direction of such transformations in tourism, hospitality and events?
- Does the restart of the (tourism and travel) economy indicate a 'next normal' that is different and better or worse than the past?
- What and how have tourism stakeholders learnt and how is this rethinking potentially reflected in their operations and strategies?
- How and what market transformations have been shaped by but also re-shaped the tourism related stakeholders?

- Were and are the tourism related stakeholders capable and willing to induce, manage and drive change?
- Are the tourism related industries ready to respond and compete in the 'new purpose economy'?
- To what extent have tourism related stakeholders recalibrated their priorities, values, strategic and operational social and economic practices?

We hope you enjoy reading and reflecting on the conference papers, and help us envision, debate, co-create and implement a FUTURE PERFECT FOR TOURISM, HOSPITALITY AND EVENTS.

ABOUT CAUTHE

CAUTHE began to form in the late 1980s and was officially established in Sydney on 19 June 1992. CAUTHE is comprised of Chapters covering the various higher education providers of bachelor degree level and above in Australia and New Zealand which are involved in the teaching, research and or administration of tourism, hospitality and/or events education. In addition to Chapter membership, CAUTHE offers Affiliate membership for those organisations interested in hospitality, tourism and/or events. Individuals are eligible for Associate or Student membership. Fellow membership is granted to people in recognition of enduring commitment in the field.

CAUTHE provides opportunities for networking with other academics who are interested in hospitality, tourism and events education and research through involvement in conferences, mid-year meetings, special interest groups and PhD Scholar, Early Career Researcher, Mid-Career Academic and other workshops. The annual conference has traditionally been organised by a host committee drawn from a single institution or a consortium of closely located institutions, for academics, students and industry. The first annual conference was held in 1993, with two conferences having been held prior to the formalisation of CAUTHE in 1988 and 1991.

CAUTHE's official journal, the Journal of Hospitality and Tourism Management, Editor-in-Chief, Professor Marianna Sigala, is published by Elsevier has a CiteScore: 4.7 and Impact Factor: 3.415.

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FULL PAPERS

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Assessing The Vulnerability Of Tourism In Caribbean Small Islands – A Review Of COVID-19 Impacts On Antigua And Barbuda

Therez B. Walker[1] and Kat Inyoung Yoo[2]

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Abstract

While the global impact of COVID-19 has been harsh on many, the impact has been severe, especially on destinations that rely heavily on tourism. Small Island Developing States (SIDS) are geographically isolated and resource-poor destinations where tourism has been the major foreign exchange income source. The decline in international tourist arrivals due to COVID-19, introduces challenges to the tourism industry, and impacts on the livelihoods of many SIDS communities. This paper, therefore, explores the impacts of the current global pandemic crisis on small island destinations. Especially, this research looks closely into challenges in Antigua and Barbuda, where tourism accounted for 42.7% of GDP and contributed 90.76% of total employment before COVID-19. By adopting the vulnerability framework, this research evaluates the socioeconomic vulnerability and resilience of the chosen destination. Findings suggest that future tourism development emphasis should be placed on socioeconomic realities and contemporary forces at play in Antigua and Barbuda to propel the sustainable tourism development agenda.

Keywords: vulnerability, tourism, COVID-19, resilience, SIDS

[FP]

Introduction

On March 11 2020, The World Health Organization (WHO) declared COVID-19 a pandemic. Since then, the world appears to have been paused as borders across the globe announce restrictions to prevent the spread of the virus. It's been eight months since, and as of November 11 2020, the number of confirmed cases reached to over 63.9 million and 1.3 million people have died globally. Still, many nations are struggling to contain the spread of the virus (WHO, 2020) and its economic impacts. COVID-19 pandemic is unprecedented due to the fact that it has impacted both health systems and financial systems of the world concurrently, with stealth and speed across all industries. Given this, COVID-19 is continuing to have an adverse effect on the global tourism industry due to the restrictions imposed on international travels, closed borders and strict lockdowns to curb the spread of the virus. According to predictions by the World Travel and Tourism Council [WTTC], (2020a), global international arrivals will suffer a sharp decline of 73% and 64% for domestic visitor arrivals. This impact of prolonged travel restrictions could wipe out $5,543 billion from the sector's contribution to global Gross Domestic Product (GDP), which is equating to a 62% drop compared to 2019. Previous viral epidemic crisis such as SARS and MERS took up to 19 months to recover to previous visitor arrival numbers at a destination (Coke-Hamilton, 2020). However, the recovery from the COVID-19 pandemic is unprecedented (Gössling et al., 2020); thus, it is expected to take more prolonged recovery time compared to the previous crises.

The impact of the current crisis has made the destinations which rely heavily on international tourism such as SIDS, extremely volatile, because of their embedded vulnerability from being geographically isolated destinations in addition to lack of economic diversification. In previous years, SIDS have been prone to disasters, and these vulnerabilities to disasters occur both naturally and otherwise. Essentially, small island destinations have been exposed to various external shocks such as natural disasters, climate change and global economic crisis (Becken et al., 2014; Hyman, 2014; Pelling & Uitto, 2015). The outbreak of COVID-19 has been unlike any other global shock SIDS have experienced, and it has created greater challenges to small island destinations. It almost ceased all economic activities in these islands, since tourism is the main source of income for many SIDS. In the Caribbean, travel and tourism is expected to decline by 60-70 % from April through to December 2020, compared to figures from the previous year (Tilleray & Gill, 2020). Besides, SIDS in other parts of the world such as Maldives and Seychelles are expecting to have a minimum of 17%, and 16% decline in GDP respectively. The COVID-19 impacts will result in numerous challenges for small island destinations.

According to recently published United Nations [UN] reports, the COVID-19 impacts have disrupted the lives and livelihoods of SIDS communities, and this has translated into lost income for many. This is mainly the case for particular groups in societies, as they have become even more vulnerable considering the crisis brought on by the COVID-19 pandemic. According to UN report, while half of the residents in Barbados have experienced a job loss or salary reductions due to the current pandemic crisis, the impacts are more visible within daily/casual workers, younger people (aged 19-25) and female workers (UN, 2020). If the current situation continues, the worst-case scenario could record 20 million jobs losses in the Caribbean alone. Furthermore, Maldives reported that the current situation impacted mostly on tourism employment, particularly for migrant and young contact workers in the tourism industry, and this group is estimated to be the most prominent victims of unemployment (Ministry of Economic Development [MED], 2020). Small island destinations have been exceedingly vulnerable to external shocks that were mostly contributed by their unique geographic characteristics.

However, Becken, Mahon, Rennie and Shakeela (2014) highlighted that human factors have also influenced the extent and magnitude of these shocks such as a small human resource base, limited human capacity and small internal market (Becken et al., 2014; Calgaro et al., 2014). SIDS has been most vulnerable to external shocks because of its embedded vulnerability due to its geographical location, but also lack of knowledge and preparation, as well as limited capacity to manage the damages. This paper, therefore, attempts to assess vulnerability of small island destinations to COVID-19. This paper especially selected Antigua and Barbuda as a case study to comprehend the COVID-19 impacts and adaptive systems needed due to the current challenges. In this investigation, adaptability refers to the ability of the system to learn, remain flexible (adapt), and self-organize in an effort to, generate more appropriate responses to challenges and crisis situations (Schianetz & Kavanagh, 2008). The case study of Antigua and Barbuda illustrates the need for a new approach to tourism in tourism dependent small islands. This investigation provides a conceptual analysis that is useful in examining how these vulnerable economies are impacted by a global decline in travel and tourism. It adds to the current discourse on vulnerability and resilience with an emphasis on small islands, and it identifies a new direction for future research, into how adaptive systems and crises recovery strategies when aligned can

improve the resilience of these vulnerable destinations. The vulnerability framework is adopted to assess the socioeconomic vulnerability of tourism in Antigua and Barbuda (Turner et al., 2003).

Vulnerability and Resilience

Socioeconomic resilience has been gaining importance in recent years due to periods of social and economic global crisis (Mancini et al., 2012). Furthermore, resilience has now become a theoretical reference point in the science of complex adaptive systems and risk management (Walker & Cooper, 2011). Although resilience research is rooted in engineering and ecology, insights from resilience began to be applied to other systems and across disciplines in the early 2000s (Berbés-Blázquez & Scott, 2017). The term resilience has been defined in a number of ways by various researchers (Adger, 2000; Norris et al., 2008; Magis, 2010), and in contemporary literature, resilience is often used as a framework for crisis management. The response and preparedness of the tourism industry to the crisis has gained the interest of scholars (Hall, 2010), and destination should be aware of how external shocks affect the socioeconomic environment. Ultimately, the impacts of crisis can be mitigated to ensure long-term recovery and from a practical standpoint, Scott et al., (2008), view crisis recovery from a systems perspective where destinations are networks of stakeholders that can be reconfigured into more efficient structures following a crisis.

There are competing notions and definitions of resilience, yet a consistent focus of these definitions is the need for an adaptive capacity of a system in the face of change (Berkes & Ross, 2013). Where social science is concerned, socioeconomic resilience is the ability of an economy to maintain a pre-existing state in the presence of some kinds of exogenous shock (Mancini et al., 2012). Therefore, it is important to examine the extent to which Caribbean SIDS economies such as Antigua and Barbuda can return to its previous level of growth, employment and other factors after experiencing the shock related to the COVID-19 pandemic. Walker & Salt (2006) notes that resilience from an island perspective also needs to take the resilience of communities into account, and from a socioeconomic assessment, Goodwin (2017) describes challenges that businesses and communities in tourism destinations face when economic conditions reduce spending power or events prevent travel. It becomes imperative that SIDS focus on empowering communities to become self-sufficient and put better systems in place for times of crisis (Walker & Lee, 2019). Researchers have concluded that an economy would be resilient to the extent that its social structure can remain stable or make a rapid transition, without being thrown off of its growth path (Mancini et al., 2012). Therefore, by examining the economic performance of a region over a time period, combined with conceptualizing and measuring socioeconomic resilience, it becomes possible to determine resilient and non-resilient economies in principle.

The resilience of SIDS and the Caribbean in particular

Tourism vulnerability and resilience are closely related and coexist in the same households, communities and economies (Calgaro et al., 2014; Becken & Khazai, 2014). While vulnerability as a measure of susceptibility is indicative of the extent of exposure or the degree to which the shock impacts on society, resilience is the coping ability or the degree to which an entity can effectively react to or mitigate the effects of the shock (Alberts & Baldacchino, 2017). Furthermore, Adger (2000) defines social resilience as the ability of communities to withstand external shocks. This paper agrees with Calgaro & Lloyd (2008) that an understanding of the root causes of destination vulnerability is important to realize recovery strategies and formulate long term resilience against future shocks. Resilience, therefore, contributes to and serves as an indicator of sustainability, as

it allows a system to have a future and allows for a better understanding of the interconnectedness of these systems (Strunz, 2012; Hall et al., 2017).

The COVID-19 pandemic and simultaneous restrictions on travel, physical distancing, restrictions of gatherings have created a need for Caribbean SIDS to place greater attention on the role that crisis events play on island economies, as well as the urgency for action on sustainable tourism development. The issue of sustainability (economy, equity, environment), and tourism introduces policy dilemmas, and some scholars see tourism's role in sustainable development as a complex one that highlights contradictions (Hall et al., 2013).

SIDS face challenges to sustainable development relating to small size, limited resources, vulnerabilities to natural disasters, external shocks and dependence on international trade. SIDS share common characteristics and face a unique set of challenges, such as vulnerabilities to climate change and natural disasters due to their small size and remote location (United Nations [UN], 2016). Scheyvens and Momsen (2008) concluded that the vulnerability and overly emphasized dependence on tourism of SIDS had been the contributing factors of SIDS non-resilience economy; this is highlighted in other literature on SIDS too. Yet, it is necessary to highlight some of the events that SIDS faced over recent years since previous global events and natural disasters have exposed vulnerabilities for Caribbean SIDS. While tourism research on the crisis has mainly focused on the economic and financial crisis (Hall, 2010), the Caribbean is the most vulnerable region to disasters globally and in terms of economic impact, an active hurricane season can cause immense damage to a country depending on the size and intensity of the hurricane. Damages to GDP have been recorded as high as 365% of a single islands GDP as was the case of St. Lucia is 1988 with hurricane Gilbert, while Antigua and Barbuda suffered a 61% damage to GDP in 1995 with the passing of Hurricane Luis, and Grenada recorded a 203% damage to GDP in 2004 after hurricane Ivan (Santos-Paulino, 2011).

The Caribbean region has also registered the slowest recovery of lost arrivals post-crisis, using the September 11 terrorist attacks in the USA as a case study where it took 42 months to return to previous figures. Nonetheless, the economic slowdown from the COVID-19 pandemic represents the worst showing for international tourism since 1950 and puts an abrupt end to a ten-year period of sustained growth since the 2009 financial crisis. The most recent natural disasters (hurricanes) in 2017 made Barbuda uninhabitable according to a Post Disaster Needs Assessment (2017), and this resulted in the closure of many damaged hotels in Antigua as well. Most recently, in 2019, the Bahamas was also affected by a category five hurricane with winds reaching 185mph (298km/h). It matched the highest ever wind speed recorded at landfall, and stayed over affected areas for days, making the island of Great Abaco uninhabitable (BBC, 2019). These experiences suggest that the Caribbean has the ability to adapt and recover from crisis situations, thereby exemplifying a level of resilience. Over recent years, islands across the Caribbean have recovered from economic downturns, natural disasters, as well as, recent climate change-related events such as seasonal sargassum influx. Yet, Caribbean policymakers (which includes government and other government appointed committees), are at a crucial phase where they need to reflect and remain flexible to assess the COVID-19 situation as it unfolds to respond to the crisis, craft strategic policies, monitor the effective implementation of these policies and prepare to remain flexible in an attempt to manage the uncertainty of COVID-19 until and if a vaccine is made available.

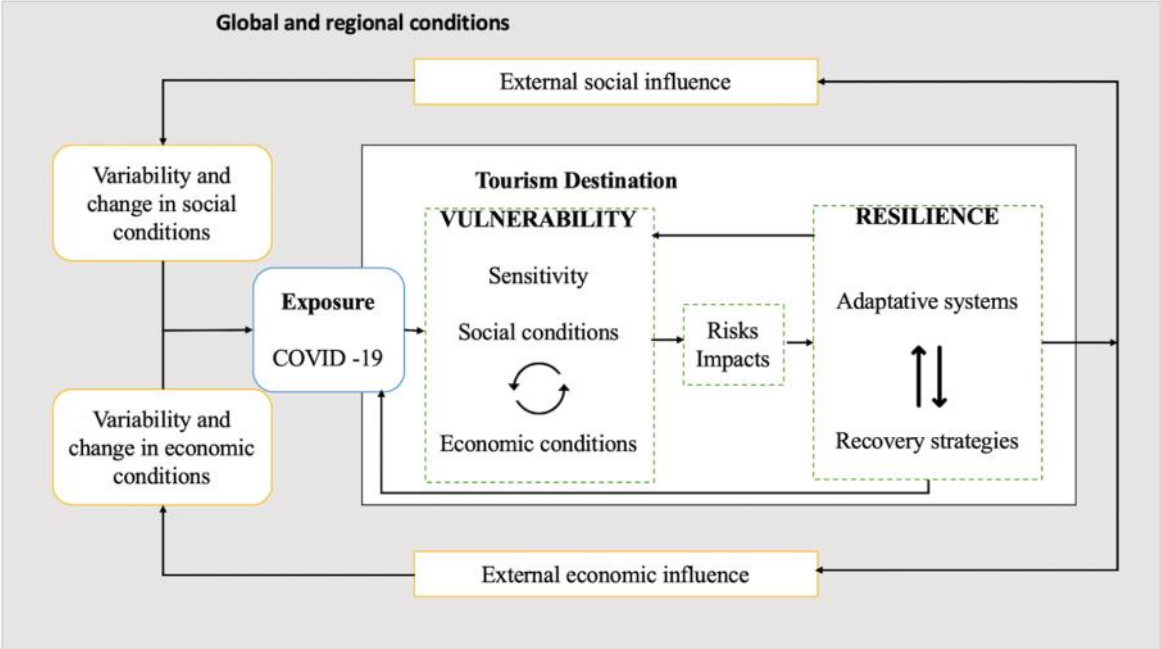

Figure 1. The tourism COVID-19 vulnerability framework modified for this study
Source: *Adapted from Calgaro & Lloyd (2008); Becken, Mahon, Rennie & Shakeela (2014)*

COVID-19 response in Antigua and Barbuda

The COVID-19 pandemic has resulted in varied responses across the globe, and this included travel and border restrictions. Policymakers in Antigua and Barbuda also implemented border restrictions to limit the spread of coronavirus (COVID-19). In March of 2020, there was an abrupt end of the tourism season in Antigua and Barbuda, and by April, large gatherings were prohibited and residents were asked to stay at home during a 24-hour lockdown. May 2020 saw a gentle easing of restrictions with an intent to stimulate the domestic economy, and in June, Antigua and Barbuda was ready to welcome international commercial flights. Commercial flights here refer to passenger travel since air freight/ cargo were never suspended in the case of Antigua and Barbuda. However, it was on March 26, 2020, that the country closed its international airport from all commercial passenger flights after the country recorded its first imported case of COVID-19 on March 13, 2020 (Government of Antigua and Barbuda [GoAB], 2020). The passenger arrived in Antigua and Barbuda on March 10 from the United Kingdom (UK), and the subsequent border closure thereby ended the possibility of flights from the country's main tourism source markets, being the United States of American (USA) and the UK. Prior to this, several cruise vessels with suspected cases of COVID-19 onboard, were permitted from docking at the seaports of Antigua and Barbuda due to measures being taken to contain the pandemic with priority being the health and safety of residents and those who are employed in the tourism industry. This was unfortunate since Antigua and Barbuda have received a considerable increase in cruise arrivals over the last decade, and any change in tourism arrivals could have a drastic effect on livelihoods. Many employed in the tourism and hospitality industry, such as tour operators, taxi drivers, souvenir vendors, restaurant owners, museum operators, and people who work at historical sites, rely on cruise ship passengers for income generation. Additionally, the country officially closed its borders to yachts, pleasure crafts and inbound ferries on March 28, 2020.

Table 1. Key dates in Antigua and Barbuda's COVID-19 response

Date (2020)	Announcement
January 31	Travel advisory – restrictions for travelers from the People's Republic of China
March 12	Travel advisory – restrictions for recent travelers from select destinations
March 13	1st recorded COVID-19 case
March 16	Educational institutions closed
March 19	Off-season yacht tourism events cancelled
March 26	Air space closed from commercial traffic
March 28	State of emergency declared - domestic curfew and essential services defined
March 28	Borders closed to inbound yachts
April 2	State of emergency revised - 24-hour curfew imposed
June 1	Re-opening of air and seaports for commercial travel; re-opening of hotels
June 4	First commercial flight commencing tourism

Several local measures were also put in place, and the total number of confirmed cases at the time of writing this article was very low for Antigua and Barbuda. Some of these measures included the globally directed guidelines recommended by the World Health Organization [WHO] and the Pan American Health Organization (PAHO), such as physical distancing. However in Antigua and Barbuda, legislation was put in place to ensure that face masks were worn in public, beaches were closed to the public, persons under the age of 18 were not allowed to leave home without being accompanied by an adult, exercise outdoors was strictly prohibited as well as social gatherings. Persons found in violations of these orders were arrested for six months or ordered to pay a fine. As the number of recorded COVID-19 cases were brought under control, the government gradually eased these restrictions, particularly throughout May 2020, and announced the re-opening of the domestic economy followed by commercial travel. Prior to the border re-opening on June 1, Antigua and Barbuda recorded 26 confirmed cases of COVID-19 and three related deaths. On June 24 after the border re-opened, Antigua and Barbuda recorded an additional 39 cases of COVID-19, and on June 29 the number of imported cases continue to increase for those returning on commercial flights, as well as those who travelled on private aircraft. The confirmed numbers also included hotel employees and prompted tourism officials to review entry protocols.

Policymakers and industry stakeholders in Antigua and Barbuda, as well as the wider Caribbean, have deliberated on the most feasible safety measures that needs to be implemented for the re-opening of the tourism sector amidst COVID-19. As borders closed in Antigua and Barbuda, and physical distancing measures were put in place, visitors who were still in Antigua and Barbuda during the shutdown phase, were repatriated to their respected country of origin. During this time, the country witnessed many hotels closures, and their employees were either furloughed or made redundant. With the absence of unemployment benefits in Antigua and Barbuda, tourism and hospitality employees unexpectedly entered poverty and became uncertain about the future of tourism. It is for this reason, that policymakers in Antigua and Barbuda concluded that restarting the tourism industry was necessary for economic survival.

Study methods

The current study aims to investigate the socioeconomic vulnerabilities of tourism in small, tourism dependent island economies, amid the COVID-19 pandemic.

The study utilizes a case study of Antigua and Barbuda to examine impacts to the destination and is explorative in nature. This study responds to current tourism industry constraints, where there

is limited understanding when it comes to vulnerability and resilience of island economies when global travel and tourism is severely impacted due to the COVID-19 pandemic. Using exploratory research, the present study employs a qualitative methodology to explore the impacts. Data collection was performed mainly through content analysis and utilized two main approaches: secondary data collection and researcher observation in Antigua and Barbuda.

First, secondary data was collected from articles, reports, press releases and newspapers. Other secondary sources such as online news and articles were also collected. Additionally, observatory research was also carried out, and one of the researchers visited the case study destination (Antigua and Barbuda), to observe and gather the necessary documents directly from the site for further investigation. The researchers also followed various social media sites related to Antigua and Barbuda tourism, and received daily updates on the socio-economic situation in the country through various media. These research methods (secondary data collection and onsite observations) were conducted to find the past and current impacts that influence the vulnerability of the destination. The results from this served as an input into understanding the role that external influences as well as, changes in the socio-economic conditions, play in the destinations' vulnerability amidst the COVID-19 pandemic. Data were coded through thematic coding analyses, where emerging issues were identified from the study, and forms the basis for the framework identified in Figure 1.

Adaptive systems and recovery strategies

The heavy reliance on tourism as a priority contributor to the GDP of Caribbean islands could further exacerbate the region's vulnerability in the COVID-19 crisis. This is even as countries across the globe recognize that new approaches are necessary for travel and tourism post-COVID-19. The industry will need to adapt, and policy responses need to be innovative, to match the dynamic nature of the industry. An effective recovery approach will be characterized by greater flexibility from stakeholders across the travel and tourism value chain, and this will be paramount for the viability of tourism businesses, particularly (Micro, small and medium sized businesses) MSMEs. This coupled with long term strategies, the use of technology for digital transformation, new approaches to work, as well as resilience planning, are some of the key areas that need to be addressed by tourism officials in Antigua and Barbuda. Planning as well as strategy formulation should take previous disaster management situations into account according to Ritchie (2004), although the remote factors that can potentially affect tourism resilience calls for planning despite beyond the control of any government or industry (Buultjens et al., 2017).

Antigua and Barbuda has indeed exhibited some level of resilience in the face of previous crises, where individuals and tourism businesses have remained flexible in an effort to aid in a quick recovery. However, the COVID-19 pandemic is unlike any other previous crisis that Antigua and Barbuda has experienced, and the unprecedented socioeconomic impacts of COVID-19, will mean that Caribbean small islands will need to address tourism development differently. Approaches to travel and tourism pre-COVID-19 will need to be redefined for post-COVID-19. Furthermore, history has shown that the demand for travel and Caribbean tourism has been sensitive to shocks from key source countries. Therefore, tourism officials in the Caribbean may benefit from adopting strategies that help to diversify source markets, and attract visitors from emerging markets in close proximity, such as Latin America and the wider Caribbean.

In the case of Antigua and Barbuda, while strategies to diversify the economy, as well as source markets, will allow for continued economic activity in crisis situations, Dahles (2018) highlights three main strategies of resilience (survival, adaptation and innovation), and concludes that resilient businesses should be able to diversify within and across sectors during a crisis and be able to reinvent themselves as needed. In the case of Antigua and Barbuda, lives and livelihoods are severely impacted in times of crisis due to high unemployment. It may, therefore, be beneficial for increased focused be placed on adaptive measures such as offering new products and services that are attractive to the domestic population, alongside introducing innovative initiatives where new businesses attend to the non-tourism sector as well.

While the WHO has stressed the importance of continued physical distancing, policymakers in Antigua and Barbuda view border re-openings and re-engagement with the international community as necessary to advance national and global recovery. Based on the heavy dependence for tourist flows, if borders remained closed, Antigua and Barbuda could face high unemployment that would result in overwhelming poverty and economic instability with no other industry or commerce to sustain itself. The vulnerabilities of island economies and the recommendations of the WHO for this highly infectious coronavirus introduces a new reality of resilience planning for SIDS. The dynamic nature of these elements in the constantly changing environment not only requires the conceptual analysis of the system, but resilience planning becomes crucial, and the COVID-19 crisis demands practical applications that are adaptive to these dynamically changing circumstances.

Conclusion

Antigua and Barbuda is one of the most tourism-dependent countries in the Caribbean region and should address wider concerns as it relates to stabilizing the economy; however, this takes long term strategic planning and putting the appropriate institutions in place. As the literature has identified, part of this long-term strategy should also address reducing the exposure to shocks, from an economic, social and environmental perspective. Achieving sustainable development is a complex task for SIDS such as Antigua and Barbuda, but one of the key prerequisites is being able to understand the factors that can either hinder or progress the overall agenda. It is, therefore, necessary to address the vulnerabilities, challenges and resilience while addressing sustainable tourism development for Antigua and Barbuda as they intertwine with each other, and the contents of this paper have introduced practical implications for tourism policy and planning.

Antigua became the first Caribbean country to re-open its borders to commercial travel, after COVID-19 related border closures and there are a few points to take away from the recovery approach of Antigua and Barbuda. It is important to understand the importance of travel and tourism to the socioeconomic landscape of Antigua and Barbuda. Then evaluate how the industry may seek to survive and thrive beyond the COVID-19 crisis, given that travel and tourism will remain a mainstay for island economies in the Caribbean due to several limitations. It is therefore vital that countries such as Antigua and Barbuda learn from the vulnerabilities that were exposed during the COVID-19 crisis, and formulate tourism policy and planning strategies that will drive recovery, re-balance economies with a focus on the future of travel and tourism. Current developments in Antigua and Barbuda have highlighted impacts of tourism dependence, and the need for realigning tourism policy and planning to sustainable tourism, and address how the balance of power can shift from external factors, thus reducing vulnerabilities of the local

economy. Emphasis should be placed on socioeconomic realities and contemporary forces at play in Antigua and Barbuda to propel the sustainable tourism development agenda. This has a further-reaching ability to influence other Caribbean and SIDS destinations, as a positive approach to development that seeks to minimize the negative impacts of the industry and maximize output from local resources.

Indeed, the COVID-19 pandemic is unprecedented, and there is limited data regarding socioeconomic impacts at this time. Additionally, the relationship between the vulnerability of small island destinations and socioeconomic impacts are more complex than the literature has recognized. Additional research will help to clarify the relationship that various elements can play in facilitating resilience for small island economies, with a model that is useful in interpreting the results of more focused research on Antigua and Barbuda. To overcome the knowledge gaps, primary data is necessary because while this analysis has focused on rationales for adaptive systems to minimize the impacts on the COVID-19 pandemic on the travel and tourism industry in Caribbean SIDS, a more detailed assessment as the COVID-19 response unfolds is necessary. Additionally, there is scope for research on how the COVID-19 pandemic has affected other SIDS to access how vulnerability and the COVID-19 pandemic interact in other geographical locations. It is only after primary data collection, that further insights into how the attitudes of various actors, local attributes, market forces, and public policy decisions, can give a deeper understanding of the vulnerabilities and challenges in the face of infectious diseases on travel and tourism. More specifically, further research could help to highlight mechanisms in minimizing the negative effects and maximize the positive outcome for the overall benefit and goodwill of stakeholders in SIDS that rely on travel and tourism for their lives and livelihoods.

The views of the travel and tourism target market can also give valuable insight into the demand for travel to islands in light of the pandemic. Ultimately, while challenges are expected, further research can try to ascertain the positive and negative factors in creating more adaptive systems and recovery strategies for the stability of the local economy and sustainable tourism development in Antigua and Barbuda as well as, other SIDS. Therefore, by collecting valuable data, the question will focus on what will be the most effective way of promoting self-sufficiency and diversification for the long- term sustainability of travel and tourism in small island destinations.

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Creating Tourism Marketing Strategies Through GIS: A Roadmap From Conceptual Framework To Implementation

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Abstract

In this study, it is aimed to develop a customized and easy-to-use marketing strategy decision support tool for tourism planning and marketing through geographical information systems (GIS). Mixed method design was used in the research. In the analysis of the data, firstly the tourism resources of the province were examined, and all tourism resources and attributes were transferred to the GIS. Surveys and interviews were used to determine the evaluations of local and foreign tourists. Exploratory factor analysis was used in the analysis of quantitative data, and content analysis was used in the analysis of qualitative data. As a result of the analysis, the tourism resources and potential attractions of Eskişehir province are divided into six regions to be used in a sustainable way. SWOT analysis was conducted for each region and province in general. Using the results of SWOT analysis, marketing strategies goals and strategies for each region were determined.

Keywords: tourist profile, tourism resources, geographic information systems, tourism marketing strategy, Eskisehir

[FP]

1. Introduction

Since tourism is a phenomenon that takes place in a space, it includes both the attributes of the place and the people and activities in the space, thus the entire geographical view. While physical geography forms the basis of touristic centers, human geography provides an understanding of the social and economic relations of tourism opportunities and activities (Günay Aktaş, 2019). A perception or a sense associated with a place is a driving force for the development of tourism in most instances. It is important why some places have a special meaning for certain people as they are the driving force of tourism. Places with strong meaning are more attractive than other places. Such places have strong identity and attribution felt by both residents and visitors. Tourism requires the travel from a place to another place that is perceived as attracting and that is associated with a strong meaning. For a place to gain a strong meaning, its uniqueness must be highlighted. Places and geographical landscapes that are not ascribed to a meaning are ordinary spaces having no special relations (Lew, Hall, & Timothy, 2008). Geographical landscape, with its destination image it affects, provides physical and human assets for tourism development. It is also capable of shaping the created tourism geographical landscape, natural geographical landscape, and inclusive tourism resources. This close relationship between the geographical landscape and the tourism resources provides a reliable conceptual basis for further studies on the determination of marketing strategies.

Decision making in tourism development and planning becomes increasingly complex as organizations and communities have to accept the competing economic, social and environmental demands of sustainable development (Bahaire, & Elliott-White, 1999). In order to

create sustainable tourism development, tourism strategies should be market-oriented, in other words, tourist demand-oriented and product-oriented, that is, based on the tourism resources of the destination (Stokes, 2008). The spatial analytics and visualization capabilities of Geographic Information Systems (GIS) allow analysis and visualization of past or current trends that are likely to provide useful spatial decision support in tourism planning and management (McAdam, 1999). GIS is a powerful tool allowing a better decision-making process, providing integrated tourist information in tourism development and therefore developing destination marketing strategies (Albuquerque, Costa, & Martins, 2018) and facilitates the integration of tourism resources to a common platform. Thus, integrated tourism management based on spatial centralities contributes to the effective management of dispersed tourism resources and to the development of associations between resources (Lee, Choi, Yoo, & Oh, 2013). At the same time, the market profile of local, regional, and national visitors can assist making smarter management and marketing decisions towards any tourism destination (Supak, Brothers, Bohnenstiehl, & Devine, 2015). Therefore, determining the tourist profile that shows trends for tourism resources and analyzing these tourism resources in GIS may be beneficial in developing integrated marketing strategies. Based on this idea, the aim of this study is to develop a customized and easy-to-use decision support tool for marketing strategy in tourism planning and marketing through GIS. To achieve this, answers are sought to the following questions:

1. What are the tourism resources of Eskişehir province?
2. What are the evaluations of local and foreign tourists who come to Eskişehir?
3. What are the potential tourism markets of Eskişehir province?
4. What is the consistency between the tourism resources of Eskişehir province and the travel trends of tourists?

2. Study Area

Eskişehir is located in a position between 39˚06'-40˚09' north latitudes and 29˚59'-32˚04' east longitudes (Figure 1). Its population is about 887,475. Although most of the lands of the province are in the Central Anatolia Region, they also have lands in the Black Sea, Aegean and Marmara regions. The land has heights varying between 182 and 1819 meters. In this way, various unique climates, plants and living areas have been developed in Eskişehir.

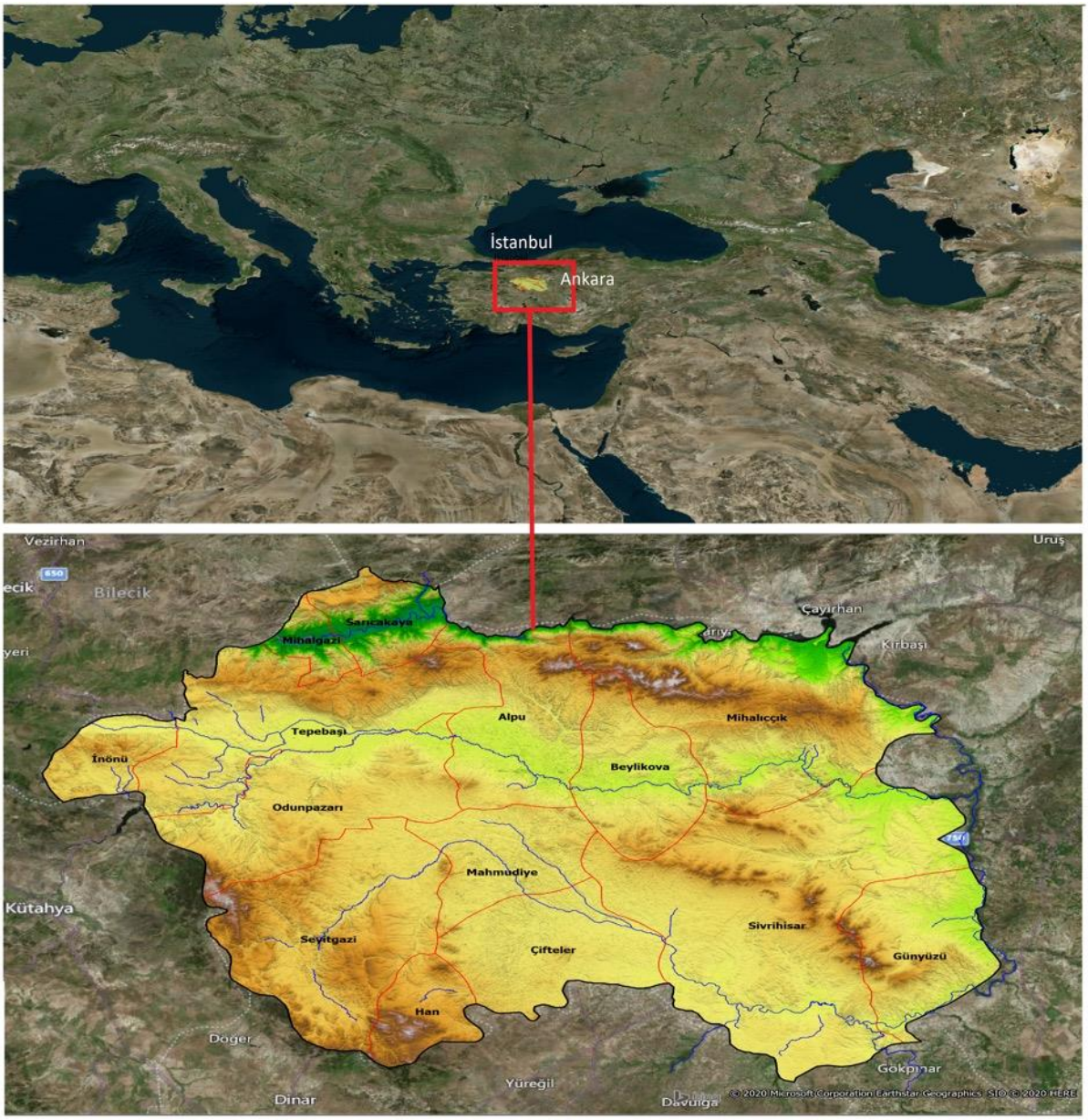

Figure 1. Eskişehir's location

Eskişehir has an important geography under the cultural diversity created by having hosted many civilizations from the earliest ages of history to the present. It can be said that the diversity in geographical features positively affects tourism due to the proximity of the province to other geographical regions. Since there are three universities in the city, it looks like a student city.

3. Methods

In the research, a complementary and expansive mixed pattern was used to achieve rich and detailed information by collecting data from different aspects. In this study, the complementary mixed method was used both to reveal the situations where there were overlays and to make the events rich and detailed by measuring them from different aspects. In the expansive mixed method, it was aimed to expand the scope of the study by using different methods for different components of the research. In other words, it was intended to expand the boundaries of the research by using different research methods to examine separate cases (Giannakaki, 2005).

3.1 Data Collection

In the quantitative part of the research, the spatial distribution of tourism resources was determined. For this purpose, the following details were collected from secondary sources (see Table 1).

Table 1. Secondary Sources Utilized

• Location, climate, mountains, caves, canyons, rivers, waterfalls, hot waters, forests, areas with protection status, biodiversity areas, monumental trees were identified within the scope of natural tourism resources.
• Historical tourism resources were examined both in terms of prehistoric times, Phrygians, Hellenistic, Roman, Byzantine, Seljuk, Ottoman and Republic periods, as well as mounds, sites and artifacts.
• Faith-based tourism resources were evaluated both according to their use and religion.
• Folk dances, folk songs, clothes and handicrafts, local foods were examined by villages.
• Hot springs, medical tourism, third-age and disabled tourism opportunities were identified.
• The areas used for battlefield tourism and sports tourism were determined.
• Data on museums, cinemas, culture and congress centers, theater and concert halls, social facilities, zoo, promenade/picnic areas, city parks, bus terminals and car parks with urban tourism attractions were also compiled.

In order to determine the evaluations of local and foreign tourists, data were collected from local tourists through questionnaires. In this section, local tourist profile, travel behavior, travel areas, travel activities and travel preferences were determined. The sample size was found to be 384 with 0.05 sampling error (Krejcie, & Morgan, 1970). Purposeful sampling method was used. Hence, nearly half of the required sample size was obtained from tourists coming through tours, and the rest was collected online. Questionnaires were conducted for eight months. 715 questionnaires were obtained in the research. Invalid questionnaires were canceled and the opinions of 685 participants were then evaluated.

The questionnaires prepared for foreign tourists were distributed to hotels, but no feedback could be received. Therefore, data richness was ensured in the qualitative analysis of foreign tourists and thus the validity and reliability of the study was increased. In order to provide the richness of data, the travel diaries of 8 Korean travel writers who visited Eskişehir and the evaluations of 78 followers who commented on the blogs of travel writers were evaluated within the scope of the study. In addition to these data, the opinions of 128 foreign tourists who made comments about Eskişehir province on tripadvisor.com in 2019 were also included in the scope of the research. For

both local and foreign tourists, the data saturation was reached after 10 people, however it was deemed appropriate to interview more people for reliability. Purposeful sampling method was used in sample selection. It is intended to include in the sample the local tourists of all genders and age groups and who also visited the sub-provinces. As for foreign tourists, the sample was tried to be made with people of all genders, all age groups, and people from different countries and who also visited sub-provinces. Some of the interviews were carried out one-on-one in hotels where tourists stayed. Some of the interviews were transformed into open-ended questionnaires and sent to the e-mail addresses of the tourists and feedback was received.

In order to determine the potential tourism markets of Eskişehir, the tourism markets of the countries selected from regions with different travel distances, different travel motivations and different cultural structures were examined in detail based on the international literature. The criteria used in the selection of countries are as follows:

- Countries which are among the rising markets of tourism
- Countries which are among the countries that send the most tourists to Turkey
- Countries where direct airline transportation to Eskişehir can be provided in a sustainable manner
- Countries that need to spurt to increase Turkey's share and are among the unsaturated markets that will reduce the risk of market dependency.

3.2 Data Analysis

The locations and attributes of tourism resources were transferred to the GIS database. For each tourism resource, one layer was created. The final map of the tourism resources of the province was achieved upon overlaying of all tourism resources. MapInfo was employed as GIS software. A symbol was used for each tourism resource and this was shown as a spatial object, and information about the tourism resource was explained in the database. Thus, a tourism resources information system has been established, beyond a database that can be questioned and analyzed.

In order to determine the evaluations of domestic and foreign tourists, the data collected from local tourists through questionnaires were analyzed using the SPSS statistical package program. The data were evaluated by frequency, percentage and exploratory factor analysis. For the analysis of the qualitative data, Maxqda software was employed. On the other hand, content analysis was conducted in the evaluation of the qualitative data collected within the scope of the research. An inductive content analysis was conducted by classifying a qualified textual data into similar groups or conceptual categories to identify consistent patterns and relationships between variables or themes (Julien, 2008). In this study, the reliability and validity strategies of the qualitative data proposed by Creswell (2009) were employed.

- The breakdowns of all deciphered data were checked.
- The codes were checked over and over again by the researchers and the coordinator.
- The themes and sub-themes obtained were checked by the researchers and the coordinator.

- While obtaining foreign tourist opinions for which quantitative data is not available, the data source has been diversified and triangulated.
- Care has been taken to ensure that the codes obtained in the research are detailed.
- The negative information obtained in the study was also presented.

In order to determine the consistency between tourism resources and tourists' travel trends, the data related to the first three questions of the study were analyzed by overlay analysis. Tourism resources and potential attractions of Eskişehir province are divided into 6 regions based on their functions, usability, differences and uniqueness. The attractions of each sub-region for potential tourism markets have been tabulated and mapped.

Based on the findings of the four questions of the research, a SWOT analysis was conducted for both the province and each tourism sub-region. Using the results of the SWOT analysis, marketing strategies as well as the actions for each strategy were determined.

4. Findings

In this section, findings related to the questions of the research are emphasized.

4.1 Spatial Analysis of the Tourism Resources of Eskişehir Province

In this study, tourism resources were determined by two classifications as natural resources and human resources. After the mapping of natural tourism resources, the province has also been evaluated in terms of geotourism and ecotourism. The natural tourism resources of the province are shown in Figure 2. When the natural tourism resources are examined, it is understood that the north of the province has medium-height mountains, Black Sea transition climate and coniferous forests, and it has ecotourism potential due to its rich resources in terms of climaticism and biodiversity. The southwestern part of the province has a transitional Mediterranean climate, it has natural sites with archaeological remains and biological diversity. This section has Geopark potential.

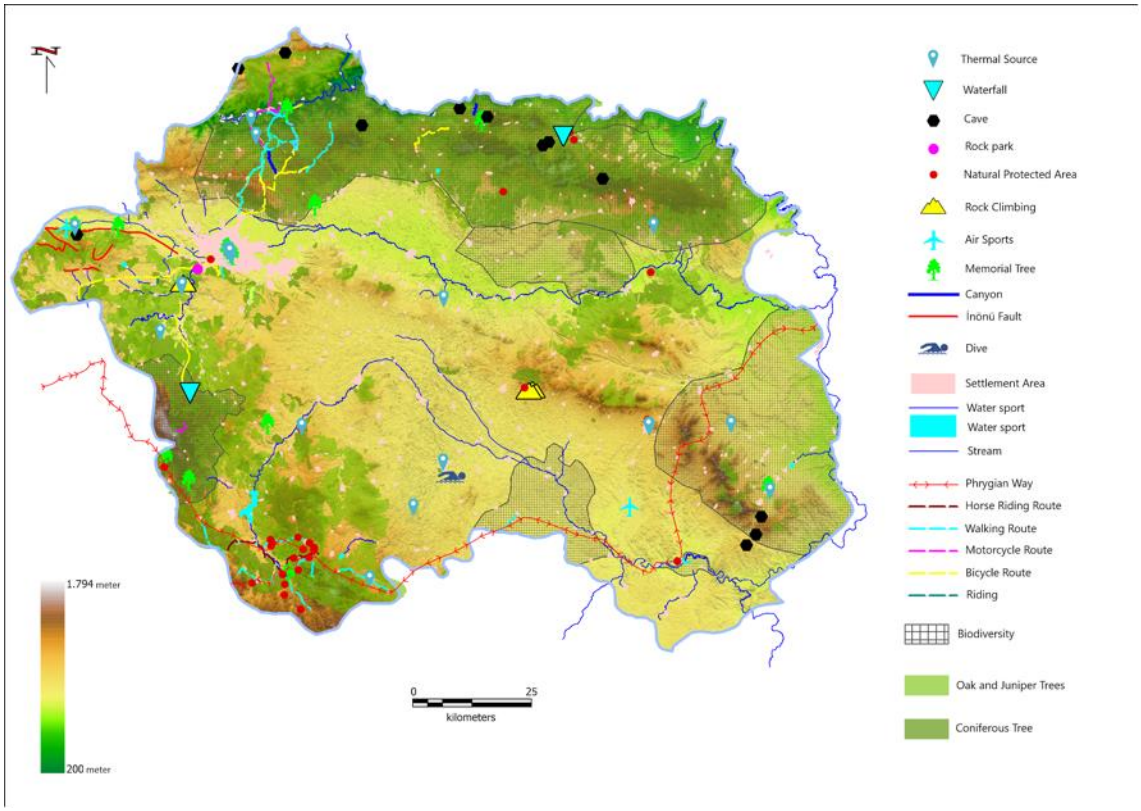

Figure 2. Natural tourism resources of Eskişehir province

Human tourism resources of Eskişehir province are given in Figure 3. It is seen that the western part of the province is suitable for air sports, city tourism in the metropolitan area, and rural tourism in the central part due to local climate conditions. The easternmost part is understood to be an area where all themes are of equal weight.

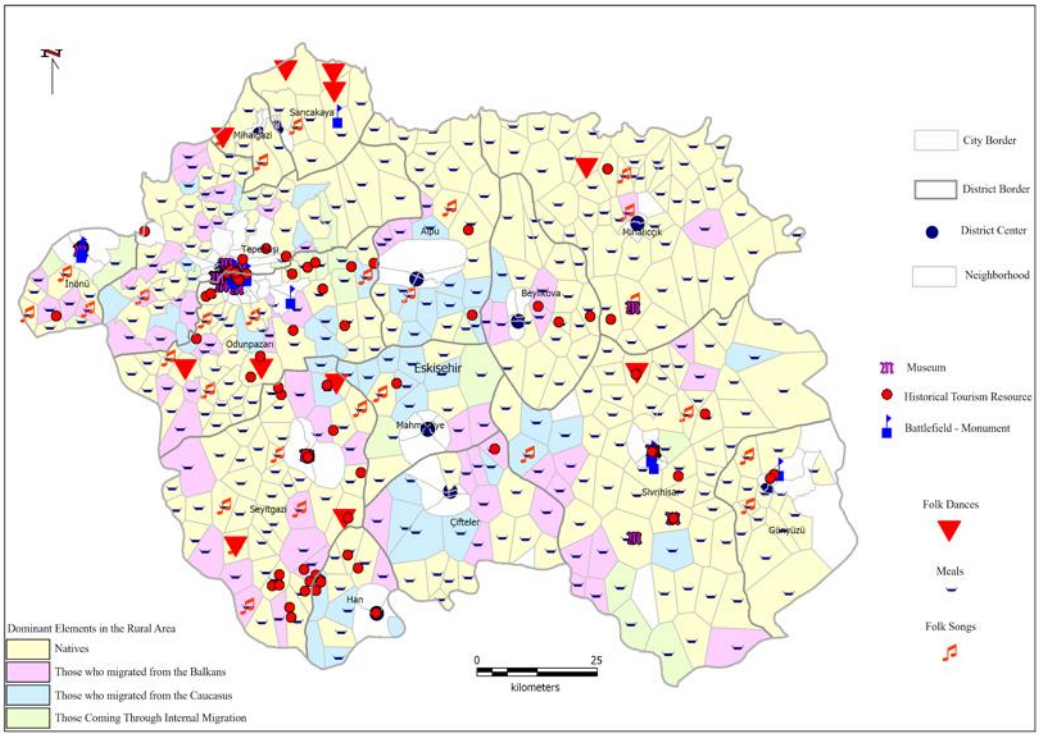

Figure 3. Human tourism resources of Eskişehir province

As a result of the overlay of natural and human tourism resources, a final map for tourism resources throughout the province has been obtained. Tourism resources and potential attractions of Eskişehir province are divided into 6 regions based on their functions, usability, differences and uniquenesses. These are:

1. İnönü Air Sports Zone
2. Türkmendağı-Yazılıkaya Plateau Geopark
3. Sivrihisar and its surrounding
4. Sündiken-Bozdağlar Climaticism Themed Ecotourism Zone
5. Agrotourism Zone
6. Urban Tourism Zone

Tourism zones of the province are shown in Figure 4.

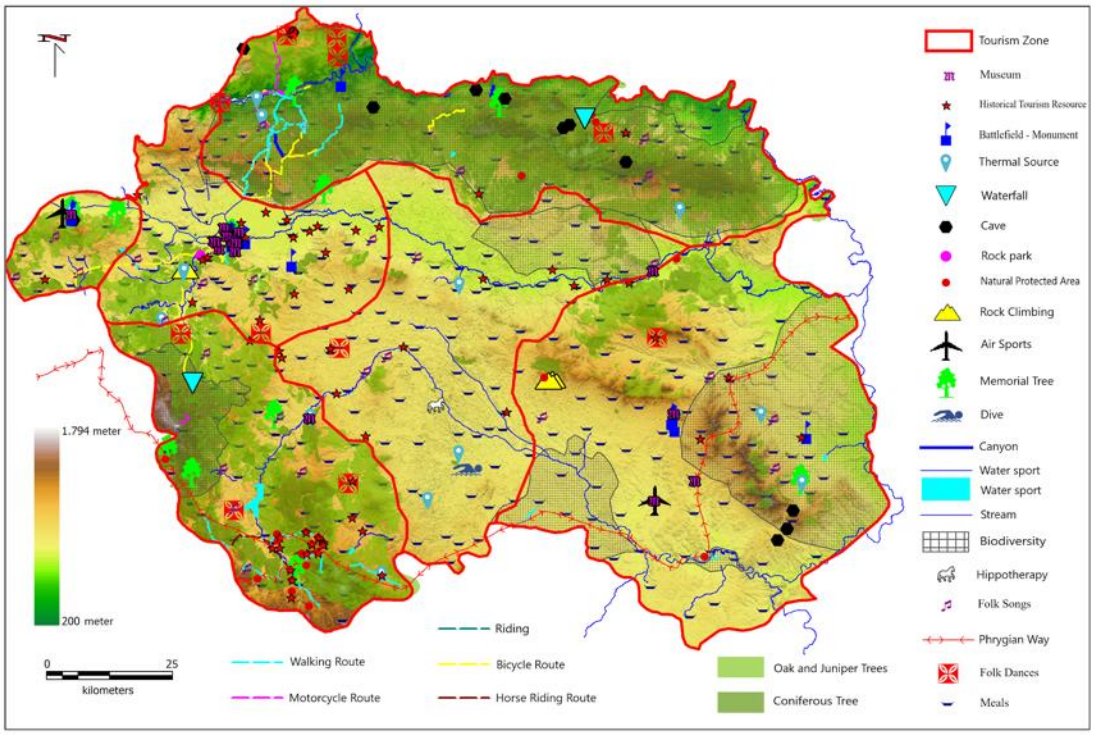

Figure 4. Map of Eskişehir province's tourism zones

4.2 Evaluations of Local and Foreign Tourists Coming to Eskişehir

In this section, tourist evaluations are given in the form of quantitative and qualitative findings.

4.2.1 Quantitative Findings on Local Tourists

When the demographic characteristics of the local tourists visiting Eskişehir are examined, it is seen that 55.3% of the tourists are women and 44.7% are men. While 52.1% of local tourists are single, 47.9% of them are married. Besides, most of the local tourists (43.4%) are young people between the ages of 16-29. When the educational status of the tourists is examined, it can be said that the majority of the local tourists (71.5%) who visited Eskişehir and participated in the study are well-educated visitors who received undergraduate and graduate education. When the professions of local tourists are examined, 26% thereof are students, 25.3% are civil servants, 10.2% are retired, 10.1% are workers, and 9.6% are self-employed. When their income status is examined, it was found that 33.4% of them have an income of 1000-2500 TRY and 21.2% of them have an income of 2501-4000 TRY. Based on these findings, it is possible to say that local tourists who visited Eskişehir and participated in the research have low and middle level income.

Table 2. Activity preferences of the local tourists

Activity	*Frequency*	*Ratio*
Shopping	326	47.7
Visiting historical places	190	27.8
Entertainment	54	7.9
Guided tour for commercial purposes	27	3.9
Park visit	26	3.8
Museum visit	18	2.6
Themed park visit	13	1.9
Sport activities	6	0.9
Trekking	4	0.6
Eskişehir sub-province tours	3	0.4
Festival	2	0.3
Other	15	2.2

As Table 2 shows, most of the local tourists participate in shopping experiences (47.7%) and visit historical places (27.8%). Apart from these activities, it was found out that the level of participation (24.5%) in activities and experiences such as park visits, museum visits, Eskişehir sub-province tours, sports activities, festivals, and trekking is quite limited.

Table 3. Local tourists' visiting preferences

Attraction Types	*Load values*	*Arithmetic Mean*
GEOGRAPHICAL LANDSCAPES		
Resting	.698	3.80
Comfort of the accommodation facility	.668	
Discovery	.632	
Price of the accommodation facility	.630	
Natural beauty and scenery	.607	
Adventure	.593	
Climate and air	.578	
NATURE-BASED ACTIVITIES		
Climbing activities	.933	2.74
Yoga events	.871	
Bicycle activities	.847	
Camping activities	.801	
Hunting	.701	
Cave visiting	.596	
CULTURAL ACTIVITIES		
Museums	.831	4.00
Historical and archaeological structures	.829	
Cultural activities	.783	
Art activities	.703	
Environment	.476	
ENTERTAINMENT-ADVENTURE EVENTS		
Entertainment possibilities	.791	3.31
Nightlife	.783	
Dance activities	.624	
Adventure activities	.560	
Sport activities	.547	
Shopping	.598	
ACCESSIBILITY		
Ease of access to Eskişehir	.722	3.99
General price level of Eskişehir	.715	
Easy transportation within the city	.615	
Family/friend visit	.549	

When Table 3 is examined, the following findings draw attention in general:

- Considering the place where the local tourists who participated in the study live, the most local tourists reside in Istanbul, Ankara, Kocaeli, Bursa, İzmir, Samsun, Eskişehir (visiting the sub-provinces), Antalya, Konya, Isparta, and Tekirdağ, respectively.

- Single participants attach more importance to geographical landscapes, nature-based activities and entertainment-adventure activities than married participants.
- Female participants attach more importance to geographical landscapes, cultural activities, entertainment-adventure activities, and accessibility than male participants.
- Participants who arrive in by package tours attach more importance to geographical landscapes, nature-based activities, cultural activities, entertainment-adventure activities, and accessibility than the participants who participate individually.
- Young participants attach more importance to geographical landscapes, nature-based activities and entertainment-adventure activities than elder participants.
- Participants with low income attach more importance to geographical landscapes, nature-based activities, entertainment-adventure activities and accessibility than participants with medium and high income.
- Participants with low levels of education attach more importance to geographical landscapes, nature-based activities, entertainment-adventure activities and accessibility than participants with high education levels.
- Students, housewives, unemployed, and self-employed workers attach more importance to geographical landscapes, nature-based activities, entertainment-adventure activities, and accessibility than participants from other professions.
- Participants who define themselves as adventurers attach more importance to nature-based activities and entertainment-adventure activities than other participants.
- Participants who reach the city with caravans, motorcycles, and bicycles attach more importance to geographical landscapes, nature-based activities, entertainment-adventure activities, and accessibility than other participants.
- Participants traveling with the tour attach more importance to geographical landscapes and entertainment-adventure activities than others.

4.2.2 Qualitative Findings Regarding Local and Foreign Tourists

The opinions of local and foreign visitors about Eskişehir were analyzed, the themes and sub-themes were created. Features for local and foreign tourists are given in Table 4.

Table 4. Local and foreign tourists interviewed

LOCAL TOURIST				FOREIGN TOURIST			
Participant	Age	Profession	Province	Participant	Age	Profession	Country
L1	22	Student	Ankara	F1	30	Student	Iran
L2	23	Student	Ankara	F2	35	Student	Iran
L3	45	Self-employed	İstanbul	F3	32	Civil servant	Australia
L4	47	Architect	İstanbul	F4	25	Student	U.S.A
L5	39	Tourist Guide	İstanbul	F5	28	Student	India
L6	35	Sales assistant	İzmir	F6	30	Investor	Iraqi American
L7	32	Housewife	İzmir	F7	60	Academician	Malaysia
L8	21	Student	İstanbul	F8	37	Academician	Czech Republic
L9	23	Student	İstanbul	F9	42	Academician	TRNC
L10	42	Teacher	İstanbul	F10	32	Doctoral Student	Italy
L11	30	Academician	Antalya	F11	36	Housewife	South Korea
L12	25	Student	Hatay	F12	41	Academic staff	Japan
L13	22	Student	Hatay	F13	30	Psychologist	Estonia
L14	73	Retired	Nevşehir	F14	29	Teacher	Greece
L15	20	Student	Denizli	F15	58	Painter	South Korea
L16	27	Teacher	Ankara	F16	40	Sales expert	South Korea
L17	53	Teacher	Ankara	F17	46	Taekwondo master	South Korea
L18	46	Teacher	Samsun	F18	25	Student	South Korea
L19	21	Student	Denizli	F19	58	Academician	Hungary
L20	55	Housewife	Balıkesir	F20	46	Academician	Lithuania
L21	27	Front desk chief	Balıkesir	F21	67	Painter	South Korea
L22	23	Student	Denizli				
L23	20	Student	Denizli				
L24	52	Teacher	İzmir				
L25	40	Academician	Niğde				
L26	39	Teacher	Manisa				
L27	39	Teacher	İstanbul				

4.2.3. Themes Coming Out of the Opinions of Local and Foreign Tourists

Themes coming out of the opinions of local and foreign tourists are given in Table 5.

Table 5. Themes coming out of the opinions of local and foreign tourists

Themes	Local Tourists	Local and Foreign Tourists	Foreign Tourists
Purpose of visit	Relatives visit Curiosity	Participation to congress Business Resting Wandering	Friends visiting Education
Eskişehir	Brand Living Free Entertaining Cheerful Dynamic Vivid University city Student city Suitable for every budget Has a unique identity Have an atmosphere to breathe Visible on social media It cannot be described but only experienced Suitable for disabled	Different European Modern Beautiful Cheap Quality Clean Comfortable Safe Livable Must-see Friendly atmosphere Beautiful places to visit Example urbanism Easy transportation	Peaceful Quiet Cute Attractive Special Authentic Young spirit Well planned Good cuisine Clean parks Attracting people Beautiful view Easy to wander Old and modern atmosphere Everything together Has different charms
Have different charms	Good Tolerant Cultured Educated	Helpful Hospitable Ethical/Honest Sincere/Friendly Kind	Natural Sociable Smiling
Liked Places/Themes in Eskişehir	Cultural and artistic activities Geysers Natural richness Cultural spaces Faith tourism possibilities Artisan Different activities Cultural pattern Meerschaum making Quality venues	Folk Porsuk River Historical Richness Odunpazari houses Sazova Science, Culture, and Art Park Climate/No humidity Local food / Culinary culture Themed museums Yazılıkaya/Phrygia Region/Midas Monument Seyit Battal Gazi	The combination of old and new Kurşunlu Mosque and Complex Kent Park Architectural structure Landscape Local markets New buildings Bars Cafés Universities Rich tourism heritage

		Complex Souvenirs / Shopping opportunities Restaurants Nightlife	Authentic city Turkish Baths City center Zoo Turkish Air Association Air Sports Sivrihisar city
Motivation Factors That Induce The Will To Come Again	Cheerful Neat Livable Living Innovative Entertaining Safe Having different experiences Homeland love Geographical richness Feeling cultural fabric Eating and drinking culture Nightlife Cultural activities Shopping possibilities Traveling in four seasons Easy transportation to the city	Clean Beautiful Peaceful Quiet Resting Will to see more places Sincere	Loving the residents Good landscape A special city Business Education Museums Cheap Cuisine Green zones Parks Sense of home Climate
Factors That Induce the Request to Recommend Eskişehir	Its residents Porsuk River Museums It is joyful University city Suitable for young people Education Resting High cultural level Phrygian Valley Example urbanism Intertwined with history Feeling the atmosphere Reasonable hotel prices Motivating atmosphere	Must-see Historical places Many places to see Good foods	Beautiful Cute Authentic Young spirit Different Quiet Clean Livable Universities Low humidity Hospitable Sociable Loved residents Entertainment venues Rich tourism heritage

	Example urbanism Historical places Easy transportation to the city		Good landscape Easy wandering Old and modern atmosphere
Areas Open to Improvement	Streets forbidden to vehicle traffic Cleaned Porsuk River Introduction of the Eskişehir-Sivrihisar fault Introduction of the Phrygian Valley Introduction of the historical factors Introduction of geographical factors Introduction of meerschaum makers More promotion Introductory brochures Digital promotional displays Publicity office at the bus station Informative signs Expensive hotels Parking problems Irregular sidewalks Taxi prices Museum prices Number of High Speed Train navigations City sightseeing buses Parking lots	Traffic intensity Environmental pollution Urban transportation	Promotion in foreign languages Visibility on social media Lack of English content Foreign language problem Airport connection Hygiene in the enterprises Residents with a tourism culture Sellers cheating tourists Low shopping opportunities Security

When the opinions of local and foreign tourists are examined, it is seen that detailed and rich themes emerge. Eskişehir's promotional activities and marketing strategies may be carried out taking advantage of these emerging themes.

4.3 Potential Tourism Markets of Eskişehir Province

In Table 6, tourism products that can be offered in Eskişehir are matched by taking into account the travel motives of different nationalities visiting six regions.

Table 6. Travel motives of different nationalities and tourism products to offer

Nationality	Travel motives	Tourism product	References
Germany	Hot and arid climate Nature and biological wealth Adventure and sports activities Local cultures Historical places/museums in the city Entertainment possibilities Local cuisine options	Nature tours Trekking routes Biological tours Nature-based touristic sports activities Air sports organizations Archaeological tours Farm tourism Local food events	Tayfun, & Yıldırım, 2010 Esichaikul, 2012 Ministry of Culture and Tourism, 2018b
England	Natural richness Original experiences Cultural interaction Festivals and music events Turkish Baths/Thermal waters/Wellness Historical places/museums Local cuisine options	Geotourism tours Nature tours Activities involving cultural experience Climatism themed village boarding house enterprises Air sports organizations Farm tourism Nature-based sports	Jang, & Cai, 2002 Esichaikul, 2012 Ministry of Culture and Tourism, 2018c
Netherlands	Historical attractions Local culture Healthy foods Sports activities Local cuisine (healthy eating themed)	Sports activities Local foods Experience-based cooking workshops Climatism themed village boarding house enterprises Air sports organizations Farm tourism	Esichaikul, 2012 Albayrak, Caber, & Bideci, 2014 Ministry of Culture and Tourism, 2018e

France	Local culture Open air activities Horseback tours Shopping Entertainment Open air activities Local cuisine	Horseback tours Cultural activities Nature tours Village boarding house enterprises Air sports organizations Farm tourism	Jang, et al., 2007 Esichaikul, 2012 Karatas, & Ersoy, 2012 Ministry of Culture and Tourism, 2018f
Belgium	Local villages and towns Nature sports Local culture City-seeing tours Historical places of the city Cultural features of the city Museums/Archeology museums Local cuisine options	Village routes Nature sports Cultural activities Local foods Museums Urban tourism attractions	Esichaikul, 2012 Cetin, 2014 Statista, 2015 Ministry of Culture and Tourism, 2018j
USA	Local culture Historical stories Horseback tours Local cuisine Turkish Baths/Thermal waters/Wellness Historical attractions Cultural attractions	Historical tours Horseback tours King Midas stories Culture nights Sport activities Air sports organizations Local foods	Kim, & Prideaux, 2005 Güzel, 2010 Kim, 2013 Gálvez, et al., 2017 Ministry of Culture and Tourism, 2012; 2018f; 2018g Collins, et al. 2019
Brazil, Argentina, and Columbia	Cultural values Local foods Archaeological attractions Entertainment possibilities Thematic parks Religious values	Cultural activities Local food experience Archeology museums Entertainment venues City tours Sivrihisar/Faith tourism route	Oliani, Rossi, & Gervasoni, 2011 Danielsson, & Larsson, 2013 Ministry of Culture and Tourism, 2018g Ciasullo, et al., 2019

South Korea	Natural richness Cultural heritage values Historical attractions Archeology Shopping possibilities European geographical landscape of the city Cultural affinity Similarity in the local cuisine	Geo-tour route Hot water pools SPA-Wellness Historical tours Climatism themed accommodation Shopping malls Cultural tours	Seo, Park, & Yu, 2009 TripBarometer, 2016 İbiş, & Batman, 2018
China	New experiences Resting Natural and cultural heritage Historical attractions	Horseback tours SPA-Wellness Historical tours Bicycle routes Scooter tours in the Geopark area	Kim, & Prideaux, 2005 Kipchillat, 2005 Simsek, 2006 Chow, & Murphy, 2007 Tang, & Sriboonchitta, 2013 Zhang, & Peng, 2014 TripBarometer, 2016 Arslantürk, Özyurt, & Tanrıdağlı, 2017 İbiş, & Batman, 2018 Salim, & Batman, 2018
Japan	New experiences Cultural heritage values Natural richness	Historical tours Historical stories Trekking routes	TripBarometer, 2016 İbiş, & Batman, 2018
Russia	Climate Cultural values Alternate tourism types Historical places/museums Entertainment possibilities Local cuisine options	Trekking and bicycle tours Water sports Sivrihisar/Faith tourism route City tours Air sports organizations	Tayfun, & Yıldırım, 2010 Esichaikul, 2012 Furmanov, Balaeva, & Predvoditeleva, 2012 Ministry of Culture and Tourism, 2018a

Ukraine	Climate Cultural and historical tours Historical places/museums, shopping Entertainment possibilities Local cuisine options Rural attractions	Geotours Cultural tours Ecotourism activities Rural tourism activities Sivrihisar/Faith tourism City tours Climatism	Esichaikul, 2012 Liubitseva, 2014 Kiptenko, et al., 2017 Ministry of Culture and Tourism, 2018d
India	Novelty seeking Keeping away from stress Hunting Shopping possibilities Congress, fair, wedding Urban attractions Cultural attractions Turkish Baths/Thermal waters/Wellness	Thermal pools Horseback tours City tours Cultural tours Congress and wedding events Hunting tourism Shopping malls Hunting tourism attractions	ITB Berlin, 2007 TÜRSAB, 2011 Siri, et al., 2012 Kester, 2016
Arabs	Natural beauties Health tourism resources Luxury accommodation Luxury shopping Themed parks Cultural affinity Religious affinity Turkish Baths/Thermal waters/Wellness	Nature tours Hot water pools SPA-Wellness Urban tourism attractions Luxury accommodation enterprises Luxury shopping malls Emphasis on cultural bonds Emphasis on religious affinity	Ladki, et al., 2002 UNWTO, 2012 Ministry of Culture and Tourism, 2018h, 2018i
Iran	Shopping possibilities Entertainment possibilities Local cuisine Cultural affinity Faith tourism	Shopping malls Cafés, restaurants, and bars Air sports organizations Sevitgazi/Faith tourism Local foods	Asadi, & Daryaei, 2011 TripBarometer, 2016 Öztürk, et al., 2019

4.4 Tourism Resources of Eskişehir Province and Travel Trends of Tourists

The tourism resources of each region and the potential market they refer to were identified. In the light of the findings obtained, tourism resources and potential attraction areas in Eskişehir province were created (see Figure 5).

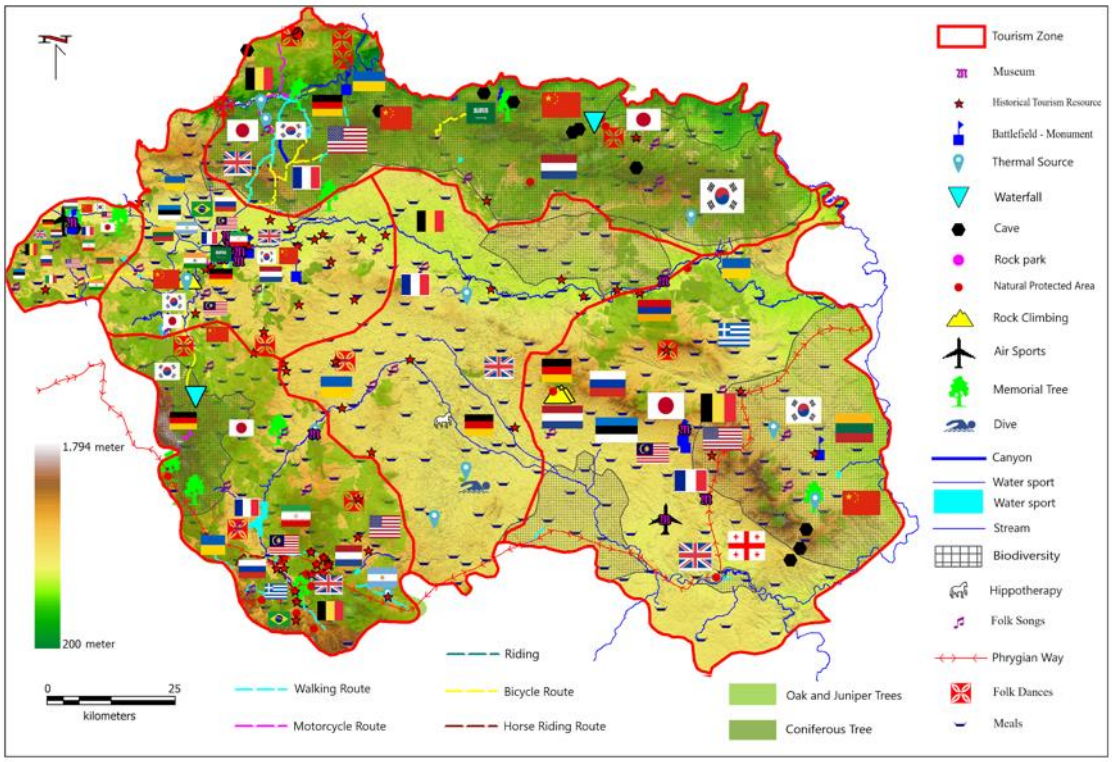

Figure 5. Tourism Resources and Potential Attraction Areas of Eskişehir Province

As shown in Figure 5, the infrastructures to be created, services to be developed, activities to be designed, sensitive issues to be focused on, and areas to be improved for each region are defined. Thereafter, the market segmentation of the province was determined (see Table 7).

Table 7. Tourism market segmentation of Eskişehir province

LOCAL TOURISTS			FOREIGN TOURISTS				
Those looking for entertainment	Day Trippers	Nature Lovers	Western Europe	Far East	Middle East	Northern Europe	Transoceanic
Urban Tourism	Urban Tourism	Sündiken Bozdağlar Climaticism Themed Ecotourism Zone	İnönü Air Sports Zone	İnönü Air Sports Zone	İnönü Air Sports Zone	Türkmendağı-Yazılıkaya Plateau Geopark Area	İnönü Air Sports Zone
İnönü Air Sports Zone	-	Agrotourism Zone	Türkmendağı-Yazılıkaya Plateau Geopark Area	Türkmendağı-Yazılıkaya Plateau Geopark Area	Sivrihisar and its surrounding	Sivrihisar and its surrounding	Türkmendağı-Yazılıkaya Plateau Geopark Area
-	-	Türkmendağı-Yazılıkaya Plateau Geopark Area	Sivrihisar and its surrounding	Sivrihisar and its surrounding	Urban Tourism Zone	Agrotourism Zone	Sivrihisar and its surrounding
-	-	Sivrihisar and its surrounding	Sündiken Bozdağlar Climaticism Themed Ecotourism Zone	Sündiken Bozdağlar Climaticism Themed Ecotourism Zone	-	Urban Tourism Zone	Sündiken Bozdağlar Climaticism Themed Ecotourism Zone
-	-	-	Agrotourism Zone	-	-	-	Urban Tourism Zone
-	-	-	Urban Tourism Zone	-	-	-	-

After all the data, a SWOT analysis was made for the province and for each tourism region. The main themes of the SWOT analysis are given in Table 8.

Table 8. Themes of the SWOT analysis made for the entire province and for the tourism regions

Strengths	**Weaknesses**
• Rich tourism resources • Local and foreign tourists like the residents of the province • Proximity to domestic markets such as Istanbul, Izmir and Ankara that send tourists due to its geographical location • Tourists appreciate Price/Quality value	• Transportation • Need for prioritization and feasibility projects for tourism sub-regions • Human Resources • Inadequate infrastructure and superstructure to meet potential tourism demand • Limited tourist attractions to result in international travel • Lack of link between the city and the environment for tourism activities/tours • Low social media visibility in the languages other than Turkish
Opportunities	**Threats**
• Opportunity to establish the connection of the existing airport with domestic and transfer airports, and to establish mixed transport systems • Opportunity to reach by charter flights from European countries • Potential for tourism types • Sub-regions of tourism have the potential to attract investors after tourism planning	• Foreign tour operators do not adequately include in their sales catalogs the cultural tourism opportunities in Turkey or in Eskişehir. • Local culture sunk into oblivion

SWOT analysis was conducted for the entire province. As seen in Table 8, although the region has advantages in general, the weaknesses of the region need to be strengthened. The location of the region brings opportunities as well as threats. Foreign tour operators are late to show the necessary attention.

5. Discussion and conclusion

Tourism regions can be distinguished from others with their various features. Each tourism region contains tourism resources with different values. The different features of tourism resources can be considered as a factor that increases the attractiveness of tourism regions. Their quality, their special place in terms of ecology, their having an important historical background or there being a cultural texture in danger of disappearing can be given as examples to these features. Considering its features in a holistic manner, it is evident that each tourism region needs a different structuring and product development, in a more comprehensive expression, a tourism planning. As a result of the study, a customized marketing strategy was developed for Eskişehir's tourism planning and marketing through geographic information systems (GIS).

SWOT analysis was conducted for six sub-regions determined in Eskişehir province. As a result of the swot analysis, seven objectives and strategies for Eskişehir tourism planning and marketing were determined. The first objective determined in this context was the development of products and brands for Eskişehir tourism. For this purpose, it is important to carry out studies to create products and joint brands for the Eskişehir roof concept and the sub-tourism regions that make up the province. The second objective determined is to increase the accessibility to Eskişehir. In this context, charter flights and a transportation network should be established. The third objective is to meet the workforce requirement and improve the qualifications of the institutions and organizations operating in Eskişehir tourism. In line with this goal, it should be ensured that the participation of local people in tourism activities is supported and the qualifications of the personnel working in the tourism sector are improved. It has been determined that national and international collaborations should be established in order to contribute to Eskişehir and sub-tourism regions in order to improve the cooperation and coordination between the institutions and organizations operating in the tourism sector, which is the fourth goal. It has been observed that standardization studies of the quality of tourism products should be carried out in order to achieve the fifth goal, which is superiority in the quality of the products against the competitors. Developing a joint marketing and communication strategy for tourism in Eskişehir, which is the sixth objective, has been studied extensively. Within the scope of this goal, collaborative promotions highlighting the types of tourism in Eskisehir and its sub-tourism regions, making national and international activities that will help highlight the cultural identity in the region, increasing promotional activities for potential markets abroad, promoting Eskisehir's unique and Emphasizing authentic touristic values, focusing on social media platforms in promotional campaigns, using stories unique to Eskişehir in promotion campaigns, establishing a Tourism Resources Information System that includes all sub-destinations under Eskişehir, making use of cinema, TV series, films and video clips in the promotion process, The use of culture and art activities in Eskişehir destination in a way to increase interaction in promotional campaigns and the arrangement of the dates according to the low season, It has been determined that strategies should be used as a campaign theme and the local cuisine in Eskişehir province should be used as an attraction in tourism. Within the scope of increasing the number of foreign tourists (market share) visiting Eskişehir, which is the seventh and last objective; It has been observed that the number of visitors from Europe, Far East, America and the Middle East should be increased.

As a result of the study, the criteria to be considered in the selection of the countries that may be Eskişehir's potential tourism market can be listed as follows: China, the USA, the Russian Federation, Saudi Arabia, the United Arab Emirates, Brazil, South Korea and India are among the

countries that need to be worked on because they are the rising markets of tourism. Germany, England, Holland, France, Belgium, Russian Federation and Ukraine are in the European market. 75% of the tourists coming to Turkey come from Europe. Germany, England, the Netherlands, France and Belgium are among the countries where direct airline transportation to Eskişehir can be provided in a sustainable manner (Küçük Yılmaz, 2017). The USA, Brazil, Argentina, Colombia, Iran, South Korea, India and China are unsaturated markets that Turkey should spurt to increase its share. These countries may create an effect that will reduce the risk that may arise due to market dependence in tourism and increase tourism revenues significantly.

For a cluster of different and unique tourism attractions in Eskişehir province, first of all, the need for improving the integration between the city and the environment is recognized. As in Ferrario's (1979) metaphor of a shopping mall, a tourist destination that consists of a cluster of different things to see and do, complementing and enhancing each other, is more attractive than an isolated tourist feature. Again, as in the same analogy, a tourism supply with a great attraction in every field ensures the existence and sustainability of other small tourism attractions. Tourists are mainly attracted by major features, not by a cluster of minor attractions, and come from long distances. Tourists, who think that they will find what they expect, may travel from very long distances taking necessary time and cost. A cluster of different and unique tourism attractions in Eskişehir will be possible with the integration of tourism between the city and the environment. In addition to creating a cluster of tourism attractions for holistic development, it is also important to distribute the tourism supplies, which have a great attraction, throughout the province. The development of the cluster of tourism attractions will mean that the effects of tourism will be spread throughout the entire province. The spread of tourism investments and activities throughout the province is likely to create effects that will reciprocally develop/support both urban tourism and the central settlements and rural areas of other sub-provinces. It is also conceivable to design attractions that will enable international mobility. In addition to the current tourism attractions, it is appropriate to market the potential under the Eskişehir brand as a whole, mainly on social media.

It is hoped that this study will contribute to managers at all levels, especially those interested in tourism planning, and all stakeholders of the tourism industry (from tourist guides to tour designers, tour planners, event designers and managers, accommodation managers, local people, entrepreneurs, investors, etc.).

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Destination Australia: To Study Or Not To Study?

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Abstract

COVID-19 pandemic resulted in the closure of national and domestic boarders thoughtout the world and has been attributed as the cause of significant economic decline for many, an increase in racial discrimination, and a general sense of fear surrounds international travel, and therefore effects the International Student population within Australian Universities. International Students have become essential in the fabric of modern Austrlaian Universities, with enrollments rapidly expanding over recent decades. For destination countries like Australia the economic benefits are considerable. International Students provide not only direct economic beneifts such as tuition fees, accommodation fees, living expenses but also indirect benefits such as visitation of friends, relatives, and cultural exchange. Past literature has demonstrated that tourists tend to avoid travel to destinations with perceived risk. Despite this, how international students perceive risk associated with travel to international destinations such as Australia is conceptually underexplored. Based on the critical contribution of international students to Australia, it is important and timely to understand how international students perceive studying in Australia. Subsequently, the topic of risk associated with international travel for study purposes is gaining momentum among scholars and practitioners. This manuscript explores the facilitators and barriers associated with Chinese international travel to study in Australia following COVID-19. This exploratory paper proposes a conceptual model of the facilitators and barriers to travel for international students to study in Australia for review and modification, as well as empirical testing and validation in conceptually related contexts.

Keywords: international student, risk perception, decision, travel, Australia, COVID-19

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1. Introduction

International students are a significant part of the tourism sector and recognised as one of the fastest- growing markets in the worldwide tourism sector (Weaver, 2003). The progress of globalisation of education, mastering English language (Ghany & Latif, 2012) or having a degree certificate from an English-speaking country has become critical for entering the workplace with desired globalised graduate attributes (Carnevale, Smith, & Strohl, 2013). Therefore, the number of the international students has escalated in the English-speaking countries and studying abroad become a "trend" on a global scale. In 2000, the number of international students in the world was 2 million. In 2017, this increased to 5.3 million (UNESCO, 2019).

Existing literature tends to focus on the barriers for international students, such as cultural differences, discrimination (Lee & Rice, 2007) and language barriers. Recent studies have shifted to focus on perceived risk to external events such as climate change (Bostrom et al., 2012), online shopping (Mensah, 2020), road behaviour (Bostrom et al., 2012) and culturally inappropriate behaviour (Salameh et al., 2014). Safety has always been an important reference factor for international students to select a destination to complete their undergraduate studies (To, Lung,

Lai, & Lai, 2014). Research exploring the risk perception of international students towards studying overseas is still conceptually underdeveloped, especially in our rapidly transforming society.

Mazzarol and Soutar (2002) explored both the pull and push factors for international students selecting a destination. Findings demonstrate that economic and social forces were the main push factor from the country of origin. Pull factor from the destination countries varies from how international students perceive the destination image of the potential country, with safety and security identified as considerations. Nonetheless, despite studies on international student mobility, limited research considered the impact of a global pandemic on associated risk perceptions, and its impact on travel to the select destinations.

In Australia, greater than 100,000 Chinese students hold a valid visa are stranded in China due to lockdown policies following COVID-19 (Elias Visontay, 2020). In addition, an estimated 56% of Chinese students cannot reach Australia, which means the loss to Australian education is significant to say the least. The number of international students that have grown in the past five consecutive years is currently in rapid decline (Elias Visontay, 2020). Maintaining a sustainable growth rate for most destination countries with the effects of COVID-19 is almost impossible. However, now is important and timely to understand the perceptions of Chinese students' studying for the completion of international degrees in Australia.

This conceptual paper is intended to explore and illustrate the determinants that influence the decision of international students to study in Australia after an exogenous shock, specifically a global public health pandemic. Specifically, this paper explores the potential facilitators and barriers of Chinese students to study in Australia, presenting a conceptual model for empirical testing and validation. Notably, the results of this research will identify how Australian Universities can facilitate the mobility of Chines international students to Australia as well as catalogue associated with international travel for study purposes after COVID-19 pandemic.

The significance of this conceptual paper is that it is identifying and critically assess multiple factors that affect the international student's decisions towards studying in Australia. China, as the largest source of international students for Australia, is a vital reference point for other origin countries. The Australian Government also urgently needs to understand how international students perceived future study in Australia as a basis to inform a corresponding recovery plan for sustainable growth in international students, as well as delivery of quality student experience and enhanced graduate outcomes. This conceptual paper was compiled through engagement with official government data and news content in combination with the review of existing literature presented below.

1.1 Chinese Students in Australia: Current State of Knowledge

According to statistics from UNESCO, more than 928,000 Chinese students studied in various countries around the world in 2019 (McCarthy, 2020), making up the significant part of international students in the world. In addition, China is also the largest source country for students in Australia, New Zealand, Canada, the United States of America, and the United Kingdom (*see figure 1*). Sydney, Australia has in excess of 71,000 international students, of which 17,000 are from China, that is, 24% are Chinese students (Perpitch, 2020). It is expected that in the next three years, the hindrance of international students to Australia will result in the Australian economy to lose an estimated 60 billion Australian Dollars (Adam et al., 2020). Universities may suffer severe financial

shocks or be forced to lay off staff and cut courses (Adam et al., 2020). Figure 1 presents the drop in international students in Australia in 2020 during the effects of COVID-19, and illustrates China is the top source country of international students in Australia (Tourism Australia Government, Australian Trade and Investment Commission, 2020).

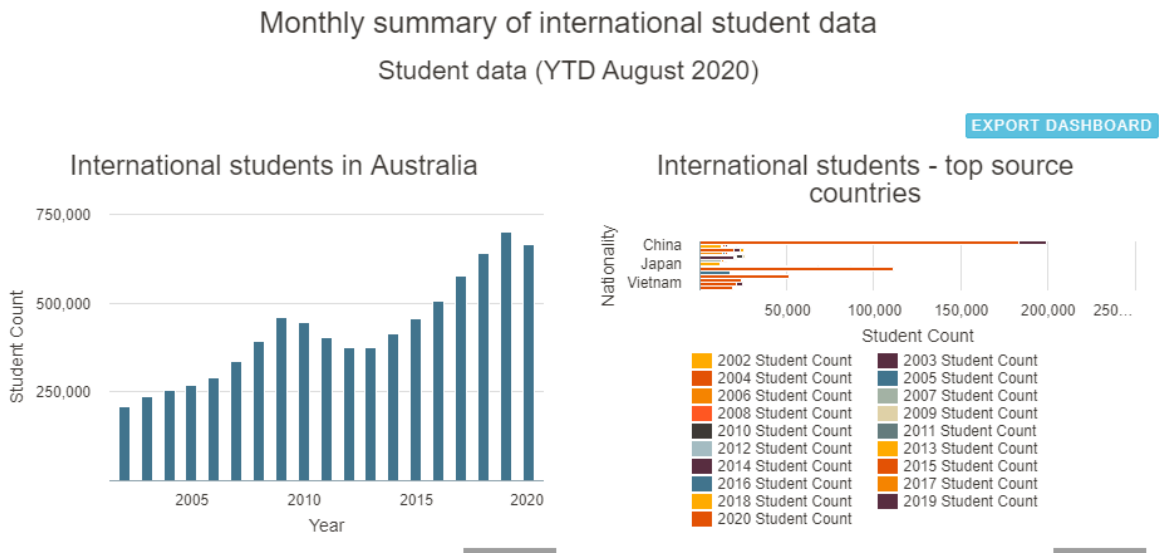

Figure 1. Number of international students retrieved from Australia Government Australian Trade and Investment Commission, 2020

The massive outflow of international students in April 2020 contributed to a significant decline to the Melbourne rental market. Vacancy rates of central Melbourne residential buildings tripled, with rents reducing by 10% to 30%. Related industries such as builders and developers were also affected (Benjamin, 2020).

Chinese international students have become victims in the global COVID-19 pandemic environment (Zheng, Goh, & Wen, 2020). Firstly, the World Health Organization announced that COVID-19 is a public health emergency and people all over the world are overwhelmed by news from mainstream international media. While COVID-19 was called the 'China virus' by USA President Donald Trump and some misleading media (Pei & Mehta, 2020; Zheng, Goh, & Wen, 2020). Propaganda slogans that insult Chinese also appeared in Melbourne's public areas claiming 'SHAME ON CHINA, GO HOME YELLOW DOG' (see figure 2), and a Chinese owned house had been vandalised, painting the words 'COVID-19 CHINA DIE' (Fang, 2020) (see figure 2).

Figure 2. Racial language appeared in Australia during COVID-19 (Fang, J. (2020) ABC News, retrieved from https://www.abc.net.au/chinese/2020-04-22/racism-and-anti-racism-in-australia/12165804)

Government response to COVID-19 both within Australia and internationally was rapid given the nature of the virus though it has also been inconsistent. There has not been significant research on the impact to international student enrollments as a result of these inconsistencies. In response to the issue of stranded COVID-19 international students in New Zealand the New Zealand Government established a 1 million NZD epidemic hardship fund. However, Australian Prime Minister, Scott Morrison's response was to announce "now it is time to go home" for international students and temporary overseas residents that were unable to support themselves (Jano &

Moran, 2020). These and other inconsistencies could be cause for lasting reputational damage to Australian Universities.

The report of Investment in Education in Australia: Higher Education pointed out that the income received by Australian Universities from international students increased by 137% between 2008 and 2018, during which the number of international students increased by 58%, which means that universities have also increased earnings per international student (Victoria Unversity,2020). The loss of income from international students has caused the loss of up to 60 billion AUD due to the travel ban, which is equivalent to the loss of the entire automobile manufacturing industry (Adam et al., 2020).

1.2 Contribution of international students to global education

The significant contribution of international students to the economic, social and cultural fabric for both origin and destination countries has been presented in existing literature (Chellaraj, Maskus, & Mattoo, 2005; Sawir, 2013; Scharoun, 2016). The increasing number of international students with more frequent communication is of immense benefit to both the origin and destination countries, through the return of a highly skilled workforce to origin counties, and the destination country being the recipient of international visitors. For the country of origin, for instance, China, the returning international students who have absorbed and mastered advanced knowledge and theory will transfer ideas and facilitate both cultures assimilation and diversity (Gow, 2014; Jiang & Shen, 2019; Jonkers & Tijssen, 2008; Zhai, Gao, & Wang, 2019). International students have been demonstrated to consciously act as the pioneer team for China's all-round opening up and serve as a natural bridge for communication between China and the world (Barnes, 2007; Cao, Baas, Wagner, & Jonkers, 2020; Guo, 1998; Zhai et al., 2019; Zhen, 2002). For the destination country, the benefits are even more visible and more prompt (Arkoudis, Dollinger, Baik, & Patience, 2019; Chellaraj, Maskus, & Mattoo, 2005; Sawir, 2013). The tuition fees of international students, the living expenses and the consumption of hotels, restaurants and other industries result in substantial spending. Australia currently has more than 550,000 international students, which contribute an estimated 22 billion AUD to the country's economy every year (Australia Government Department of Education Skills and Employment, 2020).

The number of international students is still rising, and not from only English- speaking countries, but from many other countries (Arkoudis et al., 2019; Flaitz et al., 2003). However, due to an increase in perceived racism toward Chinese in mainstream media, to understand how international students perceive risk of studying in Australia is an urgent need for Australia Education Department, Government and scholars.

Australia is a popular destination for international students because it is perceived as a successful, multicultural society that welcomes international students and provides world-class education (Son & Pearce, 2005). Empirical studies have suggested that Australia is a safe destination for students who want to study abroad, especially since many states have successfully flattened the (coronavirus) curve, which means we are currently one of the safest countries in the world for international students (Martin, 2020; Research & Unit, 2020). Nonetheless, how international students perceive risk in studying aboard in the 'new normal' remains underexplored.

International students are facing a dilemma on both sides of the equation, from their origin nation and potential destination to conduct international studies (Eder, Smith, & Pitts, 2010; Kinginger,

2009; Mazzarol & Soutar, 2002). International students seek the benefits of studying abroad, such as better job opportunities due to mastering English as a necessary condition for globalisation (Chang, 2006; Dewey, 2007; Jay, 2001; Li, Zhao, & Han, 2020; Mufwene, 2010). Existing studies have also identified that international students better comprehend the culture of developed countries and command the most advanced technology of advanced countries (Burkholder, Grout, & Palisca, 2019; Heine, 2015; Le & Gardner, 2010; Pyvis & Chapman, 2005). On the other hand, prior to COVID-19 worries about whether personal safety can be guaranteed or not had already become a big question for many Chinese international students (Babacan et al., 2010; Marginson, Nyland, Sawir, & Forbes-Mewett, 2010; Nyland, Forbes-Mewett, & Marginson, 2010). Studying in other countries not only allows students to broaden their horizon to see the world, having a better education but also brings a lot of economic contributions to the country where they are studying (Andrade, 2006; Beck et al., 2019; Engstrom & Jones, 2007; Gleason, 2015; Tian & Liu, 2020).

2. International Student Mobility

Selecting where to study abroad has been demonstrated in empirical research as a dynamic process. Economic conditions from the country of origin, international policies, and incentive measures of the destination country are not static. Some literature suggested making the decision to study abroad is a complicated and dynamic process involving destination country and country of origin (Cubillo, Sánchez, & Cerviño, 2006; Mazzarol & Soutar, 2002). Early research on population mobility began in the 1980s, with research testing the main critical factors that influence students to flow from developing countries to study abroad in the United States are per capita income of the origin country, cost of education, education opportunities in the origin country and expected benefit of studying abroad. Agarwal and Winkler (1985) states that immigration is the main driving factor for the international students, another finding is that the lower the international education level of the origin counties education level, the greater the need to study oversea. Another finding is that immigration benefits are also a great attraction, especially for countries that have recently experienced wars or civil wars such as Lebanon and Nigeria (Agarwal & Winkler, 1985).

There are a few theories that investigated the international study destinations. Push and pull theory is the most widely used to divide the factors from different countries. Push factor is from supply (origin) country where the international students come from, pull factors created from host countries, also named destination country. Mazzarol and Soutar (2002) argued that studying abroad is affected by these pushes and pull factors. The push factors which are from the country of origin, influences their consideration about to go or not to go. The study combined finding from Indonesia, Taiwan, China and India, the results have shown that economic and social forces are the main push factors from these four countries, while pull factors are various across these four countries. Siengthai (2016) found three pull factors influence them to decide where to go from more than ten destination countries. This study conducted in Thailand showed that knowledge and awareness of the destination country, cost issue and environment of the destination country have a notable relationship with the final decision of the students. Another study argued six pull factors including overall knowledge and awareness of the destination country, level of referral and recommendations from social circle, financial and social cost of studying in the destination country, physical climate and environment, geographic proximity to origin country and last the social link in the destination country (Mazzarol and Soutar, 2002).

During COVID-19, Australian schools, and almost all universities, switched classrooms from offline to online to avoid community transmission of the coronavirus. However, for many international students who come to study in Australia as an English-speaking country, developing fluency is the cornerstone of entering a first-class company in the future. With the Australian education system switching from campus to online, Chinese international students are missing out on the opportunities for enhanced language development that occurs in face-to-face educational settings. This may impact on what it means to hold an Australian issued degree as the assumption of a strong comprehension of English maybe weakened. Another challenge faced by Australian universities and secondary schools in providing distance education is how to overcome the Chinese Internet Firewall (Ensafi, Winter, Mueen, & Crandall, 2015; Winter & Lindskog, 2012). The Ministry of Education and the Ministry of Tourism of China warned Chinese students and Chinese tourist those preparing to travel to Australia to pay attention to the risk of racial discrimination against Asians (Bill, 2020). It is not the first time that the Chinese government has issued warming to their citizens, In June 2019, Beijing issued a similar warning to international students who wish to study in the United States of America, asking them to assess the risk before deciding to go (Evelyn, 2019). However, warnings against Australia are likely to have a different impact on the number of students than the previous warnings against the United States of America, because of the COVID-19, travel restrictions (Chinazzi et al., 2020), health issues (Ma, Heywood, & MacIntyre, 2020) and fear of racism are likely to make the situation worse. Ma et al. (2020) stated that Chinese international students are the main potential source of the epidemic outbreak and severely underestimate of visiting family and friends in China.

Based on the significance of Chinese international students to the Australian economy and society and the urgency of the incident, this paper proposes a conceptual model of the facilitators and barriers of travel for Chinese international students to study in Australia as displayed in Figure 3. The model has been developed explicitly for Chinese international students travel to Australia under COVID-19 and government policies.

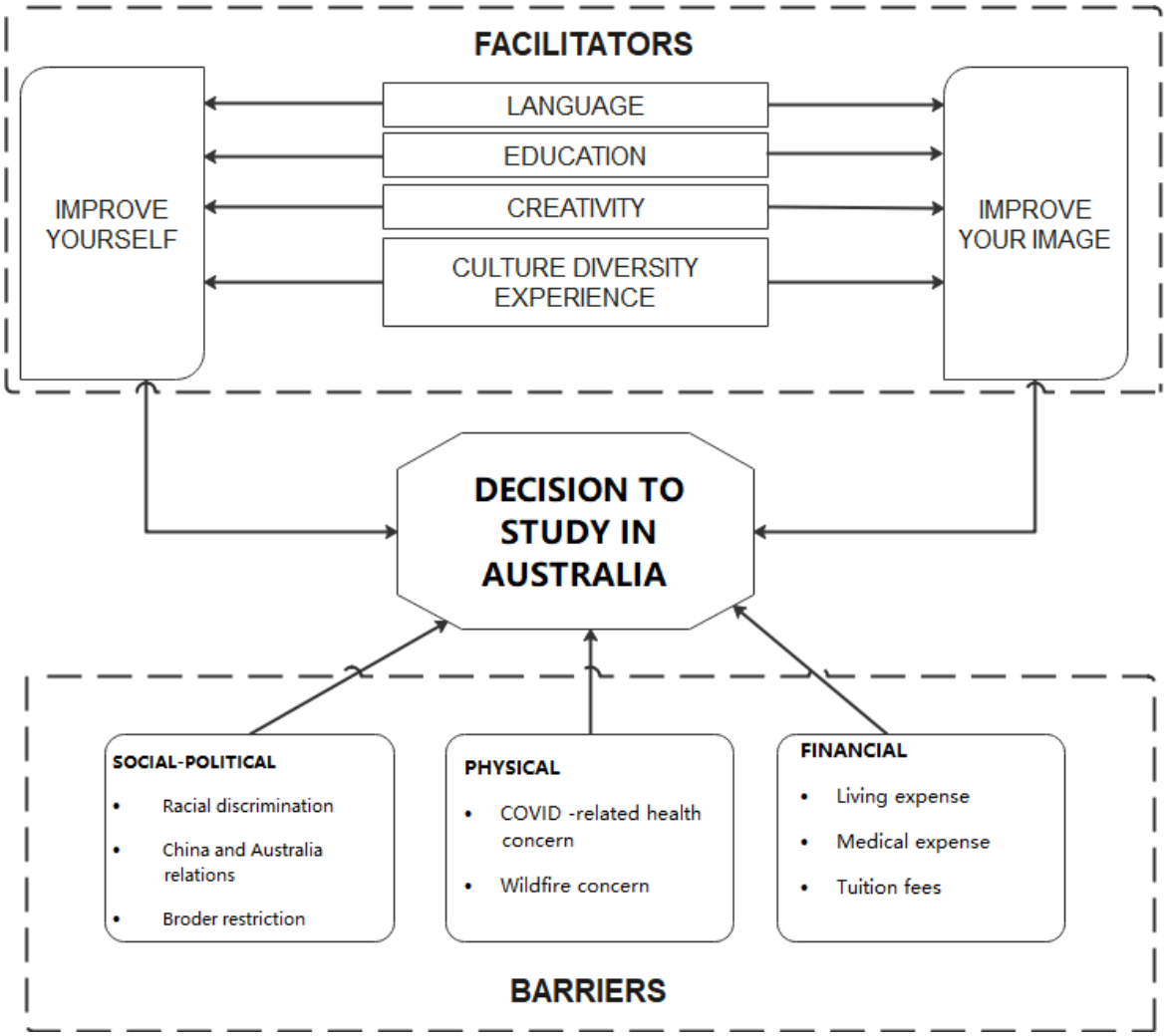

Figure 3. Decision making for Chinese students to go to study in Australia model

2.1 Barriers to International Student Mobility

The main barriers for Chinese students to decide to study in Australia are mainly divided into three aspects, namely social-political, physical, and financial. Racial discrimination has been a prevalent topic in society and scholars due to COVID-19, which has caused discrimination against Chinese and even Asians more broadly (Devakumar, Shannon, Bhopal, & Abubakar, 2020). A study conducted in the United States of America also mentioned that racial discrimination is an imperative obstacle to the choice of destination for studying abroad (Poyrazli & Lopez, 2007). Brown and Jones (2013) revealed that the existence of racial discrimination would reduce the willingness of international students to study in the United Kingdom. They found that international students who have experienced racial discrimination are unwilling to go back to the UK, and they avoid it even for travel purposes. After experiencing racial discrimination, international students openly share their experience with their friends in their origin country, which will also bring a ripple effect, leading to a decrease in the number of international students in coming years. Poyrazli and Lopez (2007) show that younger international students with lower English proficiency have a higher level of risk perception. The farther away, the more homesick and the higher the risk perception of the destination.

Diplomatic relations between Australia and China began to deteriorate in early 2020 (Suri, 2020). Australia lobbied countries to support an independent international investigation into the origin

of COVID-19 outside the system of the World Health Organization (Suri, 2020). The Chinese Ambassador in Australia warned that such doubts could lead to a significant reduction in the number of Chinese international students and tourists (Tian & Liu, 2020). The Australian government described this warning as a threat of 'economic coercion' (Tian & Liu, 2020). In May 2020, China imposed an 80% tariff on Australian barley. China-Australia relations have officially entered a period of tension. Tense relations between countries would affect the growth of the number of student's mobility from both countries (Lee, Maldonado-Maldonado, & Rhoades, 2006). Ben-Tsur (2009) noted that political conflict has a substantial negative impact on international student mobility. The study pointed out that international students tend to avoid choosing conflict zones as a destination country. Brown and Brown (2013) noted contradictions between countries lead to policies that do not attract international students, and it is a huge threat to international students' well-being. Kastner (2009) stated that the tensive relationship between Taiwan and China affect the number of international students' enrolment in Taiwan which was dropped sharply, and the economy declined accordingly.

Border closures are another significant social-political barrier for international students (Bréant, 2018; Ní Ghráinne, 2020). Gao and Ren (2020) note border closures are an inhibitor to international students' mobility. This is also acknowledged by (Bilecen, 2020) that border closures and locked-down have a significant impact on international student mobility, particularly students from China and other parts of Asian. Falch and Fischer (2008) stated that countries with open borders policy and higher welfare are easier to attract international student.

Psychological concern triggered by COVID-19 and recent bushfires could be another contributing factor for Chinese students choosing Australia as their destination country. Aucejo, French, Araya, and Zafar (2020) noted fear of contracting COVID-19 is the core cause that international students postpone or cancel the study abroad plan. Lately, a study was done by McKay, Yang, Elhai, and Asmundson (2020) showing Chinese students are anxious about the risk of infection with COVID-19 and expressed low willingness to study abroad. Another study was done by Aucejo et al. (2020) noted with 1500 international students in United Stated of America evidence that COVID-19 pandemic has had a statistically significant negative impact on international students' expectation and experience including delayed graduation, with 40% of international students encountering issues at work such as lost job and lost job offer. The superior natural environment has continuously been one of the Australia's attractions for visitors (Michael, James, & Michael, 2018) and while the wildfires have had an extremely negative impact on the Australian environment the deteriorated environment or even a perception of a deteriorated environment could impair Australia's reputation on international students' perception (Michael, James, & Michael, 2018). The bushfires in late 2019 to early 2020 while only affecting part of Australia, were unprecedented and very widespread which has caused a large amount of forest loss and the extinction of wild animals and plants. Not only that, but the fire also destroyed houses, threatened international students who might live there, and caused issues threating their physical health such as respiratory diseases caused by poor air quality.

Australia is the sixth most expensive country in the world using world's largest database of user contributed data the Consumer Price Index (CPI) (Patrick, 2020). It is notable that Australia is one of the most expensive destinations for studying abroad by calculating together the tuition and accommodation fees, transportation and other necessary expenses (Shanka, Quintal, & Taylor,

2006). Living expenses and study expenses are also one of the important reference factors for international students to choose a study destination (Shanka et al., 2006). Mazzarol, Savery, and Kemp (1996) explored the reasons why students from Taiwan and Indonesia did not choose Australia and found that expensive fees were one of the decisive factors. In exploring how to make Australian higher education better, (Arkoudis, Dollinger, Baik, and Patience, 2019) noted that survey and focus group from the interviewee both emphasised that Australian housing and books are excessively expensive. Australia's expensive medical expenses could be an obstacle to choosing Australia as a study destination. COVID-19 pandemic is reminiscent of the expense of illness and medical treatment. Even though international students have private medical insurance as a prerequisite to study in Australia, however, the fee process of international students' treatment is more complicated than that of local residents (Australia Government Department of Education Skills and Employment, 2020). First, the medical expenses of the international students are paid by themselves, and then the insurance company settles the claims (Australia Government Living in Australia, 2020). Moreover, the percentage of the claims paid back to international students are varied according to different insurance companies (Australia Government Department of Education Skills and Employment, 2020). Expensive medical expenses and uncertain insurance claims could concern many international students.

There are two main dimensions for facilitating Chinese students to study in Australia. One is to improve students itself, and the other is to improve their image, which is "gilding" (Porschitz, Guo, & Alves, 2012; Tu, 2018). The studies found that the factors that determine the overseas students to study abroad are mainly driven by internal self-improvement, expanding international horizons and enriching life experience are the main goals of studying abroad. Learning advanced foreign knowledge, and innovation changes life (Aksoy, Uzunoğlu, & Akyar, 2017; Hacker & Umpstead, 2020). Studying abroad can teach advanced cultural knowledge, and most international students are from developing countries to developed countries (Liu & Li, 2016). The speed of information dissemination in developing countries is relatively slow. The equipment and facilities industry are not as complete as in developed countries. Many have not even seen it, but international students can get in touch with the latest information and science and technology in Western developed countries (Rasul & Singh, 2017). Self-improvement is one of the important reasons for facilitating studying abroad.

Improve students' image in the minds of employee and others is also a primarily reason for Chinese to study in Australia. Having a degree from a western university is one of the important indicators for promotion and salary increase in the future career life for Asian international students. The behaviour studying overseas has been called gild in China which not only added value for to be more competitive and increased overseas employment opportunities (Porschitz, Guo, & Alves, 2012; Tu, 2018). Studying abroad can increase the chance of receiving offers from overseas employers. Based on the review of existing literature, as well as engagement with government data and news content, Figure 3 presents a conceptual model of '*Decision making for Chinese students to go to study in Australia'.* There are four factors that affect these two dimensions, namely, improving language skills, receiving Western education, learning western advanced knowledge, and experiencing cultural diversity.

2.2 Facilitators to International Student Mobility

As seen in Figure 3, studying in Australia as an English-speaking country can improve language skills is perceived by many Chinese students. Dewey (2007) stated that with the development of globalisation, mastering the English language has become more and more essential for international companies. Thus, improving English is the reason that many international students study abroad (Andrade, 2006). Teaching in English and being surrounded by an English-speaking environment are important external factors for language improvement (Leong & Ahmadi, 2017). Wide range documents and first-hand information are written in English, and mastering English can help students to learn and develop their skills and knowledges (Sonntag, 2003). Chinese students believe improving their English skills can broaden the range of career choices (Kumar, 2017; Tang, Fouad, & Smith, 1999). Meanwhile, Laitinen and Levin (2016) emphasized Chinese students perceived learning English to improve professional competitiveness; many large companies will have business cooperation with other foreign companies. Hao and Welch (2012) pointed out that Chinese students perceived that studying abroad and mastering English will make international students more competitive in the workplace.

An important facilitator identified by Kehm (2005) was the need for better education and become more competitive in the workplace. This is also identified by a range of other scholars, who note a better education is fundamental for international student mobility (Beech, 2015; Shields, 2019). For instance, Glover (2011) identified that international travel and education have closely related that the area with more prestigious schools is usually a tourist attraction. But there is another theory "tourism first" is argued by Ritchie and Crouch (2003), which is, the more popular the destination, the more famous education institutes exit in the same area (Ritchie & Crouch, 2003).

Cultivating the ability to think independently is one of the perceived benefits for Chinese students to gain after studying in Australia. Australian schools have always encouraged students to think independently, encourage creativity which is what the Chinese education system cannot provide (Crosling, Nair, & Vaithilingam, 2015; Yuan & Sriraman, 2011). There are many critics of the Chinese education system (Leung, Au, & Leung, 2004; Yuan & Sriraman, 2011). Some researchers stated that Chinese students are lack of imagination and creativity which make people worry about their educator (Wang & Greenwood, 2013).

Experiencing cultural diversity is another reason that attracts students to study in other countries (Bréant, 2018; Cubillo, Sánchez, & Cerviño, 2006; Richards, 2007). For example, China attracts many international students with differences in traditional culture, including martial arts, Chinese medicine, ancient poetry, and food culture (Hu, Wotipka, & Wen, 2016). The United States of America and Australia have become the most popular among international students', a credit to excellent educational resources, it is also attributed the United States of America and Australia are melting pots with diverse cultures (Dimmock & Walker, 2005). These two countries have gathered different cultures and ethnic groups from all over the world and they can respect to their cultures co-exist in harmony (Naylor, 1997; Stanton & Lee, 1995; Walton et al., 2018).

3. Conclusion and Recommendation for Future Research

Australia prior to 2020 was well positioned within the international student tourism market. The combination of cultural attractions, ***English*** language, and high-level quality of education has produced positive economic and social benefits. However, the combined impact of unprecedented wildfires and the COVID-19 epidemic has created many changes that are

underexplored. Factors such as an increase in news of discrimination against Chinese, inconsistencies in government decision making and how COVID-19 has changed all aspects of society.

If international students are not properly guided, and the Australia government does not have suitable incentive policies, international students could flow into other English-speaking countries. To avoid the economic loss triggered by international student outflow, there is a need to better understand what the facilitators and barriers for international students are to study in Australia. To achieve this, first, we reviewed the literature on international student's destination choice, decision making, and international students' behaviour. Through this review, we found there are five main facilitators (better education; experience more diverse cultures; learning advanced foreign knowledge, innovation changes life; self-improvement; improve language skills) and six main barriers (expensive tuition; political conflict; proximity from origin country; racial discrimination; risk of infection with COVID-19; border closures) for the international students to study in Australia.

One of the key contributions of this manuscript is the recognition of pandemics and racial discrimination are new barriers for international students in Australia. Only when hurdles and stimulators are being correctly awarded, then the government and practitioner can guide international students in a targeted, effective manner and formulate corresponding stimulus policies to retain existing international students and attract more potential international students. While this manuscript focused primarily on facilitators and barriers for international students to come and study in Australia based on the literature. Australian government is suggested to make policies to attract more international students choose to study in Australia by reducing their tuition fee. Packing with education with self-improvement activities added such as free English teaching courses and the establishment of a platform to make the communication between locals and national students more accessible and more frequency to improve their English and enhance culture exchange among them. Future studies are suggested to take this research further and combine it with empirical data to analyse effectiveness such as the collection of the perception of Chinese students in Australia and students in China who are preparing to study abroad. The future analysis could also explore the parents of international students' perception of the safety of studying in Australia, and who is the real decision-maker for studying abroad.

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Exploring The Effect Of Atmospherics On Place Attachment In A Theme Restaurant Using PLS Path Modelling

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Abstract

This study empirically explores the effect of restaurant atmospherics on place attachment in a restaurant with different themes. A few research studies have been conducted on traditional Middle Eastern societies, where western-style restaurants are an imported phenomenon. Differences in the perception of restaurants' atmospherics have found their way into official vocabularies, using the terminology "Sonnati" for domestic non-western style restaurants. In this case, the factor of nostalgia that is inherent in Sonnati restaurants must be taken into account when analysing place attachment.

To further understand the dynamics of place attachment in the Middle Eastern hospitality sector, a multi-group analysis was conducted to compare place attachment indicators among 118 customers in one section of the Sinipor-Gilanian restaurant with Sonnati characteristics and 313 customers in another section with modern characteristics. A partial least squares (PLS) approach was used to analyse the data. The findings showed that ambience and dining equipment had significant effects on place attachment in both parts of the restaurant. Facility aesthetics and staff had a positive impact on place attachment only in the modern section. Considering the results of this study, restaurant managers should assess their establishments' ambience based on customers' perception to create attachment and loyalty to the restaurant. Future studies should address the quality of food and service as a determinant factor in choosing a restaurant.

Keywords: place attachment, atmosphere, place aesthetics, theme restaurants

[FP]

Introduction

Restaurants' atmospherics, including facility aesthetics and other nonvisual incentives, and their impact on user's long-term place attachment have been widely discussed in marketing and architectural research (Ariffin et al., 2014; Bitner, 1992; Heung & Gu, 2012). Consumers' consumption mood is mostly affected by emotional feeling. Restaurants' atmospherics can stimulate nostalgic emotions in users to create bonding (Ryu & Han, 2011). Nostalgia is a domain that is on the agenda of today's marketers in corporate advertising (Li et al., 2019). Brands use the power of nostalgic attraction to reinforce consumer attitudes and increase product purchase likelihood (Kim & Moon, 2009). Therefore, the secondary accumulative impact of nostalgia, in addition to the primary designed visual and nonvisual aesthetical element, needs to be taken into account while analysing and assessing factors involved in place attachment.

Research conducted on Middle Eastern restaurants has mostly failed to calculate the influence of nostalgia on customers' place attachment. In this study, the target group is seen as general (global) customers and not distinguished in terms of nostalgically-attached locals and other social milieus. Western-style restaurants hold little or no nostalgia memories for prospective customers. These restaurants are imported phenomena with no historical background in a Middle Eastern setting.

Particularly in Iran, a country largely excluded from the wave of globalisation, such differences in the perception of restaurant atmospherics have found their way into official vocabularies, where the term "sonnati" is used in regard to domestic non-western style restaurants. Sonnati restaurants refer to those restaurants where the exterior and interior architecture are derived from traditional Iranian, Islamic architecture. Such restaurants have long been a recreational gathering hub for Iranian adults and have an undeniable place in the nations' public memory and therefore in promoting traditional Iranian culture. So far, few studies have investigated the effect of such themes in restaurants on consumers' place attachment and compared this effect with that of the restaurants with western style in Iranian culture. This research examines the influence of restaurants' atmospherics on place attachment. To achieve this goal, two distinct sections of one restaurant were compared (i.e., traditional Persian or Sonnati versus modern western style).

Theoretical background

Place attachment

Bowlby (1979) defined attachment theory as an emotional attachment between a person and an object. This emotional attachment reveals a purposeful relationship full of sentiments that satisfy one of the basic human needs. Attachment theory has since been expanded. Previous research has shown that people demonstrate emotional attachment to different objects, including houses, neighbourhoods, places and environments (Brown, Perkins, & Brown, 2003; Lewicka, 2010; Low & Altman, 1992; Loureiro, 2014; Garrod, 2008; Kyle, Graefe, Manning, & Bacon, 2004; Kyle, Mowen, & Tarrant, 2004; Morgan, 2010).

Place attachment is described as any positive or negative relationship that one has with a particular place. These relationships are often the byproducts of one's complicated experiences with that specific place (Lee, 2011). The term has also been used to describe the emotional and mental bonds between one person and a particular location (Hidalgo & Hernandez, 2001; Tsai, 2012). Yuksel et al. (2010) showed that emotional links to a place can be enhanced by experiences and positively influences one's assessments and behaviour intentions (Jang et al., 2015). Previous researchers have conceptualised the "place attachment concept" in different ways. For example, when discussing place attachment, different dimensions of person, process and places have been considered (Scannell & Gillford, 2010).

This study follows the place attachment conceptualisation that was proposed by Tsai (2012). According to Tsai (2012), place attachment is comprised of three dimensions: place identity, affective attachment and place dependence.

Place identity refers to connections of self with a particular setting that determine one's personal identity in relation to their physical environment (Williams & Vaske, 2003). In fact, place identity refers to the symbolic importance of that place as a source for sentiments and relationships that give meaning and goals to life (Williams & Roggenbuck, 1989; Williams & Vaske, 2003). Place identity has also been described as a part of one's self (Proshansky et al., 1983) that increases self-respect and attachment to that environment. Affective attachment is described as involving powerful positive emotions toward a specific place (Tsai, 2012). People's unique experiences play a critical role in emotional links, whether in past or present time, by forming the nature of interactions with the physical environment. Based on the potentials and facilities of a place, place dependence addresses the "functional use and interaction with a place (Scannell & Gillford, 2010,

p. 260). Therefore, it is important to investigate how each of these dimensions is linked to the customer's behaviors towards theme restaurants.

Atmosphere

Spatial aesthetics or atmosphere requires space-conscious design to create special impacts on customers (Kotler, 1973; Milliman 1982). The atmosphere indicates the environment's space quality. Kotler (1973) describes atmosphere as a collection of describable environmental characteristics, such as visual, auditory, olfactory and tactile properties (Areni & Kim, 1994; Kotler, 1973; Turley & Milliman, 2000).

A closely related concept, 'servicescape' is defined as an environment which was made by humans and not nature or society (Bitner 1992; Hwang & Ok, 2013; Kim & Moon, 2009; Hwang & Ok, 2013; Ryu & Jang, 2007). In other words, servicescape describes the physical space of a service company and has been used widely in the literature (Barber et al., 2011). Bitner (1992) has identified three dimensions of servicescape: ambient conditions, spatial layout and functionality (Bitner, 1992; Heung & Gu, 2012; Kim & Moon, 2009). Customers are influenced, consciously or unconsciously, by their physical surroundings while dining. An attractive restaurant environment influences the customer's overall satisfaction and behaviour (Hyun & Kang, 2014). Ryu & Jang (2007) introduced a term similar to servicescape, called “dinescape” (Ryu & Jang, 2007). Dinescape is used in this study, as it is a “measurement of servicescape for the dining area of restaurants” (Abdien, 2019, p. 58) that focuses on the internal environment (e.g., bathroom, waiting room) rather than the external environment (such as parking and a building's exterior design) (Heung & Gu, 2012; Hyun & Kang, 2014; Ryu & Jang, 2007). Dinescapes consist of six dimensions: facility aesthetics, ambience, layout, lighting, dining facilities and employees (Ryu & Jang, 2007). These will be investigated in the context of theme restaurants in this study.

Facility aesthetics

Facility aesthetics refers to architecture, along with internal design and decoration (Heung & Gu, 2012) and whatever contributes to the restaurant’s attractiveness (Han & Ryu, 2009; Heung & Gu, 2012; Wakefield & Blodgett, 1996). In addition to the architecture design of the building, customers become attracted to colourful patterns of facilities, chairs, and floors (Wakefield & Blodgett, 1996). Different colours create various sentiments and emotions (Ryu & Jang, 2007). Other aspects of internal design, such as furniture, photos and paintings, plants and flowers and wall decorations influence the dining environment and create sentiments in customers (Han & Ryu, 2009; Wakefield & Blodgett, 1996). Therefore, the first hypothesis is:

H_1: Facility aesthetics of section A (traditional/Sonnati) will have a different effect on place attachment than will section B (modern).

Ambience

Ambience refers to unseen characteristics of the background that influence the nonvisual senses and have an unconscious impact on customers (Ryu & Jang, 2007). Ambient conditions consist of environmental elements such as temperature, lighting, noise, music and odour (Bitner, 1992; Han & Ryu, 2009; Kim & Moon, 2009, Ryu & Jang, 2007). Based on quantitative analysis, Ryu & Jang (2007) removed lighting from the category of ambient dimensions and considered it as a distinct dimension (Heung & Gu, 2012; Ryu & Jang, 2007). Ambient conditions in the physical space of service businesses encourage customers to engage in more shopping and consumption and

thereby influence customer's attitudes and behaviour toward the service supplier (Ariffin et al., 2012). As a general rule, ambient conditions affect all five senses (Bitner, 1992). For example, compared to an odourless environment, an environment with pleasant odour leads customers to perceive that environment more positively (Hyun & Kang, 2014). Nowadays, retail business owners know that odours influence customer's willingness to purchase. Previous research studying restaurants and supermarkets has shown that music's tempo influences purchaser's pace, duration time and total money spent (Bitner, 1992; Milliman 1982; Turley & Milliman, 2000). One of the approaches used to attract more customers is to redesign the ambient features of a restaurant based on the customers' perception (Ertzberger, 2009). The initial investigation of customers' perceptions before a redesigning investment leads to minimising the resource, time and financial failures. Therefore, the next proposed hypothesis is based on the fact that pleasant odour, music, desirable temperature, lower noise volume and good lighting, in harmony with other elements, lead to customers' positive assessment and higher ranking of the restaurants' performance (Hashim Fadzil Ariffin et al., 2012). Therefore, the second hypothesis is:

H2: Ambience of section A will have a different effect on place attachment than will section B.

Layout

Spatial layout refers to facilities, machinery and furniture, as well as their arrangement, forms and quantities and also the spatial connections among them (Bitner, 1992; Han & Ryu, 2009; Hyun & Kang, 2014; Kim & Moon, 2009; Ryu & Jang, 2007,). Bitner (1992) states that spatial layout and its functional analysis are more eye-catching for customers of service businesses. Therefore, layout design in a physical environment is an effective tool to increase customers' satisfaction, because it fulfils functional needs and make customers comfortable (Hyun & Kang, 2014). Moreover, layout design has a direct impact on customers' assessment of quality, joy and excitement level (Ryu & Jang, 2007). Hence, the following hypothesis is proposed:

H3: Layout of section A will have a different effect on place attachment than will the layout of section B.

Lighting

Lighting is connected with the perception of illumination and influences emotions and sentiments, such as warmth and comfort (Ryu & Jang, 2007). Lighting type can influence one's perception of the environment's quality and change understanding about the physical, sentimental and mental aspects of the environment (Ryu & Jang, 2007). In restaurants, warm lighting means perfect services and high prices, whereas illuminant lighting is a symbol of fast food with lower prices (Bitner, 1992, Ryu & Jang, 2007). Furthermore, lighting affects other atmosphere dimensions, such as ambience and facility aesthetics. For example, in facility aesthetics, lighting level can congenially align with colour to maintain synergy (Ryu & Jang, 2007). Hence, this hypothesis is proposed:

H4: Lighting of section A will have a different effect on place attachment than will the lighting of section B.

Dining equipment

Many of the physical elements of the environment can be used as explicit or implicit signals to create a connection between the environment and customers (Bitner, 1992). Dining equipment is an important factor for luxury restaurants, because it represents a prestigious image of the

restaurant to attract high-class customers who demand such services. For example, using high-quality appliances to serve customers such as dishes, crystals and cotton textile napkins influence customers' perception of quality (Heung & Gu, 2012; Ryu & Jang, 2007; Wu & Liang, 2009). Hence, this hypothesis is proposed:

H5: Dining equipment of section A will have a different effect on place attachment than will that of section B.

Employees

Both service employees and service customers are influenced by psychological, emotional and cognitive responses of the environment (Wu & Liang, 2009). Service employees are service providers who are deeply attached to the social environment (Ryu & Han, 2011; Ryu & Jang, 2007). This dimension refers to the employees' appearance and their number (Ryu & Han, 2011; Ryu & Jang, 2007). For example, employees' professional uniforms can effectively carry values of the company in a very close-up and professional way (Ryu & Han, 2011). A cooperative relationship between consumers and service employees is also important in consumers' assessment (Wu & Liang, 2009). However, cooperation between service employees and consumers is not one of the main factors of the physical environment, because it is not one of the prominent quantitative characteristics (Ryu & Han, 2011).

H6: Employees of section A will have a different effect on place attachment than will those of section B.

Based on the literature review and proposed hypotheses, the following conceptual model is proposed (See Figure 1).

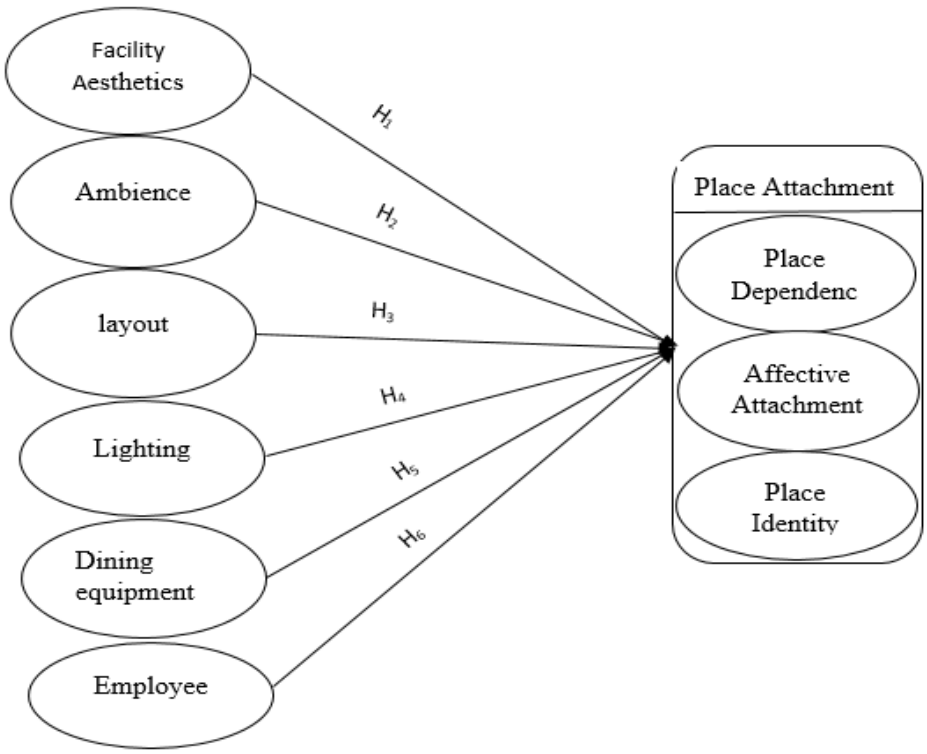

Figure 1. Proposed conceptual model

Methods

This research is a descriptive study that explores the restaurants' atmospheric impacts on customers' place attachment within different themes. The data were collected in the Sinipor-Gilanian restaurant, which is located in north Iran and has two distinct sections: one with a traditional (Sonnati) theme (section A) and another with a modern theme (section B). Respondents were restricted to those who have dined at the restaurant. Researchers asked participants to complete a questionnaire immediately after their experience, to avoid biased responses due to memory failure. Of 431 completed questionnaires, 118 respondents had dined in section A and 313 respondents had dined in section B.

Data were collected using a 30-item questionnaire, of which 21 items referred to the measurement of six dimensions of the atmosphere (facility aesthetics, layout, ambience, lighting, dining equipment and employees). These questions were adapted from Ryu & Jang (2007) in a seven-point Likert scale, anchored by “1” meaning “strongly disagree” and “7” meaning “strongly agree.” The remaining items measuring place attachment (Place Identity, Affective Attachment, Place Dependence) were derived from Tsai (2012) with a five-point Likert scale, anchored by “1” meaning “disagree” and “5” meaning “agree.”

Data analysis and results

Concerning the demographic data of section A respondents, 56% were male within 25 to 35 years of age. Their education level was identified as “undergraduate” degree for 41% of individuals. The majority of Section B respondents were female (53%) with a similar age pattern and education level. The proposed hypotheses in this study were tested through partial least squares-structural equation modelling (PLS-SEM). PLS is a variance-based method that was selected for this study because some of the items within the data set were not distributed normally ($p < 0.01$ using the Kolmogorov-Smirnov test).

Analysis proceeded in two phases: first, measurement model analysis (the relationship between the latent variables and their indicators) and then structural model analysis (the relationship between the model's variables). The results of the structural invariability test show that confidence intervals overlapped in the structural model. Therefore, a structural invariability test shows that there is no significant difference between the two samples of sections A and B (See Table 1).

Table 1. Structural Invariability Test Results

	2.5% (section B)	97.5% (section B)	2.5% (section A)	97.5% (section A)
atmosphere -> place attachment	0.471	0.646	0.401	0.652

Measurement model analysis

Reliability and validity of the construct were assessed by measurement model test before the structural model analysis. Reliability of the indicators was tested through Cronbach's alpha, compositional reliability and load coefficient. If the load coefficient value is equal to or more than 0.4, it shows that the reliability of the measurement model is accepted (Hulland, 1999). Load coefficient values of all indicators for both sections were higher than 0.5 for all variables, except one item measuring Layout variable (See Table 2).

Table 2. Results of the measurement model analysis

	Key constructs	Indicators	Factor loading Section A	Factor loading Section B
Place Attachment				
	Place Dependence			
		PD1	0.89	0.877
		PD2	0.874	0.879
		PD3	0.79	0.829
	Affective Attachment			
		AA1	0.871	0.841
		AA2	0.866	0.845
		AA3	0.826	0.823
	Place Identity			
		PI1	0.91	0.898
		PI2	0.9	0.91
		PI3	0.849	0.84
Atmosphere				
	Facility aesthetics			
		FA1	0.808	0.777
		FA2	0.849	0.753
		FA3	0.851	0.779
		FA4	0.677	0.699
	Ambience			
		Am1	0.765	0.828
		Am2	0.846	0.825
		Am3	0.813	0.666
		Am4	0.845	0.692
	Layout			
		La1	0.875	0.88
		La2	0.236	
		La3	0.896	0.895
	Lighting			
		Li1	0.904	0.873
		Li2	0.928	0.921
		Li3	0.934	0.896
	Dining equipment			
		DE1	0.830	0.763
		DE2	0.865	0.81
		DE3	0.827	0.83
	Employees			
		Em1	0.864	0.919
		Em2	0.862	0.909

Results indicate that Cronbach's alpha and CR are higher than 0.7 for each variable. Moreover, a convergent validity test was conducted to show that items measuring a construct are related. Convergent validity was confirmed by Average Variance Extracted (AVE) analysis that shows the average amount of variance in indicator variables. Fonell and Larcker (1981) introduced this standard for measuring the convergent reliability and stated that the crucial value for this determination is 0.5, which means that values higher than 0.5 show acceptable convergent reliability. AVE value was higher than 0.5 for all indicators of both sections (See Table 3).

Table 3. Confirmatory factor Analysis

	Key constructs	Alpha Chronbach		Composite reliability		AVE	
		Section A	Section B	Section A	Section B	Section A	Section B
Place Attachment		0.89761	0.890976	0.916942	0.9119	0.7431	.....
	Place Dependence(PD)	0.81036	0.826495	0.888412	0.896502	0.72684	0.7429
	Affective Attachment(AA)	0.8155	0.784813	0.890389	0.874524	0.7304	0.69912
	Place Identity(PI)	0.86426	0.859512	0.91682	0.913701	0.78621	0.77942
Facility aesthetics(FA)		0.81154	0.744227	0.877367	0.839221	0.64303	0.5666
Ambience(Am)		0.83721	0.746762	0.84902	0.841411	0.67213	0.57253
Layout(La)		0.72567	0.74262	0.879354	0.885779	0.78469	0.795
Lighting(Li)		0.91227	0.877723	0.944857	0.924755	0.85105	0.80387
Dining equipment(DE)		0.79375	0.72098	0.879149	0.843352	0.70806	0.64246
Employees(Em)		0.65733	0.803292	0.84902	0.91039	0.73851	0.83552

Finally, the discriminant validity of the measurement model was tested to confirm that there was no relationship between the constructs. Therefore, when AVE for each construct was more than the communality variance between that construct and the others in the model, discriminant validity is at an acceptable level (Fonell & Larcker, 1981) (See Table 4 and 5).

Table 4. Correlations and discriminant validity for Section A

	PA	AA	PI	FA	Li	Am	La	DE	Em
PA	**0.853**								
AA	0.71	**0.855**							
PI	0.499	0.627	**0.887**						
FA	0.312	0.369	0.263	**0.802**					
Li	0.269	0.375	0.288	0.729	**0.923**				
Am	0.354	0.451	0.417	0.499	0.542	**0.82**			
La	0.382	0.384	0.233	0.480	0.475	0.361	**0.886**		
DE	0.369	0.422	0.445	0.48	0.556	0.438	0.424	**0.841**	
Em	0.285	0.383	0.250	0.474	0.441	0.283	0.358	0.495	**0.859**

Table 5. Correlations and discriminant validity for Section B

	PA	AA	PI	FA	Li	Am	La	DE	Em
PA	**0.862**								
AA	0.665	**0.836**							
PI	0.552	0.611	**0.883**						
FA	0.404	0.402	0.366	**0.753**					
Li	0.395	0.401	0.363	0.659	**0.897**				
Am	0.424	0.407	0.289	0.522	0.319	**0.757**			
La	0.273	0.192	0.136	0.365	0.371	0.319	**0.892**		

DE	0.402	0.331	0.413	0.536	0.518	0.512	0.512	**0.802**	
Em	0.376	0.359	0.289	0.434	0.402	0.409	0.338	0.51	**0.914**

The goodness of fit indices of the measurement model were satisfactory, and the requirements of discriminant and convergent validity tests were fulfilled. Therefore, in the next step, the structural model was tested.

Structural model analysis

Structural model assessment is conducted by R^2 measure. The more the R^2 values of the dependent variables of a model, the better the fittings of the model. R^2values of both sections can be seen in Table 6. Furthermore, the fitting of a model is assessed through path coefficient or correlation among variables. Path coefficient reveals the intensity of the correlation between an independent variable and a dependent one. Hensler and colleagues (2009) believe that the value of Q^2 for a dependant variable should be higher than 0.02; if not, it would mean that model has weak prediction (see Table 6).

Table 6. Structural model analysis results

	Key constructs	R^2		Q^2		Direct effect	
		Section A	Section B	Section A	Section B	Section A	Section B
Place Attachment		0.350	0.302	0.149182	0.169192	0.188	
	Place Dependence(PD)	0.722	0.774	0.532505	0.571665	0.517	0.88
	Affective Attachment(AA)	0.827	0.8	0.597496	0.554399	0.611	0.894
	Place Identity(PI)	0.678	0.629	0.52285	0.466334	0.527	0.793

Finally, Figures 2 and 3 show the coefficient of determination value and path coefficient for sections A & B models.

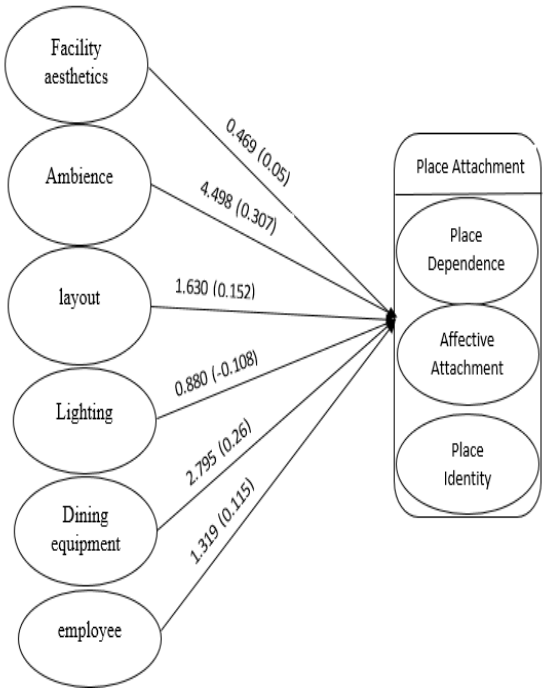

Figure 2. Structural model results (Section A)

Figure 3. Structural model results (Section B)

Bootstrap command was used with a sample repetition round of 450 for section A and 600 for section B to obtain standard error and t-value (see Table 7).

Table 4. Results for hypothesis testing

Hypothesis	Path coefficients Section A	Section B	t-Value (bootstrap) Section A	Section B	Support Section A	Section B
Facility aesthetics (FA)> Place Attachment	**0.05**	**0.151**	**0.469**	**2.126**	NO	YES
Ambience (Am)> Place Attachment	**0.307**	**0.225**	**4.498**	**4.175**	YES	YES
Layout (La)> Place Attachment	**0.152**	**-0.036**	**1.630**	**0.992**	NO	NO
Lighting> Place Attachment	**-0.108**	**0.108**	**0.880**	**1.801**	NO	NO
Dining equipment (DE)> Place Attachment	**0.26**	**0.127**	**2.795**	**1.99**	YES	YES
Employees (Em)> Place Attachment	**0.115**	**0.141**	**1.319**	**3.039**	NO	YES

To investigate the results of the analysis, model connections were analysed using a collective analysis formula (Hensler, 2012). This test revealed that the difference between sections A & B concerning layout and place attachment were meaningful. Therefore, there was not a significant difference between the two distinct themes of the Sinipor-Guilanian restaurant.

Discussion

A limited amount of research has examined the factors of the atmosphere in attracting customers to a restaurant with different themes in Iran. Overall, the study noted a significant influence of ambience on place attachment in both traditional and modern sections of the restaurant. This finding is in line with previous research. Ryu and Jang (2007) stated that ambience is the most important factor in creating behavioural intentions. Therefore, a restaurant should focus on ambience to establish an emotional and meaningful relationship with its customers and to create

differentiation from its competitors. The ambience, which has characteristics like temperature, lighting, noise, music and odour (Bitner, 1992; Han & Ryu, 2009; Hyun & Kang, 2014; Kim & Moon, 2009) influences customers' perceptions of a retail environment (Mattila & Wirtz, 2001; North & Hargreaves, 1998); bringing out their feeling (Ryu & Han, 2011; Ryu & Jang, 2007); and increasing the purchase and waiting time (Yalch & Spangenberg, 2000). Moreover, ambience with its odour affects consumers' inner sentiments, mood and emotions (Bone & Ellen, 1992, Chebat et al., 2009); and finally, leads to the emotional relationship between one individual and a place (Hidalgo & Hernandez, 2001; Tsai, 2012). Ambience influences insensible characteristics of the background (Hwang & Ok, 2013; Ryu & Jang, 2007) which may affect the nonvisual senses and have an unconscious effect on customers (Ryu & Jang, 2007).

Further, the study results indicate that dining equipment positively influences the place attachment in both modern and Sonnati sections. Previous research has also shown that dining equipment influences customers' emotions and their behavioural intentions (Tuzunkan & Albayrak, 2016). High-quality dining equipment conveys information regarding overall restaurant quality. The physical environment has many factors, and some of these factors can be used as implicit or explicit signals to establish the relationship between the place and customers (Bitner, 1992). Dining equipment creates value in customers' minds and may affect their perceptions (Ryu & Jang, 2007), so an environment's implicit signals are important to establish an emotional relationship with the consumers. Therefore, using high-quality appliances in the theme restaurants can result in customers' deeper attachments.

The research findings also indicate that two other factors, employees and facility aesthetics, had a positive impact on place attachment in the modern section. In contrast, they had no effect on place attachment in the Sonnati section. More specifically, perceptions of facility aesthetics and employees have an important effect in developing an attachment to a place in a modern environment. This finding provides an explanation that when customers enter a restaurant with a Sonnati theme, regardless of the employees' interactions and facility aesthetics, they enjoy the emotional and nostalgic sense of the Sonnati atmosphere. This finding is in line with the previous research where positive perceptions of an environment create positive emotions before the actual use of the service (Hwang, 2013; Kotler, 1973).

Conclusion and Implications

This research aimed to investigate the impacts of factors of the atmosphere such as facility aesthetics, layout, ambience, lighting, dining equipment and employees on place attachment in a restaurant with different themes. One theme had traditional characteristics, which stimulated a nostalgic sense. And the other theme had modern features. Based on the literature review, six hypotheses were presented, and a structural model was developed. The results of this research show that key dimensions of the atmosphere directly influence place attachment. These dimensions are facility aesthetics, ambience, dining equipment and employees. Following the comparison of two sections in the main model, the results show that among these six dimensions, ambience and dining equipment have the most meaningful impact on place attachment. Ambience and dining equipment stimulated a nostalgic sense in section A more than in section B. This finding emphasises the crucial role of ambience in establishing an atmosphere, which leads to creating an emotional and cognitive relationship with a restaurant.

The results of the research indicate that restaurant managers who want to redesign their restaurants should, before investment, assess the ambience of their restaurant based on customers' perceptions (Jani & Han, 2014). Since many customers seek to have pleasure when dining out ((Tuzunkan & Albayrak, 2016), the results of this research provide insight for restaurant managers to utilise effective atmospheric factors to establish a mental and sentimental relationship between their customers and the restaurant. This relationship creates an attachment and loyalty toward a place. Among the six dimensions of atmosphere, ambient conditions are the most potent element in establishing a place attachment that is the most achievable one to manage. Therefore, it is recommended that managers provide a harmonic composition of music, odours and temperature to attract customers.

Besides its contribution to the current body of knowledge, this research has limitations. The quality of food and service is not included in this study as a determinant factor in choosing a restaurant. Moreover, the chosen restaurant in this study is a luxury restaurant; therefore, the results of this study may not be generalisable to other types of restaurants. In addition, the use of traditional Persian music can have a significant impact on customers, which has not been investigated in this research to its full extent. Therefore, future researchers can address these shortcomings to overcome the limitations of this study.

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How A Hierarchical Governance Structure Impairs Sustainable Destination Development: A Context Of Red Tourism In China

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Abstract

A growing recognition observed in sustainable tourism research on the need for destination governance for sustainable development. Specifically, given the hierarchical structure is still playing an essential role in destination governance, how this governance structure influences a cultural tourism destination's sustainable development remains unclear. This research uses the management of red tourism destinations in China to analyse how hierarchical governance may incur destination sustainable development barriers. It provides details of the qualitative study on sustainable barriers using thematic analysis, which systematically identifies consistent themes. The results reveal three major streams: the conflicts within governance, the disputes between governance and market demand, and the impacts of conflicts in governance. Results show that the inconsistent initiatives of red tourism destination management between central and local governments give rise to conflicts within governance and between governance and market demand, negatively influencing tourism destinations' sustainable development from economic, socio-cultural, and environmental perspectives. A conceptual framework is proposed concerning the conflicts and impacts on the governance of red tourism destinations. The research supplements the current knowledge of how the hierarchical governance structure may impair sustainable tourism development barriers and provide practical implications to China's red tourism destinations.

Keywords: hierarchical governance structure, destination management, sustainable development, red tourism, heritage tourism

[FP]

Introduction

Red tourism, or communist heritage tourism, is obtaining increasing attention in China. Defined as the historic sites of the Communist Party of China (CPC), the Chinese central government accredits red tourism as an essential means to conduct patriotism education and enhance national identity. The central government released official guidelines for developing red tourism destinations at the national level in 2004 (Wall & Zhao, 2017). Since then, the Red Tourism Development Planning was enacted every five years. The specific central administrative office—The National Leading Group Office for the Coordination of Red Tourism, announcing new certified red tourism destinations and financial funding of red tourism destinations (Zhao & Timothy, 2017). In 2019, over 350 tourism destinations were officially certified as red tourism destinations, with 700 million tourism visits in total, taking over 11% of the domestic tourism market (China Tourism Academy, 2020). Given the rapid growth and increasing market share of red tourism, it is crucial to investigate how the red tourism destination management could further stimulate the destinations' development.

Despite the contributions of red tourism to the Chinese domestic tourism market, some challenges and threats exist regarding the sustainable development of red tourism destinations. Firstly, as red tourism development's overarching goal is to achieve educational and cultural

values, the economic and environmental aspects of red tourism destination development are relatively weakened. The residents perceive more strong socio-cultural values of red tourism destinations than economic benefits (Zuo, Gursoy, & Wall, 2017). Secondly, given the political property of red tourism destinations, the central government is playing a determinant role in the policy and regulation-making process of red tourism destination development, which potentially impairs the initiative of local governments in destination management (Zhao & Timothy, 2015). Thirdly, as the strategic plannings of red tourism destinations are mainly the historic sites of the CPC, the other cultural and natural tourism resources within the red tourism destination area are marginalized, which limits the capability of the destination to develop a diversified tourism portfolio to enhance tourists' experience (Zhao & Timothy, 2017).

In destination sustainable development, the governance by regional organizations, which steers, mobilizes, and regulates the society, is believed to play a crucial role (Bramwell, 2011; Lange, Bornemann, & Burger, 2019; Zahra, 2011). With the three significant challenges that red tourism destinations are currently facing for development, it is vital to explore how to address the challenges from a governance perspective. According to Hall (2011), analysing tourism governance based on typology helps destination management conceptualization and tourism policy evaluation. In the red tourism context, Zhao and Timothy (2015) proposed a three-level power pyramid model analysing the red tourism destination management process, indicating a hierarchical governance structure of red tourism destinations. However, while Zhao and Timothy (2015) identify the governance type of red tourism destination management, little is known regarding how the hierarchical structure of governance influences sustainable development, especially challenges faced by red tourism destinations.

Therefore, to address the current research gap, this study explores how the current hierarchical governance structure in red tourism destination management influences the sustainable development of the destination to achieve its economic, socio-cultural, and environmental goals. The literature on hierarchical governance structure and destination sustainable development is reviewed in the second section to explore the mechanism of the influence, following a qualitative case study and thematic analysis to develop a framework (section three and four). The framework is discussed and reflected based on the literature, with the conclusions and implications drawn in the last section.

Literature review

Hierarchical governance structure

The discussion of hierarchical governance can be dated back to the explanation of ideal bureaucracy by Max Weber (Gerth & Mills, 1948). As Kooiman (2003) explained, hierarchical governance performs a "top-down" structure from the high-end government to the public, which is vertical and formal, featuring steering and control. Following the work of Kooiman (2003), studies on political science discussed the hierarchical structure under the context of governance modes, focusing on the relationship between government and private sectors (politics), the institutional architecture (polity), and the policy forms (policy) (Arnouts, van der Zouwen, & Arts, 2012; Driessen, Dieperink, van Laerhoven, Runhaar, & Vermeulen, 2012; Hysing, 2009; Lange, Driessen, Sauer, Bornemann, & Burger, 2013; Treib, Bähr, & Falkner, 2007) (See Table 1).

Table 1. A description of hierarchical governance in literature

Attributes	Descriptions
The relationship between the government and private sectors (Politics)	The government is dominating private sectors (A hierarchic relationship). (Arnouts et al., 2012; Hysing, 2009) The government determines the autonomy of private sectors. (Driessen et al., 2012) The power is concentred within the government (Treib et al., 2007)
The institutional architecture (Polity)	Top-down with command-and-control (Driessen et al., 2012; Hysing, 2009) Central locus of authority (Treib et al., 2007) Governmental coercion (Arnouts et al., 2012)
The policy forms (Policy)	Uniform goals and targets (Driessen et al., 2012) Rigid policy implementation levels (policy sectors and levels separated) (Driessen et al., 2012; Treib et al., 2007) Formal documentation (legislation, regulations, standards, etc.) with legal bindings (Driessen et al., 2012; Treib et al., 2007)

While the hierarchical governance structure topic is widely discussed in public policy and environmental policy literature, the relevant works are few in the tourism context. Hall (2011) provides a typology of destination governance, with five characteristics identified for hierarchical governance: (1) idealized for democratic government and public administration; (2) distinguishing between public and private policy space; (3) focusing on public or common good; (4) top-down decision-making; (5) hierarchical relations between different levels of the state. As pointed by Hall (2011), little is known about how hierarchical governance performs in destination management. Instead, most research focuses on government or government intervention in destination sustainable development, which leads to the next section.

The role of governance in destination sustainable development

The role of governance has been emphasized in tourism sustainability in destinations (Bramwell, 2011). An early study by Jenkins and Henry (1982) introduced the dimension of government involvement in tourism development and distinguished between active participation and creating an 'enabling environment.' While the active government involvement adopts a central planning and control government intervention model, the "enabling environment" type embraces a public-private partnership (Jenkins & Henry, 1982). This typology corresponds with the political facet in the discussion of governance mode.

In more recent literature, it is believed that the role of governance in destination sustainable development is walking towards the two directions proposed by Jenkins and Henry (1982). On the one hand, the governments in Western countries tend to perform less significant direct influence on destination management, which is substituted by subtle government steering of the priorities for action of the new agencies and partnerships or becoming a participant in the new alliances (Bramwell, 2011). On the other hand, research from China, Vietnam, and other developing countries shows that the government's active involvement generates enablers and barriers to sustainable development (Guttman et al., 2018). Table 2 shows a comparison between the government roles towards sustainable development.

Table 2. The difference in government roles and activities in tourism development among countries

Roles	**Active involvement**	**Enabling environment**
Intervention model	Central planning and control	Public-Private Partnership
Examples	China, Vietnam, Laos, Cuba	Western countries
Key factors	National policy, legislative support, standards (Qiao, Liu, Kristoffersson, & Randrup, 2019) Institutionalization, financial distribution (Phuong, Biesbroek, & Wals, 2018) Skills and knowledge (Liu, 2011) Political identity (Zhang, 2015) Cooperation between sectors (Gómez-Sanabria et al., 2020)	Cooperation (Shahvi, Mellander, Jordan, & Fenton, 2021) Coordination (Lange et al., 2019) Incentives (Dinica, 2009) Participation (Howlett & Ramesh, 2014)

In summary, the literature on governance in western and developing countries indicates a noticeable difference in government roles and sustainable development activities. Besides, the current western literature of governance is not robust enough to capture the realities in China (Guttman et al., 2018). Thus, there is a need to conduct case-specific research to investigate how China's typical hierarchical governance structure influences sustainable development in tourism destinations.

The governance of red tourism in China

As pointed in the introduction, the red tourism destination comprises educational and cultural values for national identity and patriotism (Wall & Zhao, 2017). Given the specialty of red tourism destinations, red tourism governance follows a typical hierarchical structure from the central governments at the national and provincial levels to the local governments at the county and village level (Zhao & Timothy, 2015). While the central government has released a series of guidelines and regulations (e.g., "National Red Tourism Development and Planning Compendium (2004-2010; 2011-2015; 2016-2020)"), the local governments are required to submit a planning report on red tourism.

Despite the same governance structure, there are differences in red tourism development among provinces due to the regional divide in economic development, closeness to the central government, and degrees of recognition towards red tourism implementation. However, the existing research is limited in relating the hierarchical governance structure to the sustainable outcomes of red tourism destinations. Therefore, this research explores how hierarchical governance structure influences the sustainable development of red tourism destinations.

Methodology

Data collection

This study follows a qualitative methodology with case studies of red tourism destinations. Three typical red tourism destinations were chosen: Zunyi, Chishui (both in Guizhou Province), and Panzhihua (in Sichuan Province) (see Figure 1). The three cities are known for the Long March (1934.8–1936.10) and have abundant relics and historic remains from the 1930s to the 1970s.

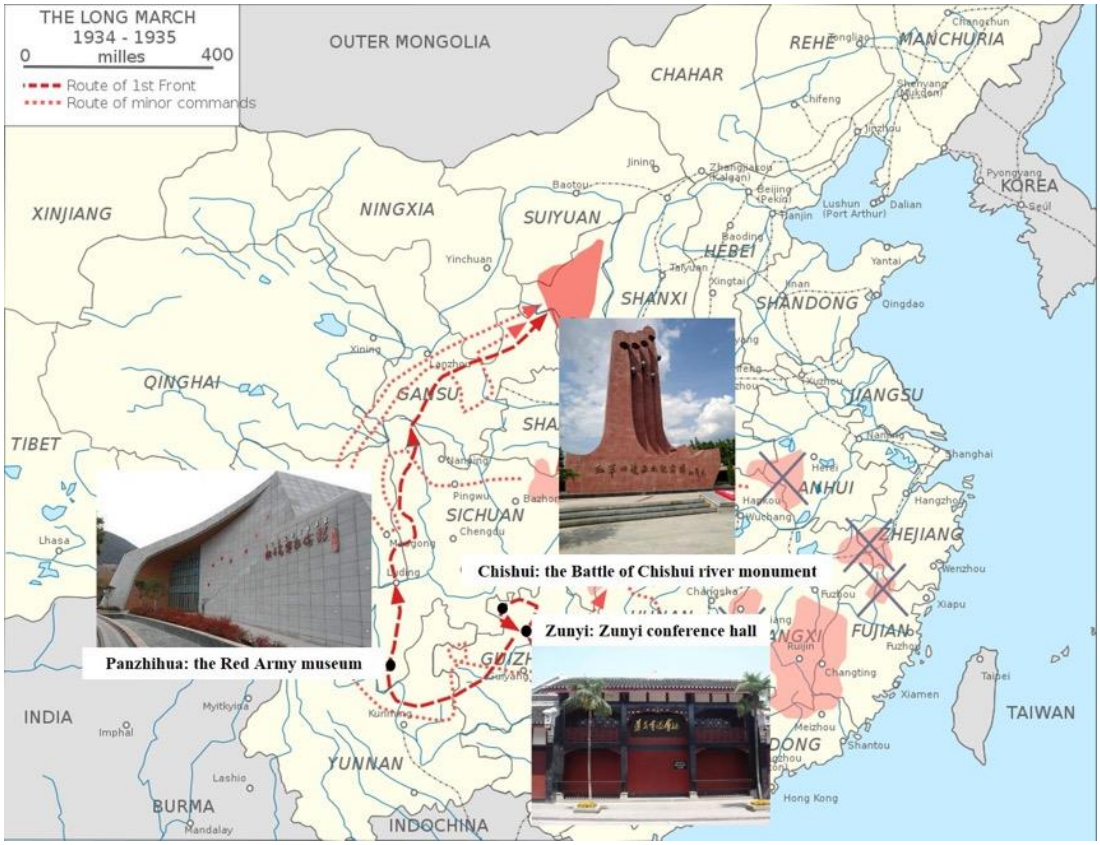

Figure 1. The locations of the sample area

The data collection was conducted in two steps. Firstly, second-hand materials concerning red tourism governance were collected, including policies and regulations enacted by the central government, local governments, and coordinating organizations founded for red tourism development at two government levels.

Secondly, field research was performed, including site observations and focus group discussions. The sites related to red tourism in the three destinations were visited, with fieldnotes recorded about the experience. Following the field trip, three focus group discussions with official leaders and administrative staff members for red tourism management are conducted at three destinations. Three major discussion topics are set: (1) What did you do for red tourism development? (2) What did you barge up against in action? (3) What do you need to support red tourism development? Samples for these interviews were collected, as presented in Table 3.

Table 3. Demographic information of interviewees

No.	Sex	Age	Position	No.	Sex	Age	Position
a1	M	*3	Director	a13	F	*4	Director
a2	M	*3	Division chief	a14	F	*2	Staff
a3	M	*3	Section-chief	a15	M	*3	Director
a4	M	*4	Mayor	a16	M	*3	Section-chief
a5	M	*4	Director	a17	M	*4	Mayor
a6	F	*3	Division-chief	a18	F	*3	Director
a7	M	*4	Mayor	a19	M	*2	Section-chief
a8	F	*3	Director	a20	M	*2	Section-chief
a9	M	*3	Division-chief	a21	M	*2	Civil servant
a10	M	*3	Division-chief	a22	F	*2	Civil servant
a11	M	*3	Director	a23	M	*3	Civil servant
a12	F	*4	Director	a24	M	*4	Director

Notes: age18-24=*1; age25-34=*2; age35-44=*3; age45-54=*4; age55-64=*5; age65+=*6

Data analysis

In this study, thematic analysis is utilized for analysing the transcript of focus group discussions. Through identifying, analysing, and reporting patterns (themes) within data, thematic analysis can be used within different theoretical frameworks and works to reflect reality or unravel its surface (Braun & Clarke, 2006). Excel was used to log all raw data and convert them to text to be analysed in NVivo (version 11). Following data familiarisation and clarification, code manuals were developed that included detailed definitions and exemplar texts of 10 high-order themes according to the conceptual framework to help organize the data. Two stages are performed to generate the final themes (see Table 4).

Table 4. Analysis process, outcomes, and means of establishing trustworthiness

Stages of analysis	Outcomes	Means of establishing trustworthiness
Initial coding	14 initial themes	Use of a coding framework Reflexive journaling Keep detailed notes about the development and hierarchies of concepts and themes
Refine coding	11 themes, including 11 sub-themes	Researcher triangulatio Peer debriefing Themes and subthemes vetted by team members Test for referential adequacy by returning to raw data Team consensus on themes

Results

The thematic analysis revealed nine themes concerning the barriers to the sustainable development of red tourism destinations from a governance perspective. Based on the themes, three significant streams are developed: conflicts within governance, conflicts between governance and market demand, and the influence of conflicts on the destination sustainable development. The three streams are presented in Table 5 and discussed in the following sub-sections.

Table 5. Themes of barriers for red tourism development from a governance perspective

Themes (frequency count) and description	Sub-themes (frequency count)	Examples
Conflicts within governance		
Cooperation (12) The cooperation among red tourism resorts with public and private stakeholders	**Department coordination (7)**	Local departments lack the initiative to seek support from other policy domains The mechanism of cooperation between local departments for red tourism development is deficient
Government Collaboration (11) The collaboration about red tourism development between local central and local governments		The administration department is not aligned between central and local government The financial budget on red tourism differs between central and local government
Policy and Regulation (10) The policy and regulation for the operation of red tourism that enacted by central and local governments		The restrictions of red tourism destinations to provide commercialize products Red tourism projects should align with the national strategy Regulations about red tourism constraint its proactivity
Conflicts between governance and market demand		
Human resource (13) The human resources challenges at industry level	**Quality of employee in red tourism sector (9)**	Insufficient talent training Lack of enthusiasm for their job Absence of incentive for employees
	Workforce for red tourism development (4)	Shortage of employees Not enough staff authorized by the central government
Product development (12) Tourism products related to red culture	**The attractiveness of red tourism-related products (6)**	Unattractive of current products Distinctive features of current products Not obvious for positioning

	Development of red tourism-related products (6)	Insufficient products development Lack of cultural contents Haven't form core products
Infrastructure and accessibility (10) The infrastructure (transportation, local development) and supporting facilities that enable tourists to have access to experience red tourism		Infrastructure deficiencies within the destination Unbalanced distribution of tourism infrastructure
Marketing (10) The marketing planning and themes carried out by the government		Lack of marketing system Low influence of red tourism in society Less well-known brand awareness
Technology (7) Technological application		The lesser degree of technological application among red tourism resorts Low-level uses of ICT in red tourism products Smart tourism can improve service quality in red tourism resorts Red tourism resorts incapable of building smart tourism
Impacts of conflicts in governance		
Destination Sustainable Management (15) The efforts to achieve sustainable development goals of red tourism at the destination level	**Economic development (7)**	Red tourism planning cannot be completed on schedule Data on economic benefits is incomplete and inaccurate
	Socio-cultural preservation (4)	Lack of research on the cultural effect of red tourism Path dependency on central government strategy of the local department
	Environmental sustainability (4)	Pressure on environmental capacity during peak seasons The limited budget allocated to environmental protection

Conflicts within the governance

The first significant stream concerns the conflicts within the governance of red tourism destinations. Respondents emphasized three significant conflicts: cooperation, government collaboration, and policy and regulation. Firstly, the cooperation between administration offices of red tourism destinations and other stakeholders within the destinations was discussed, which can be further specified in the collaboration between different government departments and the cooperation between administration offices and private sectors. In the cooperation between various government departments, the administration office performs negotiations with other departments, including transportation, poverty alleviation, education, propaganda, etc. However, without a consistent development strategy at the regional level, the local departments have little initiative to cooperate with other government departments regarding destination management. As revealed in the focus group discussion, most red tourism destinations call for a more effective cooperation mechanism between the red tourism administration office and other local departments to build a network for red tourism destination management.

Secondly, the conflicts in the collaboration between central and local government were identified. These conflicts come from the disaccord of administrative departments between the central government and local governments. Based on the observation, while a specific administration department is in charge of the red tourism destination management at the central government level, some destinations do not have their own administrative offices. Besides, as most red tourism destinations rely on financial support from the central government, some respondents mentioned that the central government's financial budget is not always allocated as scheduled. For example, while the central government provided the financial support for Chishui city to develop red tourism, the local government utilized the budget in poverty alleviation; '*it is not the unwillingness to do the preservation and exhibition, but we have great pressure on poverty alleviation and have a limited effort on these affairs. (a7)'* Although Chishui City has rich red tourism attractions and the central government makes an effort to assist its red tourism development, the red tourism destination development is still unsatisfying.

Thirdly, the respondents highlighted the conflicts of policy and regulation for the operation of red tourism enacted by the government. Specifically, conflicts about policy initiatives exist between the central government and local governments. While the central government considers the cultural and political values of red tourism destinations in the policymaking process, which restricts the commercialization of red tourism destinations, the local governments focus on the economic development of the area, especially the leverage effect of red tourism destinations. As a result, local governments' autonomy on red tourism destination management is constrained, which further damages the proactivity of local governments on destination development.

Conflicts between governance and market demand

The second significant stream from the study is the conflicts between governance and market demand. Specifically, five barrier themes emerged from the analysis: human resource, product development, infrastructure and accessibility, marketing, and technology. As for human resources, nine respondents from all three focus groups mentioned that low-quality human resources threaten red tourism. On-the-job training and incentive for good work are insufficient, leading to the job burnout of current employees. Considering that authorized staff positions are limited, employee shortage is universal in the red tourism industry.

The barriers to product development are reflected by the low attractiveness of the destinations and the lack of a clear product development strategy. As revealed in the focus group discussion, the current product development of red tourism destinations mainly utilizes imitation and replication strategies to develop new products. However, with an increasing request for experience and engagement, more innovative product development strategies are required to enhance the destination attractiveness.

In terms of infrastructure and accessibility theme, most red tourism destinations are in the remote area and face infrastructure deficiencies due to the limited budget. Specifically, respondents emphasized the lack of tourism infrastructure, which leads to the limited accessibility to the red tourism destinations. Besides, the distribution of tourism infrastructure is also unbalanced between destinations. In Guizhou province, while the tourism infrastructure in Zunyi city is well-established, the tourism infrastructure in Chishui city is far behind.

In the marketing aspect, most red tourism destinations lack separate marketing departments and marketing systems, limiting the promotion of red tourism destinations. Since efforts have been made to promote red tourism destinations within the CCP as significant political symbols, respondents pointed out that the awareness of red tourism destinations in the society is still limited and requires innovative marketing strategies.

Lastly, respondents mentioned the importance of applying smart tourism devices to red tourism destination management to enhance the tourist experience for technology barriers. However, given that most local government and administration offices of red tourism destinations have difficulties affording the technology implementation cost, smart tourism devices such as automatic check-in devices, self-service online interpretation, and multimedia equipment haven't been widely used in these red tourism destinations.

Impacts of conflicts in governance on destination sustainable management

Following the two streams of disputes in the governance of red tourism destinations, the third primary stream revealed from the focus groups concerns the impacts of conflicts in the governance on destination sustainable management, which can be specified into three aspects: economic development, socio-cultural preservation, and environmental sustainability. In terms of economic growth, respondents found it challenging to implement strategic planning of red tourism destinations due to governance conflicts. Precisely, tourism-related projects cannot finish as scheduled, which further delays new tourism attractions. Besides, few destinations have accurate measurements of the economic benefits of red tourism destinations, leading to the difficulty of capturing economic benefits and receiving support from governments.

For socio-cultural preservation and communication, respondents mentioned that while the central government emphasizes the red cultural enrichment and site maintenance, the research and innovation on the red cultural effect and interpretation at the destination level are insufficient. As one respondent puts, the presentation and interpretation of red tourism heritage depend on the guidance of the central government, *'the destinations have no lively stories and cannot connect with tourists; the current superficial presentation fails to build identity among visitors.' (a8)*

From an environmental sustainability perspective, the central government's free-of-charge policy leads to a high volume of tourists visiting red tourism destinations during public holidays, which could yield tremendous pressure on environmental capacity. Besides, the budget invested in environmental protection is limited, given the expensive cost of environmental protection beyond the economic conditions of these red tourism destinations. However, compared to the economic development, ecological sustainability

was not frequently mentioned in the focus group discussion, indicating that local governments of red tourism destinations are still emphasizing the economic aspect of the development of red tourism destinations.

Discussion and conclusion

This study investigated how a hierarchical governance structure in Hall's governance typology affects red tourism destinations on achieving sustainable development. While the literature emphasizes the importance of governance on destination sustainable development (Bramwell, 2011; Dinica, 2009; Hall, 2011), little is known concerning the associations between destination management and sustainable development under the red tourism context. This research focuses on the challenges that red tourism destinations face, exploring the links between the challenges and the hierarchical governance structure. A conceptual framework of the sustainable development barriers of red tourism destinations from the governance perspective is proposed (see Figure 2).

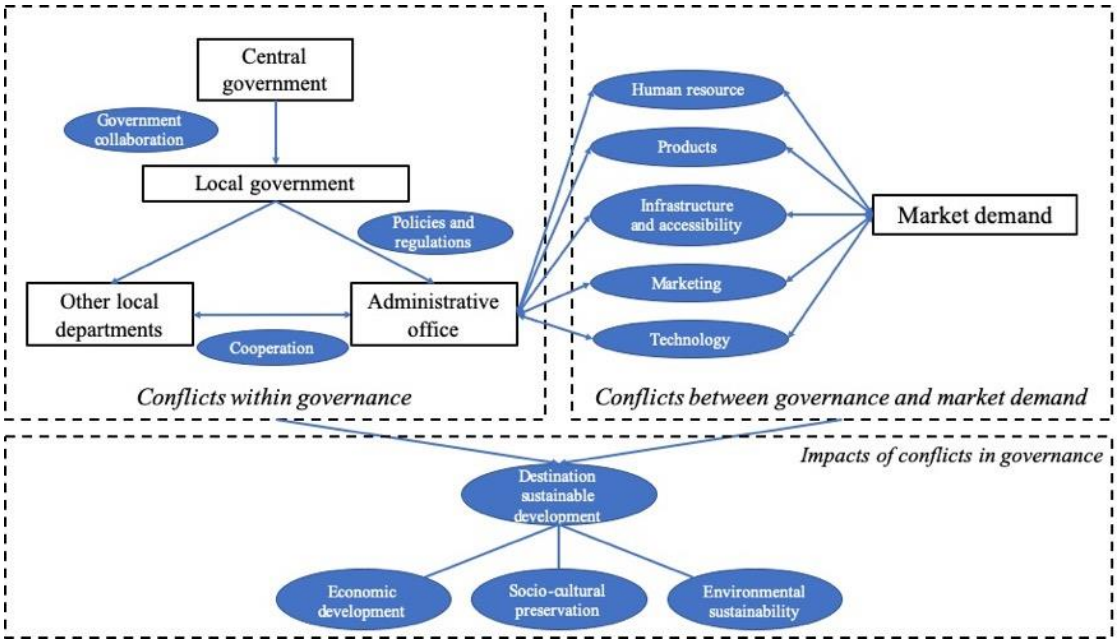

Figure 2. A conceptual framework of governance conflict in red tourism destination sustainable development

The framework believes that red tourism destinations' current hierarchical governance structure could cause two significant conflicts: government conflicts and the conflicts between governance and market demand. The disputes within governance can be reflected by the different positionings concerning the development of red tourism destinations – while the central government treats the red tourism destinations as political symbols that emphasize the educational values as raising patriotism, the local government focuses on the economic values of red tourism destinations, aiming for poverty alleviation of local communities. Within the hierarchical governance structure, the provincial government's political power on red tourism destination management is strictly limited by the central government (Zhao & Timothy, 2015). The conflicts within governance reflect the challenge regarding the socio-cultural versus economic values of red tourism destinations as discussed by Zuo et al. (2017), and the challenge of power distribution within the governance hierarchy identified by Zhao and Timothy (2015), which directly lead to 1) the collaboration issues between different levels of governance, 2) limited cooperation between administration

office of red tourism and other local departments, and 3) the reduced effectiveness of tourism policies and regulations issued by the central government.

Another type of conflict arisen from the research is those between governance and market demand, reflected in human resource management, product development, infrastructure and accessibility, marketing, and technology. The conflicts can be attributable to two factors. Firstly, given the administration offices of red tourism destinations are state-owned, receiving direct financial supports from the central government, the autonomy and marketization level of red tourism administration offices is limited. Their motivations to innovate the current products and services are restricted. Also, the poverty issue and geographical remoteness of most red tourism destinations lead to their limited capability to update the infrastructure and enhance tourists' experience with new technology, which corresponds with the challenge of developing a diversified red tourism portfolio as discussed by Zhao and Timothy (2017).

Finally, the model indicates the negative influence of the conflicts identified in the research on the sustainable development of red tourism destinations. In the economic aspect, given the red tourism destinations discussed in this study are mostly located in less developed regions, the conflicts weaken the positive impacts of the tourism industry on local communities' poverty alleviation process. In the socio-cultural aspect, the overdependence on the central government policies neglects the regional cultural differences of red tourism destinations. A lack of cultural research at the local level also appears essential to red tourism destinations' socio-cultural development. The conflicts also pose threats to protecting the local environment, causing potential risks to pollution and waste management.

Theoretically, this research extends the current knowledge of cultural and heritage tourism destination management by conceptualizing the influences of hierarchical governance structure on the sustainable development of red tourism destinations. While the hierarchical governance structure remains a dominant type in destination management (Hall, 2011), little is known about how this governance structure potentially hinders the sustainable development of red tourism destinations. In this study, two types of governance conflicts under red tourism are identified and discussed. On the one hand, the disputes exist within different levels of governments in the hierarchy, given their various management initiatives and between departments at the same governance level, which depends on the cooperation mechanism. On the other hand, the conflicts between governance and market demand also appear in concrete aspects such as human resources, product development, infrastructure and accessibility, marketing, and technology. These conflicts reflect how a cultural and heritage tourism destination's governance could negatively influence the destination's sustainable development from economic, socio-cultural, and environmental perspectives.

At a practical level, this research provides insights on the red tourism destination management from a governance perspective, which can also be applied to cultural and heritage tourism destinations. The results indicate the importance of identifying and resolving conflicts in the policymaking process. In this context, the inconsistent initiatives between different governments' levels essentially influence the overall development of the red tourism destination. On the one hand, the inconsistency leads to local governments struggling to achieve legitimacy, financial allocation, and policy support from the central government. On the other hand, the limited autonomy and financial budget hinder the administration offices of red tourism destinations from developing and implementing strategies to meet the market demand. Therefore, this research implies that for the hierarchical governance approach to be effective and efficient in the sustainable

development of cultural and heritage tourism destinations, different levels of governments should have the consistent initiative on the destination development at the first step and develop policies with an inclusive collaboration, where other departments of the local government can be involved. Besides, the local department's autonomy in charge of destination management in the policymaking process should be considered and guaranteed, and innovative ideas concerning the sustainable development of the destination should be encouraged and supported.

In conclusion, in the red tourism destination management in China, the hierarchical governance structure negatively influences the destinations' sustainable development in two aspects: the conflicts of destination development initiatives between different governance levels and the conflicts between governance and market demand. This research opens potential future research that can extend the boundaries of governance with sustainability. Specifically, it can highlight how dominant claims or discourses of different governments' levels could influence destination stakeholders' attitudes and identifications and how the tensions and trade-offs are produced among various stakeholders within the destination governance. Finally, given the current conceptual framework provides a glimpse into the analysis of red tourism destinations, future works can extend the framework by applying to a different destination context.

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I Like Your Travel Vlog: Delineating Viewers' Consumption And Production

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Abstract

Vlogs - visual variants of online blogs - are popular in recording and sharing travel experiences. There has been, however, limited researcher attention to the use and analysis of vlogs in the tourism context. Initially, 25 representative travel vlogs accompanied with viewers' bullet comments were selected systematically, and then we followed a micro-cases sampling approach to identify 132 highly engaging sessions, where audience comments are significantly intensive. We then employed content analysis to construct a model of viewers' consumption and production from both the video content data and the bullet comment data in these sessions. The model explains the essential elements of attractive travel vlogs. Theoretically, we developed fresh ideas about the nature of interaction in online video-based experience-sharing communities. The methodological approach to vlogs we employed can be a guiding model when using videos as data. Pragmatic implications were also discussed.

Keywords: travel Vlog, user-generated content, bullet comments, parasocial interaction, parasocial relationship

[FP]

Introduction

The term vlog is the abbreviation of 'video blog', a visual variant of the blog (Frobenius, 2011). In a vlog entry, videos, instead of written text, are the message medium (Lockie, 2019). The creators of vlogs are known as vloggers, and they film, edit and post vlogs entries on the internet. A sequence of actions from filming to editing is known as vlogging. Mostly, these entries can be found easily on social media platforms, such as Facebook, Instagram and YouTube. In the tourism context, vloggers tend to videotape their travel experiences. Usually vlogs present a trip sequentially, and a trip can be presented in either one video or multiple videos.

Travel vlogs: tourist videography and user-generated content

Travel vlogs are distinct from other tourism-related media productions because vloggers are often peer tourists, whereas other travel videos, including films, TV series, animations or reality shows, are produced by professional video makers. In the literature body, tourist-generated videos have grasped academic attention (Huertas, 2018), despite a limited number of publications articulating this practice. The work of Dinhopl and Gretzel (2015) is an earlier conceptual attempt that laid the theoretical foundation for tourist videography. In their work, tourist videography is recognised as a distinct practice compared to tourist photography (Dinhopl & Gretzel, 2015), and is further regarded deemed a contributor to the visual turn in social media marketing (Gretzel, 2017).

Only a few articles focus on tourist-generated videos, and an early example could be the work of Tussyadiah and Fesenmaier (2009). They suggested that videos on YouTube can potentially affect tourist experience and generate mental pleasures to viewers. In a more recent work by Du, Liechty, Santos and Park (2020), they provided fresh insights into the production and consumption of short-term tourist-generated videos by interviews, and argued that social media are contributing to the Leisure-Tourism continuum. In short, these works all articulated that research opportunities largely exist in this domain to understand

the phenomenon of tourist-generated videos. More specifically, efforts are expected towards vlogging (how travel vlogs are produced), transmitting (how travel vlogs attract audience), audience involvement (how audience involve with video content) and vlogs' impact on travel behaviour.

Participatory culture in video-sharing platforms

The notion of participatory culture has a theoretical root in media research. It refers to "Culture in which fans and other consumers are invited to actively participate in the creation and circulation of new content" (Jenkins, 2006, p.290). Scholars argue that participatory culture is the core business for YouTube (Burgess & Green, 2018), which inferably can be similar to most video-sharing platform. There is one attempt to explore participatory culture in the context of tourist-generated videos on YouTube (cf. Briciu & Briciu, 2020). It was noted that the audiences of these videos on YouTube were essentially 'prosumers' who engage in both consuming and producing video content. The combination of consumption and production can be considered as a form of co-creation between vloggers and their audiences.

Although Chinese media industry has been criticised for being centralised and controlled, the internet users still access multiple channels for consuming and producing online content (Wang, 2016). Participatory culture has gained its popularity in the Chinese context, and online users actively engage in the 'prosumption' across internet-based communities (Zhang & Mao, 2013). Online 'prosumers' in China are also featured by their proficiency, able to blur the boundary between amateur and professional (Chen, 2018). Fandom culture is another feature of Chinese video prosumers. People sharing similar identities and interests may form fan groups, and these groups may collectively engage in consumption and production (Zhang & Mao, 2013).

Parasocial interaction and relationship

Parasocial interaction is "the interpersonal involvement of the media user with what he or she consumes", and it includes "seeking guidance from a media persona, seeing media personalities as friends, imaging being part of a favourite program's social world, and desiring to meet media performers" (Rubin, Perse, & Powell, 1985,156-157). If audiences actively engage with such interactions, they tend to hold a belief of intimate relationship with the media performers (Auter, 1992). This relationship is developed voluntarily, and known as parasocial relationship (Liu, Liu & Zhang, 2019). Importantly, media persona are able to facilitate the construction of parasocial interaction and relationship (Horton & Wohl, 1956). Previous studies indicated that vlogs can affect brand evaluations through the development of parasocial interactions and relationships between vloggers and viewers (Lee & Watkins, 2016; Liu et al., 2019). In developing such interactions and relationships, content authenticity, personal content (or self-disclosure), content attractiveness and consumer information are of great importance (Lockie, 2019).

There are studies delineating the role of parasocial interaction and relationships in tourism online communities and social media sites (cf. Choi, Kim, Cha, Suh, & Kim, 2019; Ye, Fong, & Luo, 2020). Trust, perceived similarity and value congruence are considered as important contributors to such interaction, whilst the consequences of parasocial interaction may orient to positive impact on satisfaction, brand identification and customer citizen behaviours. These findings, despite in different contexts from travel vlogs, may provide insights to interpret the results of the current investigation.

Bullet comments

In a wider scope, there is a relatively sizeable number of research on travel media productions (cf. Shao, Li, Morrison, & Wu, 2016; Stankov, Kennell, Morrison, & 2019; Yu, Wen,

& Yang, 2020). Most of these studies were conducted on YouTube, and utilising viewer's comments for interpretation and analysis. However, there are methodological imperfections using YouTube comments. The commenting system embeds delays between production of content (vlogs) and consumption (viewing) as well as between this consumption and engagement (commenting).

This issue has been addressed by an alternative commenting system, which is originally called *danmaku (弹幕)* and better known as 'bullet comments' (Yang, 2019). As shown in Figure 1, this commenting system allows the immediate appearance of audience's comments across the screen from right-to-left as they watch travel videos, reducing the time between consumption and engagement (Yang, 2019). These comments are synchronized to "a specific playback time at a specific position in the video, thus offering participants a sense of sharing the viewing experience virtually" (Hamasaki, Takeda, Hope, & Nishimura, 2009, p.222). Bullet-commenting, as an audience behaviour, is similar to an audience reacting to a live performance in theatre or stage productions, shouting out their comments in reaction to specific actions on stage.

Figure 1. An example of bullet comment system (力元君, 2019)

The bullet comment system has obtained the attention from tourism scholars. In the work by Hao, Xu and Zhang (2019), this system was utilised to interpret the media effect of travel reality shows on destination image. Both content analysis and sentiment analysis were employed to quantify viewers' responses. Their results implied that bullet comments are characterised by impulsivity, immediacy, self-interactivity and interactivity, and these features offer opportunities to understand audiences' on-time reactions to video content.

Summary

In short, there are a limited amount of studies on tourist-generated videos, particularly in travel vlogs. There are research opportunities in this domain, and the prevalence of travel vlogs gives an account better understanding the phenomenon. Particularly for this investigation, despite research delineating viewers' consumption and production of travel vlogs, how these practices are unfolded remains unclear. This is the knowledge gap that we intend to address. Bullet comment system sheds the light to methodological consideration, overcoming the delays in usual commenting system of video-sharing platforms. It is expected to investigate the use of bullet comments to help deconstruct and to examine tourist-generated videos. Considering the nature of travel vlogs is tourist-generated media, the notions of participatory culture, parasocial interaction and relationship were introduced

to interpret the findings in this investigation. With all the information above, we hereby raise the research question: how viewers are involved into the consumption and production of travel vlogs?

Methods

We employed a micro-cases approach in our study; this kind of sampling involves selecting small units which together build a comprehensive picture of a topic area (Pearce, 2008). Conventional methods in vlog research take the whole video as the sample unit. However, this can overwhelm data analysis because both useful and extraneous information are included. We thereby proposed a redefinition of the sample unit as "highly engaging sessions" to overcome the deficiency. These sessions refer to those video clips in travel vlogs where online viewers actively put bullet comments; such units, contain an enormous amount of useful information in both the video content and viewer comments. In serving the research question, the larger number of bullet comments indicates a higher level of consumption and production by viewers. Additionally, for case-study research, the generalisability and representativeness must be considered (Flyvbjerg, 2006). To achieve this aim, a three-step sampling was designed and applied.

Step one: Choosing a vlog-sharing website

The investigation was conducted on Bilibili (https://www.bilibili.com/), a popular Chinese video-sharing website. We selected it for two reasons. Firstly, Bilibili is currently one of the largest video sharing platforms in China, with 1.30 million monthly active users including both producers and viewers (Bilibili, 2020). Secondly, Bilibili offers the bullet comment system, which is crucial for the methodological design.

Step two: selecting vlogs

We combined "*旅游*" (Travel) and "vlog" as keywords in searching on Bilibili. We excluded vlogs that are not user-generated, such as destination promotion videos posted by DMOs. Next, we applied two principles in selection.

Firstly, we applied a content-based tourism typology from Buhalis (2000) as a guide (Table 1). We examined the content of vlogs, and filled each category with at least one vlog entry or a series of vlog entries recording one trip. This procedure enables our selection to be holistic, covering most destination types and activities. Secondly, within each category, we selected the one or the series with the largest amount of bullet comments. This criterion maximises the information for the research goals of assessing the driving features underlying viewers; consumption and production (Flyvbjerg, 2006). Eventually, 21 travel vlog entries and 2 series of travel vlog entries (each in the series has 2 vlogs) were retrieved based on the above frame and principles in January 2020. The median length of these 25 videos was 10 minutes 19 seconds, ranging from 5 minutes 7 seconds to 51 minutes 43 seconds. The median number of views was 926,000 times, ranging from 93,000 to 5,932,000 times. The median amount of bullet comments was 12,000, ranging from 3,120 to 64,000.

Table 1. Destination and leisure activity typology by Buhalis (2000)

Types of destination	Leisure activities
Urban	Sightseeing Shopping Show Short break
Seaside	Sea Sun Sand Sex Sports
Alpine	Ski Mountain sports Health
Rural	Relaxation Agriculture Learning activities Sports
Authentic third World	Adventure Authentic Charities Special interest
Unique-exotic-exclusive	Special occasion Honeymoon Anniversary

Step three: identifying highly engaging sessions

We identified the sessions based on the amount of bullet comments by seconds. We used an assistant software, pakku (https://github.com/xmcp/pakku.js), to retrieve the full list of bullet comments of every selected case. Pakku was originally designed for repetitive bullet comments reduction. Figure 2 is a demonstration of this software. Curve 1 indicates the total amount of bullet comments, whereas curve 2 indicates the bullet comments after using the reduction algorithm. In this study, we used the data before reduction. This is because reduction algorithm may mistakenly integrate bullet comments that contains different meanings. Retrieving the original bullet comments assures all information can be fully analysed.

Figure 2. Example of pakku demonstration (纳豆奶奶, 2019)

We followed a set of procedures, as in Figure 3, to identify highly engaging sessions. All bullet comments were categorised by the second when they were displayed on the screen. N_i indicates the amount of bullet comments in the *i* second of the video; $\overline{N}$ indicates the average amount of bullet comments in one second; ⊠ indicates the standard deviation of bullet comments by seconds.

Firstly, we identified the "highly engaging sessions", denoted as N_h. When N_i is out of 2 standard deviation of $\overline{N}$, $i = h$. Thereafter, a 30-second video clip centring around *h* was selected, with a 20-second video footage before the moment, and another 10-second video footage after the moment. Advertising research has established that a 30-second video clip is ideal to achieve the balance between detailed narrative and exhausting the audience (Nudd, 2016). It can be inferred that such 30-second items enable holistic understanding of video content and assist researchers' goals in analysing the study material. More clips were taken prior to the key moment due to delays in commenting behaviours. That is, viewers generate the bullet comments, at the time or slightly after the point when the content that attracts them appears.

Since we were taking the 30-second approach, there is an opportunity that either or both the 30-second scope of *h-1* and/or *h+1* are overlapping the 30-second scope of *h*. By a preliminary investigation of some samples, we found that when the 30-second scope of *h-1* and/or *h+1* are within the 30-second scope of *h*, the contents at these moments are highly related. Therefore, we decided to merge overlapping sessions and treat them as a single independent unit for analysis.

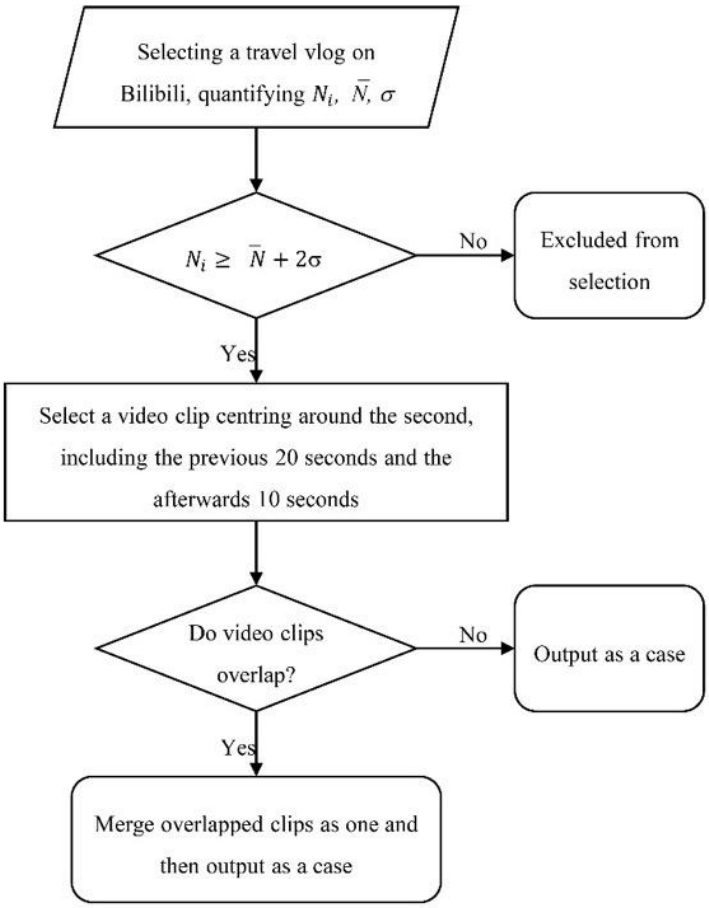

Figure 3. Identification of highly engaging sessions

Overall, through the three-step sampling procedure, we identified 132 highly engaging sessions from the 25 videos. The total time length of these sessions is 112 minutes 27 seconds (6747 seconds), accounting for 29.41% of the sum of all the videos. However, these sessions attracted 50.84% of the total amount of bullet comments.

The grounded theory approach

The grounded theory approach is systematically data-driven, forming models or theories about a phenomenon (Kim, Eves, & Scarles, 2009). It has a long history in informing qualitative research and continues to be used across a broad range of social science studies (Bryman, 2016). There are commonly three phrases of theory construction. Firstly, researchers should organise nodes from memo-writing, using common words, phrases or sentences. Secondly, these nodes will be grouped into categories according to the similarities and differences identified in the nodes, and lastly a set of interrelated categories are collapsed to represent a theme (Li, Pearce, & Chen, 2019).

Findings

We followed the procedures in the grounded theory approach to construct a model through co-examining the video content along with viewers' comments (bullet comments). Applying grounded theory approach is an interactive and recursive process, which enables us to re-examine our notes and to build a coherent theoretical framework. Consequently, we identified an emerging pattern within our data as shown in Figure 4. Viewers' consumption are mainly through watching travel-related video content and parasocial-initiating video content. A type of production through commenting behaviour is observed, and another type of production of viewers' vlogging can be inferred.

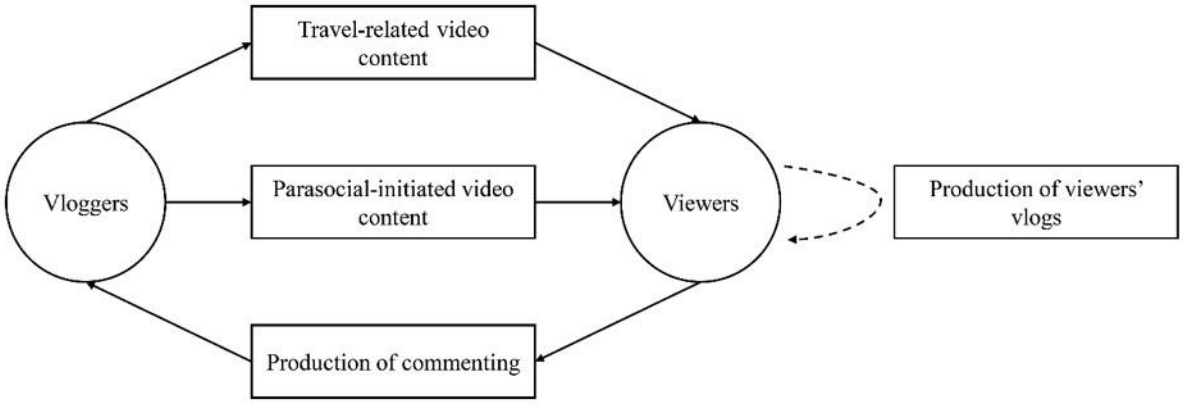

Figure 4. The model of viewers' consumption and production in travel vlogs on Bilibili

Viewers' consumption

Consuming travel-related content is the core of travel vlog consumption. Arguably, viewers can have imaginative pleasure of visitation while watching tourist-generated videos (Du, et al., 2020). Thus, the common consumption among the viewers may refer to understanding the experiences of others, knowing future destinations or revisiting past destinations virtually. In this regard, joyful travel experiences of vloggers are often presented in the video content, because this content reflects the pleasure that one may have travelled to the destination (Figure 5). Aside from consuming travel-related content, viewers also pay attention to how such content was made. The skills of vlogging and editing were always praised by viewers, such as special filming techniques (e.g. underwater filming and drone filming) and frame beatifications. Examples of viewers' comments are attached.

Figure 5. An example of positive experience and skilful vlogging leading to viewers' consumption (Vickysoupsss, 2018)

"It is like fairyland. (哇这是仙境)"

"I want to use the video as my desktop wallpaper, because it is so beautiful. (我求一个壁纸太美了)"

"I must stop here and put a bullet comment. It is so good. (停下来弹幕，天呐好美)"

In contrast, flawed travel experiences are also actively consumed by the audience. A typical example is shown in Figure 6. The video was originally presenting how the vlogger was enjoying a seashore destination. An unexpected strong wind blowed his hat away, and he chased the hat awkwardly, which was all recorded in the vlog. Such a flawed experience may be different from the stereotypes of experience-sharing in travel videos, but it also elicited active responses from the viewers. There can be two ways of interpretation for this episode. Firstly, the genuineness in representing tourist mundane experiences is largely appreciated by the online audiences. Viewers may empathise by watching these embarrassments in vlogs because that is real-world experience rather than mediatised and staged creation. Secondly, humour embedded in travel vlogs can also induce viewer engagement. Clumsiness and blunders may turn into amusement for online audience.

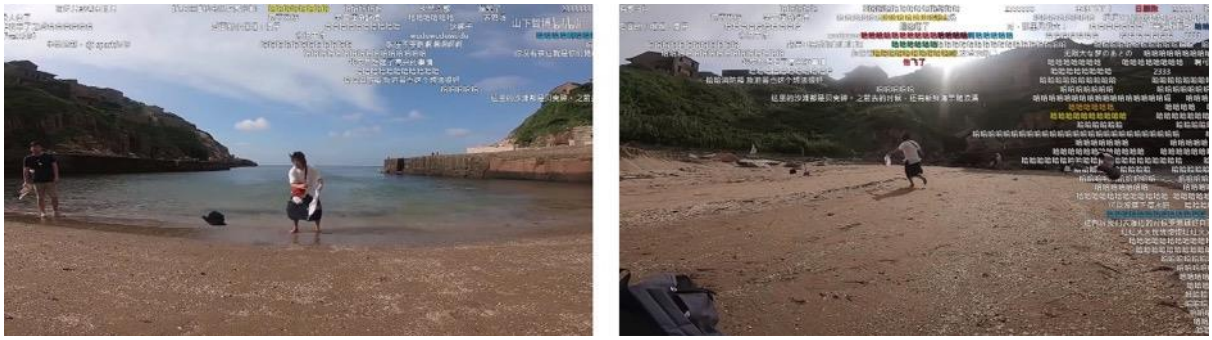

Figure 6. An example of flawed tourist experience in vlog content (山下智博, 2019)

There is another type of consumption surrounding the vloggers. As mentioned, although parasocial interaction is generated by media audiences, the media personae are able to induce such interactions (Horton & Wohl, 1956). From the sampled videos, we observed typical demonstrations of such parasocial-initiated video content. Commonly in the screen, vloggers made monologues or communicated with the audience, from which they shared thoughts or raised questions. These monologues and conversations may become the initiators of parasocial interactions, and thus active comments from viewers can be seen, indicating the consumption of such content. Compared to the consumption of travel-related video content, this type of consumption into parasocial-initiated content is distinct because it is the 'travellers' rather than their 'travelling' that were consumed. This type of consumption displays fandom culture in the peer tourist video-sharing platform. There are

users who create enjoyments for others; there are also communities surrounded by these users and the enjoyments.

Figure 7. An example of consuming the parasocial-initiated video content (活蹦乱跳的肥瞳， 2018)

> *"Tongtong! Love you! (瞳瞳！爱你)"*
> *"I want to give you a hug. (突然想抱住瞳姐)"*
> *"But I like you so much. (但是 我超喜欢你)"*

Viewers' production by comments

Comments from viewers are their direct contribution while watching vlogs. Both vloggers and other viewers may benefit from such contribution. For the former, comments from viewers function as information tunnel to obtain feedback. These messages may be used in perfecting future productions of the vlogger. On the other hand, because bullet comments are real-time displayed on screen, such information exchange is transparent to every viewer. The information embedded in these comments may become amusement or interpretation for others.

Examples of producing amusement have shown as following, in which viewers seek conversations about their hobbies and enthusiasm beyond the content of the vlogs. A scenario in travel vlogs may triggers viewers' attention elsewhere, and such an 'elsewhere focus' may further attract others to participate in. One example has been translated and presented as the following. In the video, the vlogger travelled to a beverage shop named *Guming* at Changsha City, but the discussion of viewers eventually ended up irrelevant about the trip yet attracted a large participation.

> *"Guming! The love of Zhejiang (another destination other than Changsha) people. (古茗！浙江人从小到大的信仰！)"*
> *"Taizhou (A third destination) people also love it. (台州人也爱古茗)"*
> *"I would prefer Mixue (beverage shop brand). (我会更喜欢蜜雪)"*
> *"We Zhuhai (a fourth destination) prefer Ganbei, Naixue, Yihetang (both beverage shop brands). (珠海表示喝甘杯 奈雪 益禾堂)"*
> *…*

Starting from the second comment, the conversation deviated from the video content and centred around viewers' own interests and preferences. Despite irrelevance, this discussion itself attracted a large number of participants. Such conversational flexibility is embedded in commenting system across various video-sharing platforms, and largely facilitates viewers' co-creation of media production.

Apart from the above patterns that we observed, the dash line in Figure 4 indicate there is another type of production worthy to be discussed, which can be inferred from the data. As mentioned, travel-related video content attracts viewers to watch. In additions, it should be

noted that such content may also help the production of viewers' own vlogs. It is relevant to what Jenkins (2006) claimed that audience of popular media may poach from the media content and afterwards re-produce this content in their own creative ways. More specifically, questions often bump through bullet comments, asking suggestions for vlog production. These skills include but not limit to animations, videography technology and editing techniques. Inferably, through such interactions between vloggers and viewers, the latter may 'poach' the ideas or the techniques from the former, and the results of this poaching may reflect on viewers' productions of vlog.

Discussions and implications

Through examining the video content and bullet comment content from a sizeable sample of Chinese travel vlogs, we answered the research question: how online viewers participate in the consumption and production of travel vlogs. Before drawing clear conclusions and discussions, limitations shall be taken into consideration. Firstly, our study is limited to one single platform from one single culture context due to the application of bullet comment system. Future efforts into travel vlogs are expected to conduct multi-culture or trans-culture examinations across video-sharing platforms. Secondly, while assuring sample representativeness, as an exploratory study, we sampled a relatively smaller number of vlogs for each category within Buhalis (2000)'s typology. Future inquires may consider conducting research with a larger sample or examine different categories of travelling respectively for further information excavation. Thirdly, the bullet comment system has its own limitations that one should realise. The system does not indicate the identity of the commenter, and thus it is unable to track the direct interplay between viewers or between viewers and vloggers. Conversely, the commenting system in YouTube or other platforms can overcome this flaw. Therefore, future studies may work on these platforms to understand users' interplay.

In serving the research question, both the consumption and production of travel vlog audience have been portrayed. The model of consumption and production delineated two consumption patterns and two production patterns. The consumption patterns may indicate differences in marketing effect for the two different groups of audience. It is worthy to explore if consumers of travel-related content and parasocial-initiating content may show similar behaviour in travel after viewing vlogs. Importantly, the findings relevant to parasocial interaction and relationship manifested that fandom culture is trendy across video-sharing platforms (Burgess& Green, 2018). It also links to the research on participatory culture in the Chinese setting, in which fan groups contribute collectively to online prosumption (Zhang & Mao, 2013). The fan identity can be a key for future inquires to address the need for exploration that was mentioned above.

The two types of production also offer insights for this discussion. These acts of participation mainly derive from active consumption – by viewing and learning audience can put comments or further acquire the ability of vlog production. To a wider scope, if vlog watching generates actual travel behaviours which duplicate vloggers' experience, such travels are extended production from virtually consuming travel vlogs. It may offer a new perspective to inspect travel behaviours. In short, participatory culture has an important role in travel vlog communities. Peer tourists, as the members of the community, engage in both consumption and production in the above ways.

To a certain extent, the model of viewer consumption and production also sheds the lights into understanding vlog popularity. The audience's active consumption and production shape the popularity of a vlog. The consumption of video content may contribute directly to the circulation of a vlog, and meanwhile spreading travel-related information embedded

inside. The production patterns may contribute to future vlog making – what viewers prefer and how to trigger viewers' consumption. In addition, such practice of co-creation (combining both consumption and production) is featured by active responses and conceptualised as a collective action. The former is epitomised in the bullet comments, effectively a real-time feedback channel. The latter can be inferred due to the transparency of comment displaying. Allowing comments to jump into the screen alters the watching experience from viewing alone by oneself to viewing together with other virtual users. It can be argued that such viewing formation is distinct compared to YouTube viewing. It is worthy to explore how the practice influences viewing experience and further impacts viewers' travel intention and behaviours. The bullet comment system also offers fresh insight into methodological consideration. Possibly, an indicator of vlog content can be created through this system, which enables joint examination of content created in videos and by viewers.

In conclusion, this study provides fresh insights into online consumption and production centring around traveling in a Chinese online platform. Portraying these activities provides a basic picture of the phenomenon for future studies, especially for those looking into the area of co-creation, which is one theoretical contribution. This work may lead to a discussion about the dominant type of consumption and production. If viewers tend to consume travel-related content, the task for researchers can be to inspire such online viewing to offline visiting; if viewers tend to consume vlogger-related content, the task can be to activate the fan communities. Moreover, since travel vlogs are actively used for marketing practices by the tourism industry, understanding the consumption and production enables marketing scholars and practitioners to better address to their audience's needs. Take the production types that we identified as an example, the value of viewer-viewer communication must be appreciated. The space for commenting facilitates information exchange among viewers and can be a channel for marketing. Additionally, the practice of 'poaching' should also be noticed. Quality and popular content can better circulate across online space through active engagement of 'poaching'. Combing with the above discussion about vlog popularity, production of viewers is important for marketing efficiency.

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Restoring The Old Or Building The New Directions In Tourism Family Business

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Abstract

The world has seen several difficult epidemics / pandemics in the last forty years, but none had similar effect for the worldwide economy as the covid-19 pandemic. This coronavirus disease has brought with alarming speed a global economic shock of enormous magnitude in healthcare as well as in economic policy. Beyond its short-term impact, it will leave lasting scars through multiple channels. Hence, it is unquestionable that current crisis poses a great challenge for the tourism industry resulting in major economic and job losses. Therefore, the aim of this paper is to examine the impact of coronavirus during the first half of 2020 on the world stage, as tourism is the largest service industry in the world. Second, this paper brings up awareness of tourism as a potent tool for growth and development on the EU level. Finally, the paper emphasizes the outstanding importance of family business form of enterprise for employment, growth and innovative power of the tourism. Namely, using newly gathered data this paper explores and outlines the main features to answer the question are the small and medium sized enterprises in tourism industry capable to transform their businesses and accelerate recovery to respond to the "better" tourism future. In that context, current pandemic, significantly impacting and disrupting tourism can be seen as a transformative opportunity for entrepreneurs to look back and rethink, change or re-shape their pre-existing operations and strategies in order to respond to the "next normal" (future) in tourism.

Keywords: tourism, family business, European Union, coronavirus, crisis

[FP]

Introduction

The world has experienced a number of major epidemics/pandemics in the last 40 years, yet none had similar implications for the global economy as the covid-19 pandemic (Gössling et al., 2020). Today, the spreading of the covid-19 virus is having global domino effects like major economic depression. According to Statista (2020), the economy of the European Union is expected to shrink by 7.4 percent in 2020, following the outbreak of Coronavirus (COVID-19) in early 2020, with an economic recovery anticipated in 2021. Hence, it is unquestionable that crises and disasters pose a great challenge for the tourism industry resulting in major economic and job losses. Moreover, as an economic powerhouse representing 10% of world GDP, 30% of services exports and 1 out of every 10 jobs in the world, is one of the most affected in terms of revenue and employment, as any restriction on people movements within and between countries has a negative effect on this sector (Marques Santos et al., 2020). Namely, the sector experienced high growth in the last decade, mainly as a result of factors such as rising disposable incomes, the emergence of low-cost carriers, ease of travel through internet-based services and the relaxation of visa regulations. Hence, the unprecedented drop in tourism will have an outsized impact on countries that relies on tourism industry with potentially large-scale effects on their national GDP. The United Nations World Tourism Organization estimated in May that international tourist numbers could fall 60-80% in 2020 and some 197.5 million jobs in the sector could be lost (WTTC).

In that context, small and medium sized enterprises (SMEs) have an important role regarding the dynamism and strength of the European tourism industry, as well as the long-term stability and sustainability of the whole economy. However, they are not well prepared to manage crises and disasters, yet they are vulnerable to external shocks due to their reliance on safety and security (Jiang et al., 2019). In 2018, small and medium-sized businesses accounted for 99.8% of all enterprises in the EU, generating 56.4% of value added and 66.6% of employment in the non-financial business sector (EC, 2019). More than 60% of all companies in Europe are family owned. They range from companies with one owner to large international enterprises. Big or small, listed or un-listed, family businesses play a significant role in the EU economy (EC, 2020a). Moreover, small and medium-sized businesses play an essential role in the accommodation sector of the hospitality industry and a large part of the businesses in this industrial sector is family-owned (Zehrer, 2020). Although many of the challenges facing family businesses are also concerning and small and medium sized enterprises (SMEs), they differ from other types of businesses (Siakas et al., 2014). The fact that family businesses involve three overlapping elements, namely the family, the business and the ownership, makes them different from other types of businesses (Tagiuri and Davis, 1982).

Therefore, the aim of this paper is to analyze the importance of tourism on the world stage, as tourism makes up the largest service industry in the world and it continues to grow. Second, this paper brings up awareness of tourism as a potent tool for growth and development on the EU level. Finally, the paper emphasizes the outstanding importance of family business form of enterprise for employment, growth and innovative power of the tourism. Namely, using newly gathered data this paper explores and outlines the main features to answer the question are the small and medium sized enterprises in tourism industries capable to transform their businesses and accelerate recovery through tourism sector in order to respond to the “better” tourism future.

The rest of this paper is structured as follows. Next section present relevant theoretical background of the article emphasising the importance of small and medium sized enterprises in tourism family business as well as the economic importance of the tourism industry. This is followed by a section on descriptive analysis outlining the main features associated with the impact of coronavirus on tourism industry. The discussion attempts to connect concurrent situation with adopting to new normal. Finally, the last section provides concluding remarks and implications for theory and practice.

Theoretical background

The importance of the small and medium sized enterprises in tourism family business

SMEs are often referred as the backbone of the European economy, providing jobs and growth opportunities (Eurostat, 2020a). Most SMEs (particularly micro and small enterprises) are family businesses and a majority of family companies are SMEs (EC, 2009). A first EU-wide SME definition was introduced in 1996 (Commission Recommendation 96/280/ EC of 3 April 1996 concerning the definition of small and medium-sized enterprises). In 2003, it was revised in order to reflect general economic developments and address specific hurdles confronting SMEs (EC, 2020b). More precisely, “the category of micro, small and medium-sized enterprises is made up of enterprises which employ fewer than 250 persons and which have an annual turnover not exceeding EUR 50 million, and/or an annual balance sheet total

not exceeding EUR 43 million[1].” The exact definition is important, because the enterprise structure in accommodation and food service sector is dominated by small and medium enterprises employing less than 250 persons. These enterprises together employed 87.8% of the accommodation and food services employment in EU-27 in 2017 and generated 79.8% of its value added. Considering the significance of large enterprises, it was relatively small contributing with only 12.2% of the total employment and 20.2% of its value added in the accommodation and food sector in the same year (Eurostat, 2020b).

It is essential to agree toward family business's accepted definition. Namely, a common European definition of a family business includes the following: (1) the majority of decision-making rights are in the possession of the natural person(s) who established the firm, or in the possession of the natural person(s) who has/have acquired the share capital of the firm, or in the possession of their spouses, parents, child, or children’s direct heirs; (2) the majority of decision-making rights are indirect or direct; (3) at least one representative of the family or kin is formally involved in the governance of the firm; and (4) listed companies meet the definition of family enterprise if the person who established or acquired the firm (share capital) or their families or descendants possess 25 per cent of the decision-making rights mandated by their share capital (EC, 2009). Furthermore, the 3-circle model developed by Tagiuri and Davis (1982) incorporates three essential elements in a definition of family business: the family, the business and ownership. According to authors, family-controlled companies are those where two or more individuals are simultaneously members of the owning family, owners and managers. Thus, ownership is a key to the business life of the firm and enables a clear distinction between family and non-family businesses (EC, 2009). Villalonga and Amit (2004) emphasized three key dimensions in order to define family businesses: (1) a significant part of the capital is held by one or several families, (2) family members retain control over the company through the distribution of capital among non-family shareholders and (3) family members hold top management positions.

Family businesses are a critical part of the European economy. In some European countries, the majority of companies are family businesses — and together, they form vast and diverse groups across Europe. They range from tiny two-person operations to huge organizations. Family businesses have long been a key contributor to the Europe’s economic and social prosperity, and they will continue to be so for many years to come aiming to support the sustainability of valuable tourism ecosystem for generations to come (KPMG, 2019). Within family businesses, there is a strong interrelationship between the family and the business. The family is at the centre of the company. Family businesses tend to focus on the firm’s long-term sustainability rather than realising short-term profits and on realising generational changes in ownership and management. In line with this, family businesses are on average older than non-family businesses (KMU Forschung Austria, 2008). At a time of rising economic and geopolitical uncertainties Europe's family businesses remain confident, foster innovation, concerns over regulatory changes, prefer investments through profit retention and with succession on the mind, plan to pass ownership of the business to the next generation (KPMG, 2019).

It is interesting to observe that generational changes affect the way family business leaders manage their firms and make traditional methods of succession and governance no longer

[1] Further, within the SME category, a small enterprise is defined as an enterprise which employs fewer than 50 persons and whose annual turnover and/or annual balance sheet total does not exceed EUR 10 million. Within the SME category, a microenterprise is defined as an enterprise which employs fewer than 10 persons and whose annual turnover and/or annual balance sheet total does not exceed EUR 2 million (EC, 2020b).

appropriate. Family businesses led by CEOs belonging to Generation X (born in 1965-1980) and Millennials (born in 1981-2000) show higher degrees of performance than family businesses led by the Silent Generation (born in 1925-1945) and Baby Boomers (born in 1946-1965), both experienced a fall-off in performance (Calabro and Valentino, 2019).

In the view of stated above, tourism industries within family businesses operates are not well prepared to manage crises and disasters (Wang and Ritchie, 2012), yet they are vulnerable to external events due to their global nature and reliance on safety and security (Ritchie, 2004, from Jiang et al., 2019). Resilience, briefly defined as the ability of organisation to maintain and adapt its essential structure and function under various types of adversity is useful to understand how tourism organisations could respond effectively and adapt positively to unexpected turmoil (Jiang et al., 2019). In view of current pandemic outbreak, a crisis can be seen as a wakeup call, an opportunity for reappraisal of priorities, stimulating new or renewed investment (Walsh, 2002) in new responsible way along with nature, climate and the economy.

In the context of family businesses, yet they resist economic downturns better than non-family businesses. That capability to respond to significant changes that disrupts the expected pattern of events without behavioural regressions strongly suggests the greater organizational resilience of family businesses. Further, in economic downturns, family businesses are better able to mobilize their resources than non-family businesses and have stronger financial structures than non-family businesses (Amann and Jaussaud, 2012). Omar et al. (2020) also reported that firm's accumulated financial resources are very efficient tools for business sustainability during the crisis period, while other assets and skills allow firms to react to the new business opportunities. Schwaiger and Zehrer (2020) confirmed that emotional attachment of the family affects the performance of family firms during a crisis. The importance of employees also highlighted as asset. Moreover, the long-established businesses, according to authors should be able to cope with several months of closure or zero revenue for a short period. Finally, authors concluded that intrinsic features of family businesses indicate a higher resilience than other organizational forms. Kraus et al. (2020) provided important and timely implications for family firm owners and managers by proposing a model for changes during a crisis for short-term adaption and long-term firm positioning. Suggesting that first, companies must ensure liquidity, reducing their fixed costs through implementation of shortened work hours or any other appropriate government support. These short-term effects should be extended by identifying inefficiencies in the company, which could also help achieving long-term effects. Further, family firms that have the opportunity to continue operating in the wake of the crisis should take advantage of this opportunity and create the appropriate framework conditions for future actions. The aim is not only to survive the crisis but also to emerge from it stronger. Wenzel et al. (2020) identify four types of strategic responses to crises: retrenchment, persevering, innovating and exit. Retrenchment is observed as response to crisis which refers to reduction in costs, assets, and product related activities. With potential to narrow the scope of a business activities, it is recognized as short term response to crisis. Second strategy, persevering refers to measures aimed at sustaining a firm's activities, preserving the status quo and mitigating the adverse impacts of crisis. It refers to sustaining firm survival in the medium run. In order to recognize crisis as an opportunity, innovating is observed as opportunity for strategic renewal in response to crisis. As valuable strategy, innovating refers to sustaining firm survival in the longer run if the crisis continues for a longer period. And finally, exit, as response to crisis, is unavoidable when the other responses fail. It refers to discontinuation of a firm's activities in response to crisis. Deloitte (2020) recommended five workforce strategies in the recovery phase of current crisis: reflect, recommit, re-engage, rethink, and reboot. These actions can

help organisations to rethink their strategies as they move towards the 'recovery' phase of crisis by laying the foundation to thrive in the aftermath of the crisis. Although some moments during the crisis will call for immediate action, in order to learn to emerge stronger, leaders need to find moments to stop, reflect, and think ahead before making further moves (McKinsey, 2020).

Beyond drops in accommodation sector the current health crisis is affecting and consumer patterns. Expectations regarding international travel in the post crisis are likely to be lower (Marques Santos et al., 2020). In May, UNWTO forecast a drop of international tourist arrivals between 58% and 78% in 2020 according to three possible scenarios. Current trends through August suggest a decline in international arrivals closer to 70% for 2020 (Scenario 2), as some destinations re-introduced restrictions on travel. Nonetheless, the return to 2019 levels in terms of tourist arrivals is expected to be achieved between two and a half and four years (UNWTO, 2020). Hence, changes in consumer preferences can be observed as new opportunities for a variety of tourism stakeholders. The role of changing consumer preferences is also important to better understand consumer behaviour with regard to increasing sustainability in tourism.

According to Marques Santos et al. (2020) shifting consumer preferences towards safety and healthy environments are expected to remain for a long time and will require innovative approaches to 'better' tourism future. Further, in short period, consumer preferences shifted from mass tourism towards less crowded touristic destinations, particularly in rural and nature destinations. These changes in preferences could also contribute to local development in less advanced or remote places and offer numbers of new possibilities and opportunities. Furthermore, disruption in air transport can be observes as opportunity for development of a stronger near-by touristic offer including sustainable public transport.

The economic importance of the tourism industry

Tourism has an important economic role in generating income for the country. In addition to its contribution to the economic development of the country, tourism generates and substantial foreign exchange, earnings and job opportunities (Karim et al., 2020, Mosbah and Saleh, 2014). In 2019, international tourist arrivals reached 1.5 billion, a 4 per cent increase over 2018, consolidating a ten-year record where tourism grew faster than the world economy as a whole (United Nations, 2020). Domestic tourism added a further 8.8 billion arrivals (United Nations, 2020).

Tourism is important for many countries and regions. However, tourism is becoming one of the fastest growing sectors in the European economy, thereby demonstrating its remarkable resilience and flexibility (WTO, 2018). For many Member States, European regions and cities, tourism is a key contributor to the economic and social prosperity. More than that, it provides much needed jobs and income (EC, 2020c). Tourism contributes 10% of European Union GDP, it is a global leader with 40% of international arrivals, 2.4 million businesses, over 90% of which SMEs, and € 0.56 of added value for every €1 generated in tourism (EC, 2020d).

The Summer 2020 Economic Forecast projects that the euro area economy will contract by 8.7% in 2020 and rebound by 6.1% in 2021, while the EU economy is expected to contract by 8.3% in 2020 and grow by 5.8% in 20211 (EC, 2020e). Employment also declined more than ever in the second quarter (EC, 2020e). However, the European Commission (EC) is taking measures to support tourism by helping Member States abolish closure measures and resume business, working and social life, in line with epidemiological and public health criteria. Chronological, as a first step, in May 2020, the EC published a package of guidelines, recommendations and actions (*Tourism and transport in 2020 and beyond*) to help EU

countries gradually lift travel restrictions and allow the re-opening of tourism businesses. As the next step the EC proposed a new recovery instrument, called Next Generation EU, within a revamped long-term EU budget. In total, this European Recovery Plan will put € 1.85 trillion to help kick-start our economy and ensure Europe bounces forward (EC, 2020f). However, the centrepiece of the recovery plan will be a new Recovery and Resilience Facility (REACT-EU) (EC, 2020g). Support will be available across economic sectors, including tourism and culture and for essential investments in the green and digital transitions, enhancing investment already planned under the future cohesion programmes (EC, 2020g). Next action was the Re-open EU, an interactive tool (a web platform) with key information needed to reliably plan European travel and holidays while remaining healthy and safe. The Re-open EU platform is part of the EC's Tourism and Transport package.

Descriptive analysis

To identify, analyse and summarize the data, we apply descriptive analysis in the research. Using newly gathered data from Eurostat, Statista, World Bank, WTTC, UNWTO, and OECD database, this paper explores and outlines the main features associated with the impact of coronavirus on tourism industry. This approach offered the opportunity to analyse collected data and enabled us to closely capture the effects of the pandemic.

The impact of coronavirus crisis on the tourism industry

According to the World Travel and Tourism Council data, the direct contribution of the travel and tourism industry accounted for 3.2 percent of the total global GDP in 2019, showing rise eight consecutive year (Figure 1). Comparatively, the total contribution of the travel and tourism industry in 2019 accounted for 10.3 percent of the total GDP worldwide (Figure 1).

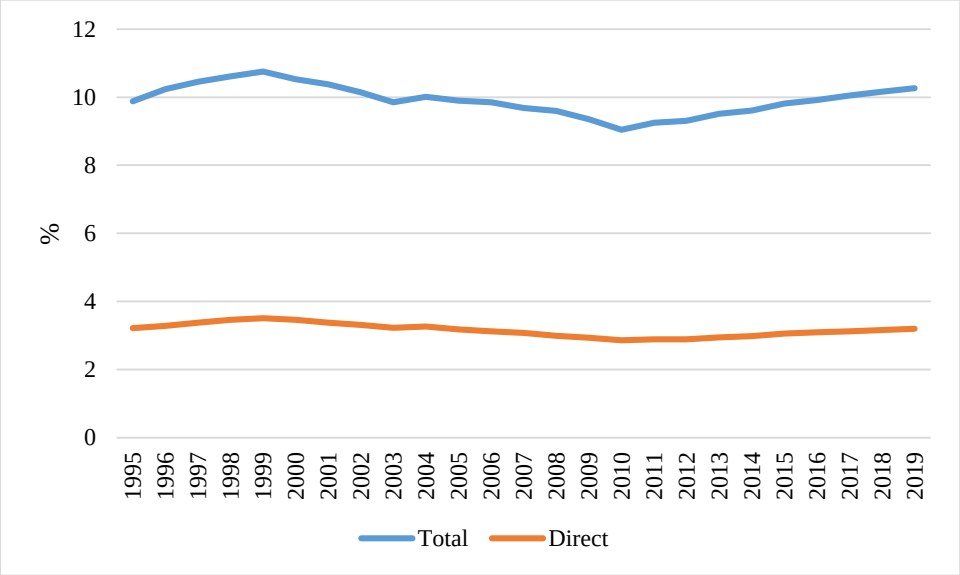

Figure 1: Share of GDP generated by the travel and tourism industry worldwide from 1995 to 2019 (total and direct contribution) Source: *WTTC*

However, travel restrictions and concerns about coronavirus have led to a precipitous fall in tourism, a sector that in recent years has accounted for about 7 percent of global exports of goods and services, with sharp declines in economies with the most severe outbreaks (Figure 2) (World Bank, 2020b).

The extent of the damage caused by the corona virus is read in double digit contractions of tourist arrivals. With international travel restricted and internal travel discouraged in most countries, global tourism and travel have been severely curtailed (World Bank, 2020b). So far this year, tourist arrivals declined by nearly 100 percent among reporting countries. Globally,

the number of commercial flights is down about 70 percent since the beginning of the year (World Bank, 2020b). Moreover, according to preliminary estimates for July (-85%) and August (-80%), the decline in international demand in January – August 2020 would reach 70% and translate into a loss of 705 million international arrivals and some US$ 730 billion in export revenues, 8 times the income loss of 2009 (UNWTO, 2020).

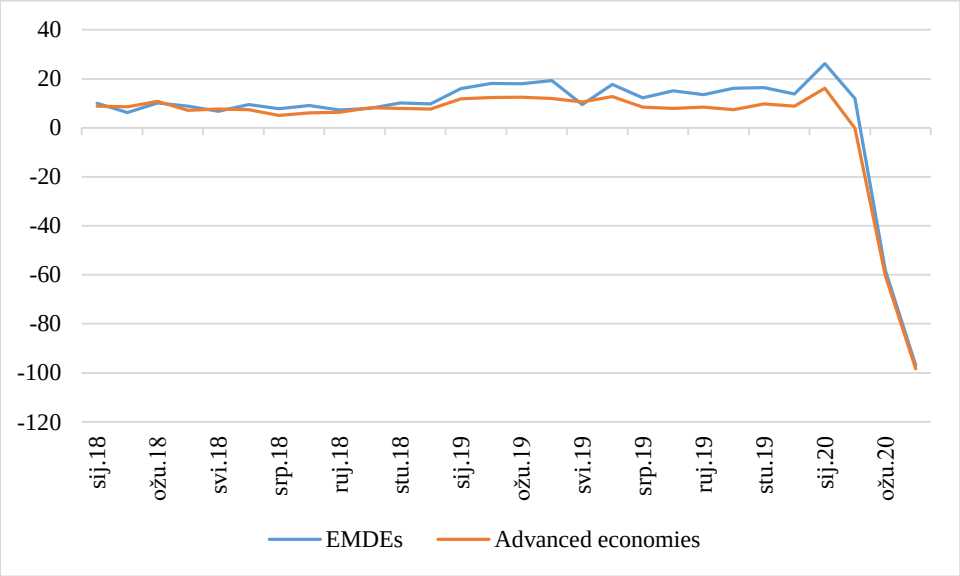

Figure 2: Monthly tourist arrivals as a share of average since 2015 (Deviation from 5-year average)
Source: *World Bank* (2020)

Further, international tourist arrivals (overnight visitors) declined 65% in the first half of 2020 over the same period last year, with arrivals in June down 93%, according to reported UNWTO data (Figure 3 and 4). International arrivals decreased an unprecedented 95% during the second quarter of the year, following a drop of 28% in the first quarter (UNWTO, 2020). Results reflect widespread travel restrictions and lockdowns in nearly all destinations worldwide, mostly from the second half of March and the months of April (-97%) and May (-96%) amid measures to contain the spread of the covid-19 pandemic (UNWTO, 2020). The massive fall in international travel demand during the first half of 2020 translates into a loss of 440 million international arrivals and about USD 460 billion in export revenues from international tourism, which represents over five times the loss in receipts recorded in 2009 amid the global economic and financial crisis (UNWTO, 2020).

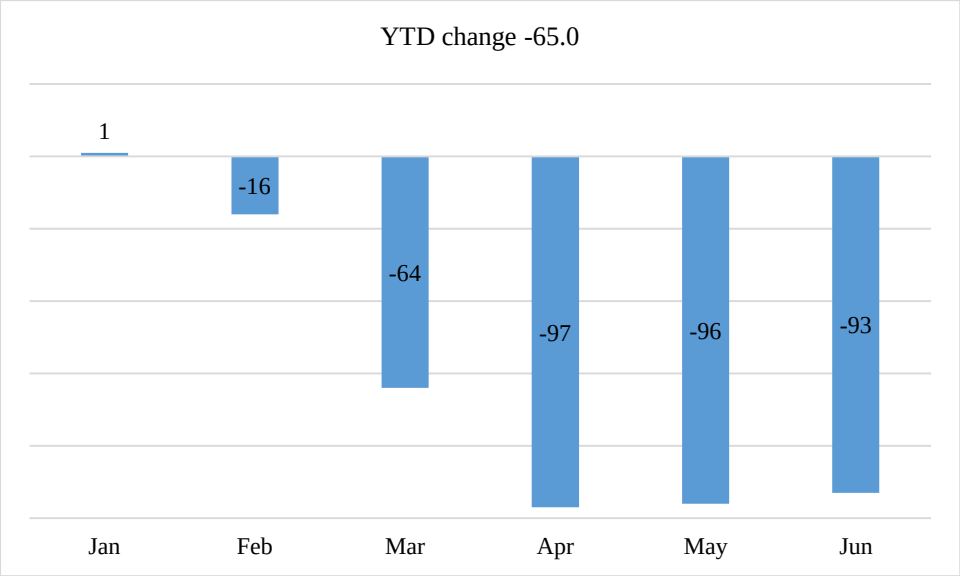

Figure 3: World: Change by month (%) Source: *UNWTO*

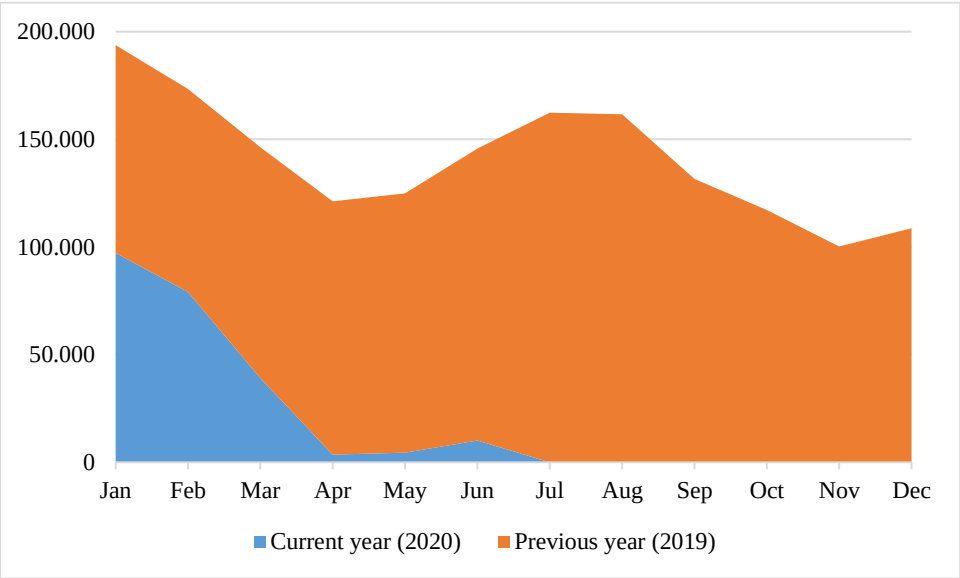

Figure 4: World – international tourist arrivals (thousands) Source: *UNWTO*

By regions (Figure 5), Asia and the Pacific, the first region to suffer the impact of covid-19, saw a 72% decrease in arrivals in the first half of 2020. The second-hardest hit was Europe with a 66% decline, followed by the Americas (-55%), Africa and the Middle East (both -57%).

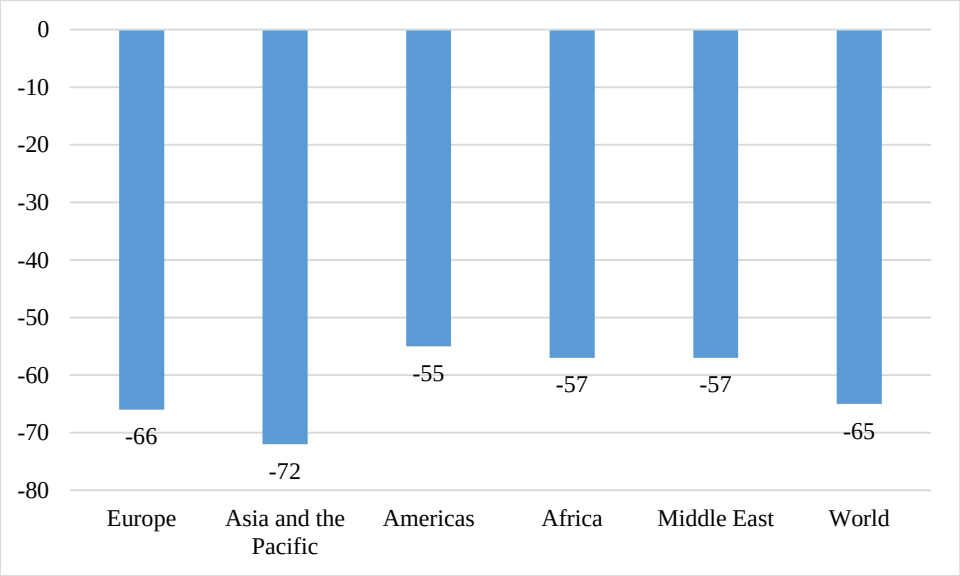

Figure 5: International Tourist Arrival; Monthly change (%) by region Source: *UNWTO*

Because of tourism's supply linkages in goods and services and its strong multiplier effect, the crisis jeopardises sustainable development in both developed and developing nations (United Nations, 2020). Scenarios for the sector indicate that international tourist numbers could decline by 58 per cent to 78 per cent in 2020, which would translate into a drop in visitor spending from $1.5 trillion in 2019 to between $310 and $570 billion in 2020 (United Nations, 2020). This places over 100 million direct tourism jobs at risk, many of them in micro, small and medium sized enterprises (MSMEs) which employ a high share of women and young people. Informal workers are the most vulnerable (United Nations, 2020).

According to Statista data, employment loss in the travel and tourism industry due to the coronavirus pandemic in total is over 100 million (Figure 6).

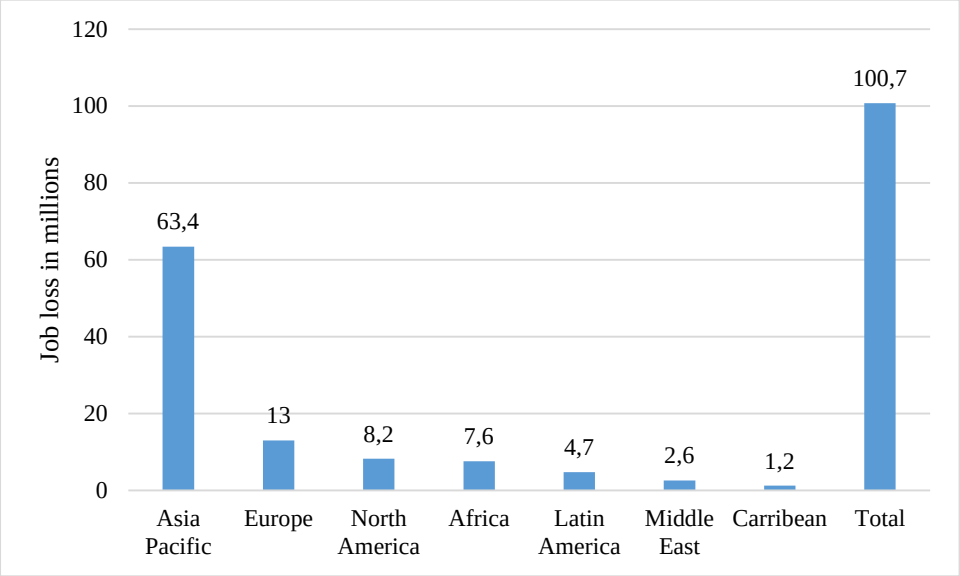

Figure 6: Employment loss in the travel and tourism industry due to the coronavirus pandemic worldwide in 2020, by region (in millions) Source: *Statista*

Coronavirus crisis and tourism in the European Union

When it comes to the impact of coronavirus on tourism in the European Union, according to UNWTO data (2020), international tourist arrivals in Europe, the world's most visited destination, in the first half of 2020 were down 66% compared to 2019, with a 97% drop in the second quarter. Widespread travel restrictions and lockdowns in nearly all destinations during the second half of March and the months of April and May greatly affected the results for the first six months of 2020 (UNWTO, 2020). Compared to the same period in previous year, Europe suffered a loss of 213 million international arrivals by June (Figure 7). Results in June (-90%) exhibited only a small betterment compared to May (-96%), showing a very slow and irregular reopening of borders mostly in the EU by mid-June (UNWTO, 2020).

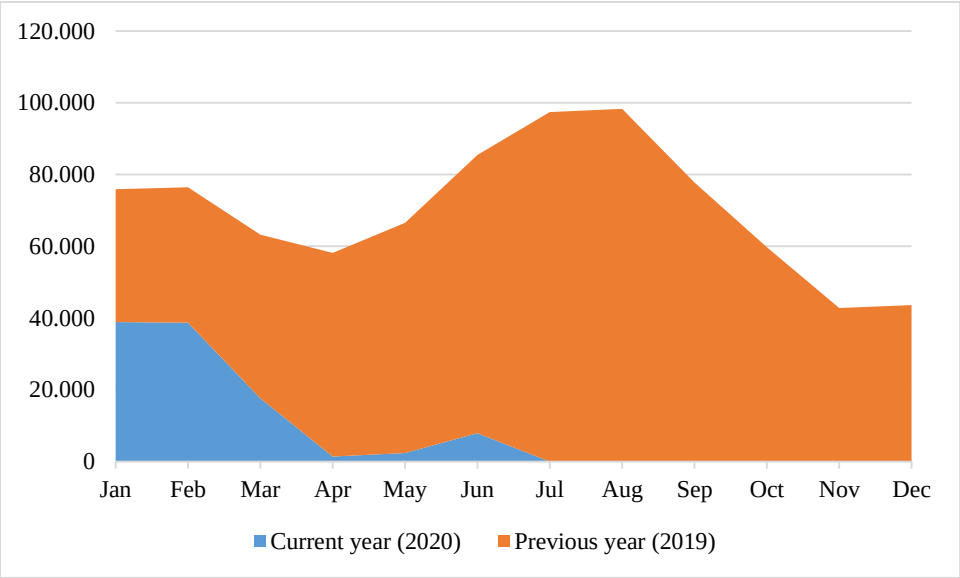

Figure 7: Europe – international tourist arrivals (thousands) Source: *UNWTO*

Next, figure 8 shows how strongly the turnover for services related to tourism (air transport, hotels, restaurants, tour operators etc.) dropped between January and June 2020. Since monthly data are only available for some countries, results for the EU-27 are partly estimated (Eurostat, 2020). As in other parts of the world, during the March and April of the corona measures, many hotels and restaurants had been closed and air travel was massively stopped and reduced. According to Eurostat data, despite the progressively reopening the borders and a slight recovery in May and June, the tourism related turnover was still around 70 % lower than in February. The strongest declines between June and February were recorded in Portugal (-93.5 %) and in Spain (-88.7 %) (Eurostat, 2020).

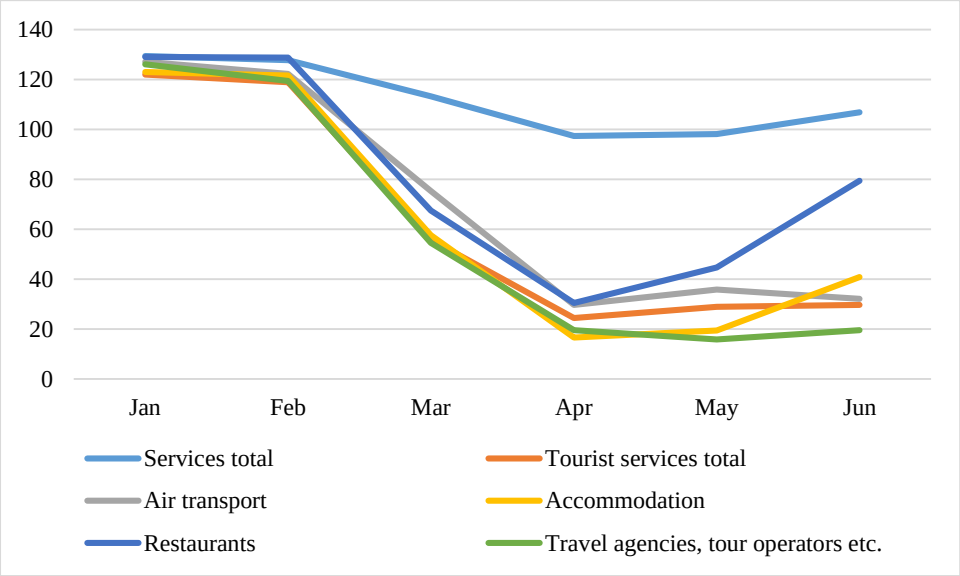

Figure 8: Turnover in tourism services, EU-27, January – June 2020, 2015=100 **Source**: *Eurostat*

It can therefore be concluded that in addition to the adverse effects caused by the coronavirus pandemic, European tourism will face challenging years. Namely, despite the fact that Europe is highly visited tourism region in the world, and within it the European Union welcomes just under half of total international arrivals, as a result of rising tourism in many fast-growing economies, Europe is gradually losing market share in global tourism (WTO, 2018).

Discussion

It is evident, therefore, from the descriptive analysis in the previous section, that the Covid-19 pandemic has struck a devastating blow to an already-fragile global economy (World Bank, 2020a). Lockdowns and other restrictions needed to address the public health crisis, together with spontaneous reductions in economic activity by many consumers and producers, constitute an unprecedented combination of adverse shocks that is causing deep recessions in many advanced economies and emerging market and developing economies (World Bank, 2020a). More precisely, the pandemic and associated mitigation measures have sharply disrupted financial and commodity markets, global trade, supply chains, travel, and tourism (World Bank, 2020b).

In that sense, the World Travel & Tourism Council (WTTC) estimated that the global economic impact on the tourism industry would be more than 5 times larger than the impact of the 2008 global financial crisis (OECD, 2020). Moreover, as an economic powerhouse representing 10% of world GDP, 30% of services exports and 1 out of every 10 jobs in the world, is one of the most affected in terms of revenue and employment, as any restriction on people movements within and between countries has a negative effect on this sector (Marques Santos et al., 2020). On the other side, the wave of optimism offered by EU recommendations on opening borders to safely resume travel and reboot Europe's tourism in 2020 and beyond, ensured the journey with the covid-19 pandemic enters its next phase. Even though most of the countries in Europe overcome covid-19 peaks for now, the fear of a second wave is inevitable. While planning their travels people find themselves checking real-time information on borders and available transport and tourism services, information on public health and safety measures, such as on physical distancing or wearing of facemasks, almost daily, to see whether their plans will follow through. This is becoming “new” or even “next normal”.

Conclusion and implications

During the first half of 2020, the descriptive analysis indicates the massive drop in demand for international travel and a loss of 440 million international arrivals, representing more than five times the loss of revenues recorded in 2009 amid the global economic and financial crisis. When it comes to the impact of coronavirus on tourism in the European Union, international tourist arrivals were down 66% in the first six months of 2020 compared to the same half of last year, with a 97% drop in the second quarter. Hence, the conducted analysis confirms that many of the challenges facing all levels – global, regional and country – also primarily concern family businesses. Namely, the family businesses play an important role regarding the dynamism and strength of the (European) economy, long-term stability and growth. Although smallness may be a benefit in some aspects on the business level, it may have some downsides, such as keeping up to date with legislation, management issues or information and communication technologies (Siakas et al., 2014), and this is particularly sensitive in times of crisis. They are so instrumental for the economic development of a tourism-dependent country.

As a result of the travel restrictions as well as other precautionary measures taken in response to the current pandemic the number of nights spent in tourist accommodation establishments declined across all Member States. According to the analysis the most substantial falls in the number of nights spent in tourist accommodation sector were recorded in April (-97.1%) and May (-95.6%) compared with the same months of 2019. To still be able to travel, travellers might need to adjust their preferences. It is likely that they are looking for destinations closer to their home and easier to access. Consequently, EU regions with higher foreign tourism dependency might be more severely hit by the effect of the crisis, although this negative effect may be partly compensated by substitution effects in domestic tourism (Eurostat, 2020c). Much remains uncertain, but one thing is clear: customers, employees, suppliers and other tourism stakeholders are watching and waiting. How businesses handle the recovery will define their resilience capabilities and establish their reputations for many years to come (Deloitte, 2020).

Considering tourism sector more vulnerable than other sectors to external shocks such as current pandemic, increasing resilience is key for destinations and regions with high employment in tourism, consequently and high economic dependency on tourism. Therefore, current crisis is an opportunity to make the tourism industry more resilient, maintaining Europe as a leading tourism destination while maximising the industry's contribution to growth and employment. Finally, now is a chance for a responsible recovery of tourism sector. An opportunity to build a sector that is more resilient, competitive, and prepared for future crises, supported by tourism strategies that are more respectful with the environment and local economies and communities (ETC, 2020). Adapting the "new normal" and shifting consumer preferences towards safety and healthy environments will require new skills but also create new opportunities for different stakeholders in tourism industry. Finally, understanding the potential of family business tourism – along with its trends and challenges – is essential in designing appropriate and forward-looking policies in a continuously variable (tourism) environment.

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Segmentation By Motivation On Dark Immersive Theatre Experiences

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Abstract

Promoting innovative solutions is crucial for the competitiveness and sustainability of tourism destinations. On the other hand, despite the increasing popularity of the emergent Dark Immersive Theatre Experiences (DITE), little is known about why are tourists motivated to engage in these experiences. The present research contributes for the optimization of DITE by exploring motivations on these experiences and by segmenting participants by motivation, which allows managers to adapt their experiences accordingly. Survey data was collected from 663 valid participants. Using exploratory factor analysis and confirmatory factor analysis, the results indicate participants are mainly motivated by elements of horror, elements of theatre and to test own limits. Based on such motivational factors, k-means clustering method classified participants into four distinct segments: naturally motivated, horror driven, spectacle driven and to be motivated. A series of Kruskal-Wallis and chi-square tests found the segments to differ significantly from each other regarding previous experience, fear stance, level of expectations and socio-demographic variables.

Keywords: dark tourism, Dark Immersive Theatre Experiences, tourist motivation, segmentation, innovation

[FP]

Introduction

The development and consumption of new or “alternative” tourism products reflect the recent dynamics associated to both demand and supply. On one hand, the scenario of fragmentation of desires, habits and lifestyles of demand carries out tourism motivations into different directions, leading to a more specific consumption of tourism (Mariani, Buhalis, Longhi & Vitouladiti, 2014). As argued by Richards (2006), there have been significant changes in the motivations and behavior of visitors. Modern tourists are increasingly demanding, do not want to be identified as part of the “masses”. On the other hand, as tourism is one of the fastest-growing industries worldwide (Gross, 2018), in a global context of increased competition among tourism destinations, tourism managers seek innovative and emergent solutions to stay competitive and avoid stagnation (Gomezelj, 2016).

One way to enhance destination competitiveness and avoid decline is through the promotion of a tourism product diversity strategy, considering that it has a special ability to offer varied experiences, greater potential for customized products that meet tourists' individual needs and interests and enhanced flexibility in response to changing tourist tastes and demand (Benur & Bramwell, 2015). According to Robinson and Novelli (2005), niche tourism is in opposition to mass tourism and represents diversity and ways of marking difference. Product diversification can also encourage new or “alternative” products that potentially are more socially and environmentally sustainable for destinations, by encouraging appreciation of a destination's special character, involving local businesses or being small-scale in terms of tourist numbers and infrastructure requirements (Bramwell, 2004; Brunori & Rossi, 2000; Nordin, 2003).

In this line of thought, tourism market for horror is growing, being one of the main recent trends in terms of consumption (Wright, 2018). While seeking horror for entertainment

purposes is a longstanding cultural tradition (Seaton, 1996), it has been consistently proving itself as a popular and profitable genre and as a thriving industry (Clasen Andersen & Schjoedt, 2018; Clasen, Kjeldgaard-Christiansen & Johnson, 2019). As Wright (2018) states, one of the future directions of tourism and entertainment can be a display of spectacles of horror, where tourist seek novel and enticing experiences. DITE emerge in this framework, being experiences that are increasing in popularity. DITE can be presented as a form of theatre that removes all barriers between the audience and the play and that engages and entices participants through the themes of horror, placing the participant at the heart at the experience.

This study aims to explore and analyze motivations on DITE and to segment participants accordingly. The clarification of motivations is crucial to determine consumers' future buying behavior (Kotler, Bowen, Makens & Baloglu, 2017). By doing so, this paper also meets a gap in current knowledge because it addresses an emergent product that lacks further attention.

1. Literature review

1.1. Dark Immersive Theatre Experiences

The term immersive theatre has become widely adopted to designate a trend for experiences associated to expansive environments, mobile audiences and audience participation (White, 2012). As stated by Felix Barret, founder and Artistic Director of the theatre company Punchdrunk, which is pioneer in immersive format, the future of storytelling is to place the audience at the heart of the experience (Rutherford, 2013). Experience, interaction, participation and immersion are among the primary ideas of immersive theatre (Belo, 2016).

The group Immersive Theatre (2016) describes immersive theatre being about creating interactive, immersive and participative experiences, where audience members are no longer observers, but rather co-creators of the narrative. In immersive theatre experiences, audience members have the opportunity to explore, interact, and discover their own narrative pathways (Van Troyer, 2013). According to White (2012), the implication of the term immersive theatre is that it creates a deep involvement, by surrounding participants, making use of cleverly structured interiors, ingeniously inviting participants to explore, requiring their bodily presence in the environment and its effect on sense making and/or teasing them with the suggestion of further depths. According to Mesquita, Nesteriuk & Massarolo (2019), it seems that the fully absorption of participants tends to intensify the experience.

As explained by Bell (2008), while conventional theatrical events are bounded by the fourth wall, i.e., the imaginary wall the audience looks through to hear and see the events, in immersive theatre, performers break the fourth wall between themselves and the audience, addressing participants directly. Such performances can even deliver personalized narrative content enabling each audience member to have a unique experience created by his/her own actions (Van Troyer, 2013). In fact, participants are at the heart of the spectacle, exploring its space, choosing scenes, elaborating the plot, creating movements and physically responding to actions (Immersive Theatre, 2016).

London, followed by New York, is the capital of immersive theatre. Punchdrunk's Sleep No More demonstrates the potential of these experiences, since its success led Punchdrunk to create new experiences, such as Faust, in 2006, The Masque of The Red Death, in 2007, and The Drowned Man, in 2013. In fact, Sleep No More garnered such critical acclaim that opened in Boston, New York, and most recently in Shanghai.

The development of immersive theatre experiences while engaging participants through themes associated to horror sustains the term DITE.

1.2. The segmentation by motivation approach in tourism research

Understanding and differentiating segments is important to accurately attract potential visitors and define marketing strategies (Alexander, Kim & Kim, 2015; Rid, Ezeuduji & Pröbstl-Haider, 2014). As such, motivation is stressed as an important precondition for satisfaction, being a key element of segmentation research (Alexander et al., 2015). If tourism motivations can be thought as corresponding to the benefits sought by individuals (Baloglu & McCleary, 1999), then, considering that individuals can logically be expected to be attracted to and satisfied by activities that meet their needs (Crandall, 1980; Mannell & Iso-Ahola, 1987), by removing the problems that participants encounter in attempting to enjoy DITE should lead to greater satisfaction. For these reasons, clarifying the motivational aspects by which individuals engage in DITE and understanding if there are different motivational segments seem to be important aspects.

However, to the extent of our knowledge, a lack of attention is noticed regarding the study of motivations in contexts of dark experiences, as shown by Light's comprehensive review (2017). Therefore, researchers' previous study performed a netnography analysis on the comments of DITE's participants in social media, complemented by an extensive review of the literature, aiming for identifying potential motivations on DITE. The final list was composed by a total of 26 items (see Belo & Gustavo, 2020).

Furthermore, previous studies provided evidence on the effects of certain variables on individuals' behavior on contexts of dark experiences. Firstly, previous experience, i.e., individual's former participation in the same or similar experiences, appears to influence expectations on the experience, as individuals' coping skills in such experiences tend to improve (Barrett, 2017; Kerr et al., 2018; Lynch & Martins, 2015). Secondly, fear stance, i.e., seeking or avoiding fear during experience, appears to influence participants' employed strategies for achieving the desired states (Clasen et al., 2019; Gross, 2015), which can be reflected on participants' motivations. Finally, motivational goals have also been pointed out as showing an effect on expectation formation (Barrett, 2017; Kerr et al., 2018).

Additionally, differences in regarding to sociodemographic variables such as gender and age on fear were also reported. Clasen and collaborators (2018) found that males slightly tend to enjoy horror more and prefer more frightening experiences, although Clasen and collaborators (2019) found an equal distribution of gender in fear stance. Clasen and collaborators (2018) and Clasen and collaborators (2019) suggested that horror liking tends to slightly decreased liking with age.

2. Methods

2.1. Research context

Two different experiences were studied: *Muzeum* and *O Matadouro* (The Slaughterhouse). *Muzeum* was based on a former agricultural school, located in Odivelas, Lisbon, Portugal. Tickets' price ranged from 20€ to 30€. This study addresses *Muzeum's* second season, which occurred in June and July of 2019, performing a total of 26 shows to 564 participants. The narrative was based on participants facing Laura's worst nightmares, being led through several different rooms. The finale was an escape game involving all participants. Participants walked through in groups of typically 2 or 3 individuals, and a complete walk-through had a duration ranging from 90 to 120 minutes.

O Matadouro took place on a former slaughterhouse, located in Leiria, Portugal. The entrance was set at 16€. *O Matadouro* debuted in September of 2020. The show performs

about 60 shows to 1200 participants per month. The experience is based on a traditional family that owns a slaughterhouse, murdering its customers and processing their corpses into meat pies. The first part of the experience is composed by a set of interactive theoretical scenes. In the second part, participants are divided in groups of 2 individuals, exploring several different rooms to escape the slaughterhouse, facing different fears in each room. A complete walk-through had a duration ranging from 45 to 60 minutes. In both experiences, participants could at any time abort their visit.

2.2. Questionnaire structure

Questionnaire consisted of three sections. The first part included participant's characteristics as a horror consumer, on a 7-point Likert scale, accessing previous experience, ranging from 1 ("no previous experience") to 7 ("6+ previous experiences"), enjoyment in being scared by horror, ranging from 1 (totally disagree) to 7 (totally agree), and the level of expectations towards the experience, ranging from 1 (very low) to 7 (very high). The second part measured DITE's motivations, with participants responding to the degree of agreement in regarding to 26 motivation statements, on a 7-point Likert scale, ranging from 1 (totally disagree) to 7 (totally agree). The last part consisted of basic socio-demographic information, including gender, age, education, occupation and monthly income.

2.3. Sample and data collection

The study was conducted in June and July of 2019 and in September and October of 2020. The participants for this study are consumers who purchase a ticket to attend either *Muzeum* and/or *O Matadouro*. The sample included both tourists (also visiting the region) and local residents.

In *Muzeum,* paper format questionnaires were personally distributed by the researchers to collect data, being completed independently by participants with supervision from the researchers. Potential participants were approached for the study upon arrival at the venue. After collecting all questionnaires, data was introduced in a database developed for this purpose. In the case of *O Matadouro*, due to the limitations imposed by COVID-19, digital format questionnaires were used to collect data, requiring participants to complete the questionnaire independently. The questionnaire was sent out via e-mail to participants who had purchased a ticket to attend the experience.

Before the data analysis, as participants differ in their levels of attention and effort when responding to items, those who showed low levels were excluded from sample. This examination was based on two methods. First, participations associated to excessive missing responses were excluded, as it may suggest a lack of attention (Johnson, 2005). Based on the average percentage of missing responses, a judgment was made about the cutoff value considered as acceptable (≥10%). For acceptable cases (<10%), the midpoint of the scale, i.e. 4 on the 7-point Likert scale, was replaced for each missing response (Johnson, 2005). Second, participations associated to excessive long strings were excluded (i.e., the same option being selected repeatedly), since too many consecutive identical responses may indicate lack of effort and consequent low-quality data (DeSimone, Harms & DeSimone, 2015). This study relied on the recommendations presented by Costa and McCrae (2008), adjusting the reference values. The dataset was also examined for normality and the values of skewness and kurtosis of all the items well within George and Mallery's (2010) conventional criteria (skewness and kurtosis greater than +2 or lower than -2), which indicated that the data were normally distributed.

A total of 769 copies of questionnaires were distributed, 663 of them were considered as valid, thus a rate of 86.2%. The sample profile is presented in Table 1 and the descriptive statistics are presented in Table 2.

Table 1. Sample's description (n = 663)

Variables		**N**	**%**
Gender	Female	357	53.8
	Male	296	44.6
	Missing responses	10	1.5
Age	Born in and after 2000	42	6.3
	Born in 1990s	269	40.6
	Born in 1980s	272	41.0
	Born in 1970s	52	7.8
	Born in or before 1960s	19	2.9
	Missing responses	9	1.4
Education	High school or below	198	29.9
	Superior degree	280	42.2
	Master degree or above	175	26.4
	Missing responses	10	1.5
Occupation	Active	527	79.5
	Non-active	30	4.5
	Full-time student	80	12.1
	Others	6	0.9
	Missing responses	20	3.0
Monthly income	1.000€ or below	192	29.0
	1.001€ – 2.000€	129	19.5
	2.001€ – 3.000€	107	16.1
	3.001€ or above	57	8.7
	Missing responses	178	26.8

Table 2. Descriptive statistics

Item	Mean value	Standard deviation	Skewness		Kurtosis	
			Statistic	Standard error	Statistic	Standard error
1.1. Fear stance	4.79	1.79	- .63	.10	- .48	.20
1.2. Expectations	5.51	1.58	- 1.05	.10	- .05	.20
2.1. Hyper-realism	5.34	1.39	- .74	.10	.24	.19
2.2. Narrative	5.59	1.28	- .84	.10	.39	.19
2.3. Fun	5.50	1.67	- 1.21	.10	.81	.19
2.4. Plot	5.33	1.49	- .67	.10	- .21	.19
2.5. Test limits	5.00	1.64	- .59	.10	- .49	.19
2.6. Adventure	5.72	1.34	- 1.11	.10	.92	.19
2.7. Scare	5.21	1.68	- .84	.10	- .03	.19
2.8. Explore space	5.26	1.46	- .74	.10	.07	.19
2.9. Cast	5.09	1.78	- .74	.10	- .37	.19
2.10. Comfort zone	5.36	1.45	- .99	.10	.63	.19
2.11. Solve clues	5.41	1.43	- .91	.10	.38	.19
2.12. Innovation	5.98	1.07	- 1.14	.10	1.07	.19
2.13. Interactive scenes	5.03	1.49	- .73	.10	.10	.19
2.14. Sensorial	5.48	1.39	- .99	.10	.97	.19
2.15. Personal fears	4.59	1.72	- .45	.10	- .61	.19
2.16. Strong emotions	5.43	1.48	- .97	.10	.45	.19
2.17. Intense ambience	5.42	1.50	- .95	.10	.29	.19
2.18. Full absorption	5.73	1.31	- 1.05	.10	.75	.19
2.19. Venue	4.70	1.91	- .50	.10	- .87	.19
2.20. Overcome adversity	5.00	1.52	- .74	.10	.25	.19
2.21. Collective goals	4.84	1.62	- .68	.10	- .20	.19
2.22. Non simulated fear	4.98	1.62	- .73	.10	- .09	.19
2.23. Choose scenes	4.54	1.50	- .35	.10	- .25	.19
2.24. Dynamics	5.50	1.36	- .95	.10	.54	.19
2.25. Know self	5.06	1.56	- .78	.10	.09	.19
2.26. Adrenaline	5.48	1.52	- 1.01	.10	.46	.19

2.4. Statistical analyses

The data analysis of this study consists of three steps. First, SPSS version 24.0 was used to conduct exploratory factor analysis (EFA) with the even number of samples. Previous comprehensive reviews demonstrated that EFA method seem to be among the most popular method to explore the motivational dimensions (Dolnicar, 2002; Frochot & Morrison, 2000), being recently performed in several tourism areas, such as community-based tourism (Kibicho, 2008), dark tourism (Biran, Poria & Oren, 2011), Islamic tourism (Battour, Ismail, Battora & Awais, 2014), health tourism (Koh, Jung-Eun & Boger, 2010), rural tourism (Rid et al., 2014) or volunteer tourism (Alexander et al., 2015), among others.

Second, using AMOS version 22.0 with the odd number of samples, confirmatory factor analysis (CFA) was conducted for validating the constructs identified in EFA, using convergent and discriminant validity.

Third, K-means clustering method was adopted (Field, 2009). K-means clustering via PCA seems to be an established methodology for tourism segmentation studies (Dolnicar, 2002), being recently conducted in areas such as health tourism (e.g. Koh et al., 2010), rural tourism (e.g. Rid et al., 2014), rural/wellbeing tourism (e.g. Pesonen & Komppula, 2010), volunteer tourism (e.g. Alexander et al., 2015) or wine tourism (e.g. Houghton, 2008), among others.

3. Results

3.1. Exploratory factor analysis

The present study tests the items developed on a previous study (Belo & Gustavo, 2020) as motivations on DITE. To this end, an EFA was conducted using a Principal Component Analysis (PCA) via orthogonal rotation with varimax. PCA was conducted due to its ability of reducing a large set of variables to a small set without losing important information. Orthogonal rotation was chosen after an initial direct oblimin test, which revealed that the different variables were not highly correlated to one another. PCA was conducted before the assessments of the measurement and structural models with the purpose to reduce dimensions and extract the best possible factors in regarding to the exploration of motivations on DITE. The subject-to-item ratio was 13:1, which was higher than the reference value of 5:1 (Gorsuch, 1974).

Table 3 presents the results of the EFA. The Kaiser-Meyer-Olkin (KMO) of the modified component model verified sampling adequacy, KMO = .86 is 'great' (Hutcheson and Sofroniou, 1999). Moreover, Bartlett's test of sphericity (χ^2 (45) = 1254.94, p = >0.001) was significant, indicating that there are adequate correlations among variables to proceed. Cronbach α value of each dimension is above 0.7, indicating good reliability. All the factor loadings for each individual retained item are above 0.7, all eigenvalues are above 1.0 and all communalities are above 0.6 (Field, 2009). As such, the questionnaire is considered to be valid. The model explained 71.1% of the total variance, being above the widely accepted threshold level of 60% for social studies (Hair et al., 2014). The interpretation and denomination of motivation factors follows the composed combination of the reported motivations.

3.2. Confirmatory factor analysis

To further verify the latent structure identified from the EFA analysis, a CFA was performed using the covariance matrix. The subject-to-item ratio was 13:1, which was higher than the reference value of 5:1 (Gorsuch, 1974). Table 3 presents the results of the EFA. The results found supportive of the three-factor model, composed by the ten components identified in the EFA, as the CFA fit indices were above the recommended level (Hooper, Coughlan and Mullen, 2008): χ2/df = 2.898 (< 3), RMSEA = 0.076 (< 0.08), PGFI = 0.551 (> 0.5), NFI = 0.944, RFI = 0.921, CFI = 0.962, IFI = 0.962, GFI = 0.947.

3.3. K-means clustering

The motivations provided by EFA and confirmed by CFA were then used as a baseline to segment participants accordingly. Figure 1 demonstrates the results. In order to define the optimal *k*, K-means clustering was conducted multiple times, from ten to two solutions. The first solution that presented an adequate size similarity was a four-cluster solution. ANOVA test indicated statistical significance for all three dependent variables, meaning that all have a significant impact on determining which cluster cases belong: 'Elements of horror' ($F(3, 659) = 447.67$, $p = >.001$); 'Elements of theatre' ($F(3, 659) = 389.87$, $p = >.001$); 'Test own limits' ($F(3, 659) = 332.65$, $p = >.001$). The interpretation and denomination of segments followed the motivations reported. 'Naturally motivated' included the largest number of cases (n = 276, 41.6%), where all three variables were very high. The following segment was 'Spectacle driven' (n = 150, 22.6%), where 'Elements of theatre' was high and the other two motivations were low. Thirdly, in the segment 'Horror driven' (n = 131, 19.8%), the motivation 'Elements of horror' was high and the other two factors were low. Finally, in 'To be motivated' (N = 106, 16.0%), all three variables were very low.

Table 3. Exploratory factor analysis and confirmatory factor analysis

Motivation factor	Item	Mean value	Exploratory factor analysis					Confirmatory factor analysis		
			Communality	Factor loading	Eigenvalue	Variance explained	Cronbach α value	Factor loading	AVE	CR
Factor 1: Elements of Horror	2.7. Scare	5.37	.77	.86	4.49	45.5%	.87	.78	.68	.89
	2.17. Intense ambience	5.66	.79	.81				.83		
	2.26. Adrenaline	5.43	.71	.79				.84		
	2.16. Strong emotions	5.45	.75	.76				.84		
Factor 2: Elements of Theatre	2.9. Cast	5.00	.74	.85	1.52	15.2%	.77	.71	.56	.79
	2.19. Venue	4.76	.71	.80				.82		
	2.4. Plot	5.33	.62	.74				.70		
Factor 3: Test own limits	2.25. Know self	5.34	.66	.80	1.04	10.4%	.75	.65	.54	.78
	2.5. Test limits	5.14	.70	.75				.74		
	2.15. Personal fears	4.76	.67	.72				.79		

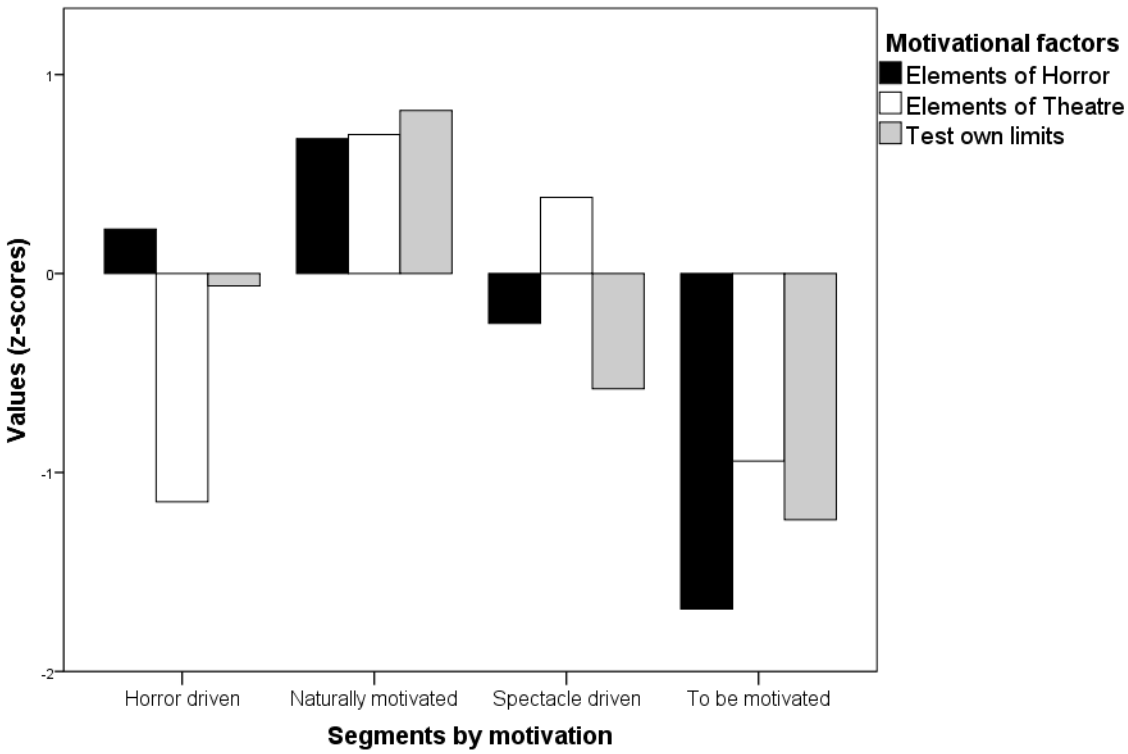

Figure 1. K-means clustering on DITE's motivational segments

3.3.1. Discriminant analysis

As shown in Tables 4 and 5, both functions were found to be statistically significant, suggesting that all three motivational factors have statistical significance to their discriminant functions. Canonical correlations were also significant, indicating that the models explained a significant relationship between the functions and the particular dependent variable. Function 1 ($\Lambda = .09$, $\chi^2 = 1602.32$, df = 9), with an eigenvalue of 4.54, explained 82.4% of the variation. With an eigenvalue of 4.54, Function 2 ($\Lambda = .49$, $\chi^2 = 475.53$, df = 4) explained 15.7% of the remaining variation. Function 3 ($\Lambda = .91$, $\chi^2 = 64.41$, df = 1), with an eigenvalue of .10, explained 1.9% of the variation. In total, 96.1% of the 244 grouped cases were accurately classified.

Table 4. Discriminant-analysis results

Function	Eigenvalue	Variance (%)	Canonical correlation	Wilks' lambda (Λ)	*Chi-square* (χ^2)	df	*p*
1	4.54	82.4	.91	.09	1602.32	9	>.001
2	.87	15.7	.68	.49	475.53	4	>.001
3	.10	1.9	.31	.91	64.41	1	>.001

Table 5. Evaluation of cluster formation by classification results

Cluster case	Predicted (% respondents accurately classified) group membership			
	Horror driven	Naturally motivated	Spectacle driven	To be motivated
Horror driven	126 (96.2%)	5 (3.8%)	0 (0.0%)	0 (0.0%)
Naturally motivated	0 (0.0%)	276 (100.0%)	0 (0.0%)	0 (0.0%)
Spectacle driven	0 (0.0%)	17 (11.3%)	133 (88.7%)	0 (0.0%)
To be motivated	2 (1.9%)	0 (0.0%)	2 (1.9%)	102 (96.2%)

Note: 96.1% of original grouped cases correctly classified; 96.1% of cross-validated grouped cases correctly classified.

3.3. Segments' profile

A series of independent samples Kruskal-Wallis tests was conducted to identify mean differences in previous experience, enjoyment in being scared and level of expectations from the different clusters. Detailed results are displayed in Table 6. Significant differences were found in all three variables. It was discovered that participants included in the segment 'Naturally motivated' present the highest levels in all variables, opposing to those included in the segment 'To be motivated'. Additionally, while 'Spectacle driven' segment reports greater experience on DITE, 'Horror driven' reports superior enjoyment in being scared.

A series of chi-square tests was also conducted to investigate if there were statistically significant levels of association between the clusters and selected socio-demographic variables. These results were used to identify distinctive socio-demographic characteristics among the clusters. Table 6 also shows the demographic background of the participants in each segment. The chi-square tests confirmed that all variables were notably dissimilar among clusters. Males seem to only be predominant in the segment 'Horror driven'. Furthermore, it seems that 'Spectacle driven' present higher educational levels and 'Horror driven' the lowest. On occupation, 'Horror driven' and 'To be motivated' present more full-time students than the other two segments. Lower monthly income is also associated to the segment 'Horror driven'.

Table 7. Consumer and socio-demographic variables on DITE's segments

Variables		Horror driven		Naturally motivated		Spectacle driven		To be motivated		Statistics
Previous experience		1.78		2.57		2.15		1.38		χ^2 (3) = 44.81, p = >.001
Enjoyment in being scared		4.84		5.62		4.46		2.86		χ^2 (3) = 167.32, p = >.001
Level of expectations		5.47		6.10		5.52		3.82		χ^2 (3) = 116.54, p = >.001
Gender	Female	56	43.4%	150	54.9%	88	59.5%	63	61.2%	χ^2 (3) = 9.73, p = .021
	Male	73	56.6%	123	45.1%	60	40.5%	40	38.8%	
Age	Born in and after 2000	14	10.9%	8	2.9%	8	5.4%	12	11.7%	χ^2 (12) = 47.80, p = >.001
	Born in 1990s	53	41.1%	108	39.4%	70	47.3%	38	36.9%	
	Born in 1980s	47	36.4%	141	51.5%	51	34.5%	33	32.0%	
	Born in 1970s	13	10.1%	15	5.5%	10	6.8%	14	13.6%	
	Born in or before 1960s	2	1.6%	2	0.7%	9	6.1%	6	5.8%	
Education	High school or below	47	36.4%	90	32.8%	27	18.2%	34	33.3%	χ^2 (6) = 16.91, p = .010
	Superior degree	49	38.0%	121	44.2%	68	45.9%	42	41.2%	
	Master degree or above	33	25.6%	63	23.0%	53	35.8%	26	25.5%	
Occupation	Active (full or part-time)	99	77.3%	231	86.8%	120	81.1%	77	76.2%	χ^2 (9) = 24.18, p =.004
	Non-active (unemployed or retired)	2	1.6%	17	6.4%	7	4.7%	4	4.0%	
	Full-time student	25	19.5%	17	6.4%	20	13.5%	18	17.8%	
	Others	2	1.6%	1	0.4%	1	0.7%	2	2.0%	
Monthly income	1.000€ or below	51	51.0%	75	35.5%	33	31.4%	33	47.8%	χ^2 (9) = 22.69, p =.007
	1.001€ – 2.000€	20	20.0%	68	32.2%	25	23.8%	16	23.2%	
	2.001€ – 3.000€	17	17.0%	44	20.9%	36	34.3%	10	14.5%	
	3.001€ or above	12	12.0%	24	11.4%	11	10.5%	10	14.5%	

4. Discussion

4.1. Conclusions

The present study presented three main goals. First, it clarified motivations on DITE. Second, it segmented participants by motivation. Thirdly, a consumer and socio-demographic profile was presented to characterize each segment. Moreover, these goals are supported and confirmed by strong empirical results.

The results obtained in this study are important not only for DITE's managers, who are now able to understand why tourists are motivated to engage in these experiences, but also for tourism destinations' managers who seek innovative solutions to stay competitive, by providing evidence on the continuous and increasing popularity of this product, since the presence of motivations suggests, by extension, the existence of tourism potential.

In fact, the consumption of DITE reflects Wright's (2018) perspective on the future of tourism and entertainment. By doing so, DITE continues the longstanding cultural tradition of seeking horror for entertainment purposes. The results obtained regarding motivations on DITE clearly highlight that its demand seeks novel and enticing experiences, as the motivational factors clarified point out, namely the items that compose the motivation 'Elements of horror', i.e., fear, intensity, adrenaline and strong emotions.

Moreover, the fact that 'horror' corresponds to the main motivational factor for individuals' enrollment confirms Wright's (2018) suggestion on the growth of market for horror in entertainment, where individuals engage on such experiences searching for fear and scare, intense ambience, strong emotions and adrenaline. This voluntary enrollment for the supposedly intensification of the negative affect associated to dark experiences (Carroll, 1990; Kerr et al., 2018) reflects the diversification, dedifferentiation, subjectivity and plurality of the contemporary tourism experience (Urry, 1990; Uriely, 2005). In that sense, DITE is a reflection of the contradicted paradigm of entertainment (Wang, 2000), away from the light, pleasurable and undemanding activities traditionally associated to tourism and entertainment (Ashworth & Isaac, 2015; Wright, 2018).

Furthermore, the consumption of DITE also reflects the ever-changing tourism motivations, as argued by Richards (2006), who claims that the new tourist desires to feel unique and to feel its own experience. In fact, as the body of literature shows, immersive theatre provides that opportunity of innovative, unique and 'personal' experiences by placing its participants at the heart of the experiences.

In this line of thought, it is important to highlight the desire for empowerment. On DITE contexts, participants seek control, to test and learn about themselves. Immersive theatre offers that opportunity. This ability is particularly evident when associated to horror, as the results obtained point out.

Our findings contribute to extend the body of literature on dark tourism. First, it sustains the relationship between motivations and expectations in contexts of dark experiences, as posed by Barrett (2017) and Kerr and collaborators (2018). Second, it demonstrates the influence of fear for motivational segments, which tends to not deviate from the assumption that fear stance influence participants' employed strategies for achieving the desired states (Clasen et al., 2019; Gross, 2015). Third, it reveals an association between expectations and previous experience, confirming the idea proposed by Barrett (2017), Kerr and collaborators (2018) and Lynch and Martins (2015). As so, these it appears that individuals' previous motivations and expectations towards the experience, such as individuals' attitude towards fear, have implications on the behavior and meaning of the experience, as noted by Barrett (2017) or Kerr and collaborators (2018).

This study also found a significant association between motivational segments and age. However, our results do not allow to clearly state that the enjoyment in being scared tends to decrease with age, as suggested by Clasen and collaborators (2019) and Clasen and collaborators (2018). On the other hand, this study did not show a significant association between motivational segments and gender, in line with Clasen and collaborators (2019) and contrarily to Clasen and collaborators (2018).

The results obtained are important for DITE's managers to adjust their experiences in such a way that allows to meet demand's motivations. As high expectations seem to be linked to higher levels of fear, it could be important for DITE to employ higher levels of fear along the experience. Moreover, more experienced customers seem to tolerate higher levels of fear. DITE managers should reflect whether experiences are suitable for both experienced and less experienced customers.

At the destination level, considering that innovative experiences are extremely important for limiting the negative impacts of tourism on local residents' quality of life, the suggestion of tourism potential on DITE points out the importance of tourism destination not only promote this new form of cultural tourism, but even to enable it. In this line of thought, the unique features of DITE can be a major challenge for DITE's managers to find a suitable venue, since it usually must contain a significant number of rooms or considerable square footage, among other features. The specificity of the venue usually represents considerable costs for DITE's economic sustainability. Destination managers can support DITE by facilitating the rental of a cultural resource, such as an antique palace. Tourism destinations can even benefit from this relationship, since seldom there are cultural resources that require maintenance and lack activity.

4.2. Research implications

This study brings novelty for several reasons. To the best of our knowledge, from a theoretical point of view, this research to addresses a gap in the dark tourism literature by addressing DITE. Additionally, it employs well documented approaches on segmentation by motivation on this new testing ground. This investigation should be especially relevant as a stepping-stone for further dark tourism management literature, rooted in the ground of DITE, with practical implications for DITE's strategic management.

Our findings present implications for a managerial perspective, where the motivational factors and segments identified provide guidelines for DITE's managers to formulate management and marketing strategies in such a way that enhances DITE's tourism visibility and attractiveness.

4.3. Limitations and future directions

Our approach comprises limitations that should be considered in the interpretation of the results. One important point is that the sample of this research includes only participants from two specific experiences. Therefore, the results might need additional efforts to be generalized.

Future research should clarify the importance of motivations on satisfaction and on tourism potential attributed. Beyond that, it would be importance to address the perception of participants on the performance of the experience. By doing so, DITE's managers would be able to restructure experiences in such a way to be expectedly satisfactory.

In addition, although other important studies investigating tourism motivations have privileged a quantitative approach, as this study employs, the potential value of findings from a qualitative study should be considered. Using in-depth interviews would lead to different discoveries, complementing those found in this quantitative investigation.

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Declaration of competing interest

None.

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Selecting an Action Research Project: desirability versus practicability

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Abstract

This study uses a theoretical approach to implementing an action research enquiry into international student learning and engagement while studying in an Australian tertiary institution. A review of the literature indicates that the main issues affecting international students are related to: adaptation to a new learning style and socio-cultural environment. Both academic and non-academic factors contribute to students' success; especially important is their level of connectedness, engagement, sense of belonging to a group and having an active campus life. The aim of this study is to understand the barriers to learning and engagement for newly enrolled international students, and to recommend strategies to improve their experience at The Hotel School-Southern Cross University campuses in Sydney, Melbourne and Brisbane (Australia). Using an action research approach will facilitate our understanding of the nature of the problem, and provide participants and other stakeholders with new ways of thinking about the issues being investigated. It can also help to develop and implement plans that can assist newly arrived international students to successfully adapt to the Australian tertiary education system. Monitoring these plans would help to create a best practice portfolio of activities that promote student adaptation to their new learning and living environment.

Keywords: action research, international students, learning style, engagement, The Hotel School

[FP]

Introduction

This study uses action research as a theoretical approach to explore international students' learning and engagement experiences at an Australian tertiary education institution. The aim of this study is to understand the barriers to learning and engagement for newly enrolled international students, and to recommend strategies to improve their experience at The Hotel School-Southern Cross University campuses (Australia). While there is a growing body of research focused on articulating the experience of international students, there are few examples of research that addresses these issues and proposes practical strategies to increase engagement and learning outcomes.

Background of The Hotel School-Southern Cross University

The Hotel School (THS) is a tertiary educational organisation that offers higher education degrees specialising in tourism and hospitality in partnership with the Southern Cross University (SCU). THS-SCU is focused on equipping students for future global leadership opportunities within hospitality, tourism, and leisure businesses. Its undergraduate and postgraduate degrees have a strong focus on experiential engagement with industry including internships, study tours, and site visits. SCU is a progressive, young and connected regional research university, with campuses in New South Wales and Queensland, offering an exciting, and high-quality learning experience (https://www.scu.edu.au). This project is focused on the THS campuses which have more than 500 students enrolled in 2020 of which 75 per cent are international, mainly from the Subcontinent and South Asia Pacific regions, including Nepal, India, Indonesia, China, Malaysia, the Philippines, Vietnam, South Korea and Japan.

New learning reality

A review of the literature identifies two main themes. The first explores the impact of a new learning style and socio-cultural environment; the second is focused on the process of adaptation. In relation to the first theme, when international students enrol in Australian universities, they bring with them attitudes, previous experience of learning styles and beliefs about how they should engage with the learning process based on their experience in their country of origin. Many undergo severe culture-shock upon arrival, especially about expectations in relation to participating and speaking in class, as well as understanding the academic style, content and assessment requirements (Hellsten, 2002; Wearring, Le, Wilson & Arambewela, 2015). A study by Lee, Farruggia & Brown (2013) examined the experience of international students in New Zealand and found that while language limitations, academic content and learning styles were all difficulties in their learning, academic content was the main barrier to their performance.

The second theme, identified in Edwards' (2010) comparative study of Australia, New Zealand and the US, was that first-year international students in Australia and New Zealand had notably different responses to the US-based international students in relation to accepting feedback and support from lecturers and demonstrating involvement in class activities. For example, '23.8 per cent of first year international students in USA institutions said that they asked questions in class very often, yet the comparable figure for Australia–based students was 8.3 per cent' (Coates, 2010 p. 4). Change between first and later year responses from Australia-based on asking questions in class, showed an increase from 8.3 per cent to 10.4 per cent. The study found that international students became accustomed to the new learning style over time, even though they struggled initially. It is in the early stage of adaption that the new student is most at risk of losing confidence, giving up and perhaps deciding to withdraw. These two themes are linked and this needs to take this into account when designing appropriate interventions.

International students bring with them attitudes, previous experiences of learning styles, and beliefs about how they should engage with the learning process. The institution has an expectation that they will set aside this previous experience and adjust seamlessly to the new learning style. While transitional support is offered through orientation, academic support and assistance from teaching staff, these interventions frequently depend on availability, resources, teacher engagement and, of course, the students' willingness to seek and accept this type of support.

Classrooms as communities

Various studies have explored the student's connection to campus life and its importance to academic success. Rovai (2002) offers a broad, holistic definition of connectedness as the feeling of belonging. Hanover (2011) concluded that there are both academic (classroom practice and academic support) and non-academic factors (campus events and engagement activities) contributing to student success. Kahu (2013) emphasised the role of student engagement and Jorgenson, Farrell, Fudge & Pritchard (2018) found that belonging to groups and being active in campus life were positive indicators of student success.

Hagenaver & Volet's (2014) study focused on the teacher-student relationship, while Tinto (2011) emphasised classroom interactions. His adaptive explicative model (1993) highlighted factors such as the students' adaptation to the social and academic environment as factors determining student drop-out rates. According to Bernado, Steban & Fernandez (2016) this is especially true for those in their first year at university. Brown & Starrett (2017) in their survey of student connectedness found that caring, student-centred instructors who were passionate about both teaching and the course material made them feel more connected in their classes. While not under-estimating the importance of a broad-based campus experience through the facilitation of events and activities to create social engagement, the research suggested that the student connections within the classroom have the greatest impact on student academic success.

Improving students' educational experience

Researchers have developed indicators for participatory action research (PAR) as a process of validating the research in learning and teaching projects (Harvey, 2013). These indicators can serve as a systematic approach to evaluating and analysing the data including collaboration, project structure, flexibility, communication and sense of ownership (Harvey, 2013).

There are some interesting examples of action research being used to study issues related to student engagement, commitment, retention, understanding of curriculum requirements, teaching skills and experience. Cameron & Allen (2013) used participatory action learning action research (PALAR) to investigate students' engagement and commitment to their studies, as well as cross-cultural relationships in order to improve both theirs and staff potential in a regional Australian university. Results show that students 'experienced enhanced communication, engagement, participation and ownership', which contributed to 'building cross-cultural peer relationships of respect and trust' among domestic and international students (Cameron & Allen, 2013 p.156). In order to improve the assessment methods, Cameron (2015) developed innovative real world work integrated learning simulations which resulted in students controlling their own learning processes and, as a consequence, improved learning experiences for domestic and international students (Cameron, 2015).

Burchell & Dyson (2005) applied action research to explore the supervision process for students preparing dissertations, the different challenges, and style of each supervisor, to address students' issues and learning needs. This reflective exercise allowed supervisors to find a voice and better understand the different approaches and supervisory styles in order improve the outcomes of their supervision. Taylor, Rudolph & Foldy (2007) examined the way students can learn and improve their reflective practice by examining their own actions and self-awareness. This allowed students to improve their 'personal and professional effectiveness by having greater self-knowledge along with a broader repertoire of cognitive frames, emotional reactions, and behaviours in which to draw' (Taylor, Rudolph & Foldy, 2007, p. 657) in order to better understand how their own social constructions contribute to the challenges they face by 'offering prescriptive actions for intervening in these problems' (Taylor, Rudolph & Foldy, 2007, p. 657). Therefore, three stages are used in the self-awareness learning process, namely 'understanding the social construction of reality, recognizing the self's contribution to that construction, and taking action to shape that construction' (Taylor, Rudolph & Foldy, 2007. p.665). These examples demonstrate the practicality of using action research to improve students' learning and engagement as they adapt to a new education system, in this case Australian tertiary education.

The dynamic of an action research framework

Action research is considered to be an appropriate research and includes participatory research, empowerment research and feminist research (Small, 1995). According to Reason and Bradbury (2007), action research is a participatory and democratic process aimed at developing knowledge grounded in a participatory process, and can be useful in developing systematic knowledge. The main goal of action research is to facilitate social change: it is a tool for resolving practical problems (Neuman, 2006), where research is conducted in collaboration between the researcher and the client (Smith 2010), and provides a means of designing through research a way of accomplishing goals and evaluating their effectiveness (Stringer, 2007). It is a systematic inquiry to collect information about specific issues (Mills, 2000) and pursue practical solutions (Reason and Bradbury, 2007). Moreover, action research is a valuable resource for building a sense of community, including four principles: relationships, communication, participation, and inclusion (Stringer, 2007).

Selecting the action research model

Kurt Lewin was one of the first researchers to define the process of action research as a method of proceeding in a spiral of four stages, including planning, acting, observing and reflecting/evaluating (McNiff, 1998). McNiff, Lomax & Whitehead (2003) defined a model that includes the idea of regenerative capacity to allow for spontaneous and creative episodes. Instead of dealing with only one problem at a time, a more dynamic and adaptable model was developed, allowing the spirals to create spin-off spirals (McNiff, Lomax & Whitehead, 2003). Consistent with these models, Stringer (2007, p.8) defined the action research model as a series of cycles that include 'the look, think and act routine', as a continually recycling set of activities. The look is the information gathering phase and describing the situation; think is the phase of exploring, analysing, interpreting and explaining, and act is the phase in which a plan is defined, implemented and evaluated, as shown in Figure 1.

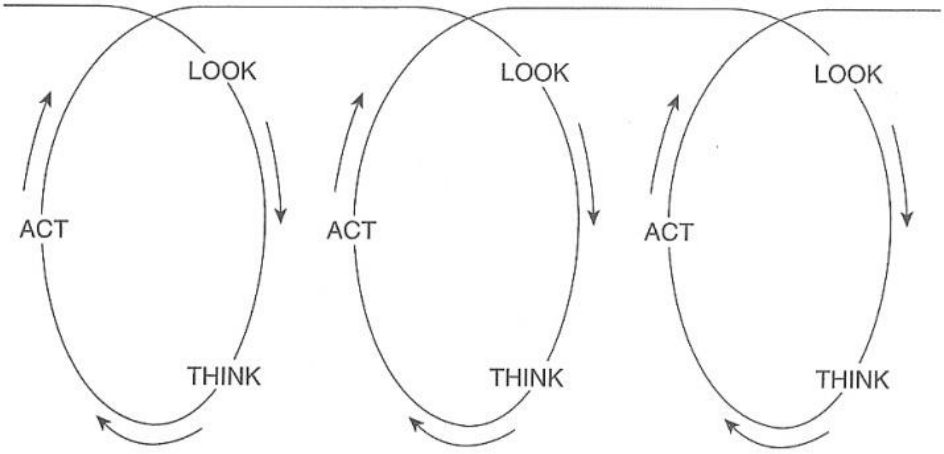

Figure 1: Action research routine and interacting spiral Source: *Stringer* (2007), p. 8

While recognising the difficulty of translating action research into practice (Beeton, 2006), and the challenge of implementing, testing and reviewing recommendations, an adaptation of Stringer's (2007) model is chosen in this study as it includes different cycles that are consistent and can be used to increase our understanding and knowledge of the issues international students face while studying in Australia, and find appropriate solutions that can be implemented at The Hotel School-Southern Cross University campuses. The study therefore proposes using two cycles. The first cycle identifies what problems international students face engaging with their studies and the University. The second cycle will examine the best way to address the problems identified in the first cycle, and what actions can be taken to improve students' study experience and engagement. Secondary data will be collected from existing literature, documents, records, reports, and statistics, including the student questionnaire results. The use of these different sources of information will allow the data to be triangulated and ensure credibility (Denzin, 1978). Therefore, data will be collected from focus groups and classroom and social settings observations, as primary data, and from secondary sources, which will contribute to its trustworthiness (Ely, 1991).

Research aims and objectives

While there is a growing body of research on the experience of International students, these studies are primarily focused *either* on the international students' learning *or* engagement experiences. This project seeks to combine these two aspects of the students' experience as we believe that they are interrelated. The aim of this study is to understand the barriers to learning and engagement encountered by newly enrolled international students at The Hotel School-Southern Cross University campuses.

Our objectives are:

- To identify barriers to new international student learning and engagement
- To recommend strategies to improve learning and engagement for this group

Research questions:

- What barriers do newly enrolled international students face when engaging with their studies at The Hotel School-Southern Cross University campuses?
- What actions need to be implemented to address these barriers?

Conclusions and implications

Action research is an ongoing research process that depends on people and circumstances, which are continuously adapting and changing. Therefore, action plans should also adapt and change according to the needs of students and staff at The Hotel School-Southern Cross University. In this study, action research is considered an appropriate research technique to gain knowledge about how to improve the student experience and engagement with their studies, which is especially important at the commencement of the academic year. This study aims to increase our understanding of the nature of the problem, and to provide participants and other stakeholders with new ways of thinking about the issues being investigated. Our intention is to develop and implement plans and actions that can help newly arrived international students to adapt more successfully to the Australian tertiary education system. By monitoring these new plans and actions, the expected outcome would be to develop a best practice portfolio of activities that promote student adaptation to their new learning and living environment.

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The Relationship Between Graduate Attributes, Academic Achievement And Internship Performance In Tourism, Hospitality And Event Management Education

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Abstract

This study developed and tested a parallel mediation model that hypothesised graduate attributes would mediate the relationship between academic achievement and internship performance. The sample comprised 216 undergraduate students majoring in either tourism, hospitality or event management. Of this group, 76% were female and 51% were international on-shore students. All students completed a compulsory 450-hour internship of which 43% of the placements were paid. Graduates attributes were measured with a 15-item competency scale, academic achievement was measured by grade point average (GPA) and internship performance was rated by the industry supervisor. Results revealed that GPA was a weak but significant predictor of internship performance and this relationship was mediated by the student's capacity to learn new skills, their written communication skills and their information literacy. These aligned with two graduate attributes of lifelong learning and communication skills. The results are discussed with reference to constructive alignment theory, quality assurance and the disruption to internship completion due to COVID-19.

Keywords: graduate attributes, internship performance, academic performance, constructive alignment

[FP]

Introduction

Graduate attributes is a term used by many Australian universities to refer to the general skills and knowledge a student acquires through the course of their study. Also known as competencies or graduate learning outcomes, these are typically generic and transferable soft skills. Oliver and Jorre de St Jorre (2018) reviewed the graduate attributes of Australian universities and found commonality in the types of graduate attributes published. These included attributes such as knowledge of discipline; communication skills; critical and analytical thinking; and ethically and culturally appropriate behaviour.

Measuring a student's acquisition of graduate attributes is an assurance of learning issue that governments and institutions around the world have grappled with over the past two decades (Barrie, Hughes, Crisp, & Bennieson, 2014; Wray, Glew, Burrus, Hill, & Schuhmann, 2019). There are a variety of measurement approaches and these and can be classified as either direct or indirect measures. Direct measures are typically implemented for external accreditation purposes with professional bodies. For example, Wray et al. (2019) reported on the validity of the instruments used by a business school to demonstrate assurance of learning for the Association to Advance Collegiate Schools of Business (AACSB) accreditation. These instruments were staff-designed online quizzes of key discipline concepts (marketing, finance, management) which students were required to complete before enrolling in the capstone subjects of their degree. As part of the validity testing, Wray et al. (2019) found that the students' grade point average (GPA) before enrolling in the capstone subject, predicted their grades on the assurance of learning instruments which, in turn, predicted their performance in the capstone unit. However, the relationships were stronger for some disciplines than others. Wray et al. (2019) explained this as reflecting the various constructive alignment of the discipline's curriculum. This finding led to changes in the curriculum to 'close the loop' as part of the assurance of learning process.

Indirect measures of student competencies are more subjective but, as with direct measures, also include testing through capstone studies. The assessment of student performance by employers during a capstone internship is an example of an indirect measure and is a common element of whole-of-program testing (Barrie et al., 2014). This approach allows industry input into the importance and acquisition of skills and knowledge of students in their final session of study. For example, Whelan (2017) and Whelan and Reichelt-Brushett (2019) asked internship supervisors to rate the intern's level of attainment of the university's 7 graduate attributes, 15 course learning outcomes and 15 threshold learning outcomes. They concluded that the overall positive evaluations of the intern's skill levels suggested a fundamentally sound curriculum with no significant gaps.

As with Wray et al. (2019), Whelan (2017) and Whelan and Reichelt-Brushett (2019) concluded the positive evaluations by industry supervisors was an indicator of good curriculum alignment with the learning outcomes. However, Whelan (2017) and Whelan and Reichelt-Brushett (2019) also reported that a student's grade point average (GPA) was not a predictor of internship performance, finding that some students with poor grade point averages achieved high supervisor ratings. Although this evidence by Whelan (2017) and Whelan and Reichelt-Brushett (2019) was anecdotal, it does appear counterintuitive to a curriculum that is well-aligned with the graduate attributes, and contradicts the results of Wray et al. (2019) who argued GPA was a measure that could validate a curriculum aligned to the graduate attributes.

Constructive alignment is a holistic, outcomes-based approach to the curriculum. It hypothesises that students attain pre-conceived outcomes, through curriculum alignment and the clear design of teaching and learning activities and related assessment tasks (Biggs & Tang, 2007). With graduate attributes representing the outcomes of studying, it follows that the student attainment of these can be quantified based on their academic performance. That is, a student that demonstrates a greater academic performance, via the assessments aligned with the graduate attributes, should possess greater levels of the graduate attributes than a student with lower academic performance.

Capstone internship programs provide an opportunity for the indirect measurement of the graduate attributes by an industry representative, such as the internship supervisor (Sonnenschein, Barker, & Hibbins, 2019; Whelan, 2017; Whelan & Reichelt-Brushett, 2019). It would follow that interns with high grades would be more highly evaluated by their supervisor on measures of these graduate attributes as these interns possess greater levels of the relevant skills and knowledge (Wray et al., 2019). However, Whelan (2017) and Whelan and Reichelt-Brushett (2019) suggested the opposite with supervisors rating poor academic performers high on graduate attributes in what their results suggested was a fundamentally sound environmental science curriculum.

Academic performance and internship performance

For the tourism, hospitality and event management (TH&E) discipline, the relationship between grades, graduate attributes and internship performance is an important one. Given the multidisciplinary nature of the industry with broad sectors and inherent diversity, graduates need to possess a variety of skills that the graduate attributes represent (Farmaki, 2018; Robinson, Ruhanen, & Breakey, 2015). Furthermore, Work Integrated Learning (WIL), and specifically internships are a valuable component in the education of TH&E employees (Farmaki, 2018). With many students missing out on TH&E internships in 2020, due to COVID-19, the role of academic performance (i.e. GPA) in predicting skill level and workplace performance has become more important. It is essential that the students have confidence that the skills and knowledge learned in their degree are valued by industry experts. Additionally, employers will seek assurance, that in

the absence of a practical internship experience, the GPA provides an accurate measure of the skills and knowledge gained during a TH&E education.

As with the disparity between Wray et al. (2019) and Whelan (2017) and Whelan and Reichelt-Brushett (2019), the literature on GPA as a predictor of internship performance shows mixed results. This research tends to be dominated by disciplines with a narrower focus than TH&E, such as the health sciences and education disciplines. For example, Ingle (2017) showed that GPA in a teaching degree was positively correlated ($r = .48$, $p < .01$) with the supervisor evaluations for student-teachers. Ferguson, James and Madeley (2002) also reported that undergraduate GPA was one of a suite of predictors for clinical competence in medicine. However, Kelly and Koonce (2012) found no significant relationship between GPA and internship mentor evaluation in 72 students of an educational leadership course.

Apart from differences in measurement of internship performance, it is difficult to reconcile the disparity in results across studies looking at GPA and internship performance. The difference may be due to a number of factors such as the degree structure across disciplines, the level of constructive alignment of the degree (Biggs & Tang, 2007), the capacity of the industry supervisors to objectively measure performance (Suleman, 2016), the internship processes or due to differences in the methodology and measures used (some analysed each competency item individually, some created a global, composite score). However, from these studies, and from the literature reviewed on graduate attributes and constructive alignment, a theoretical model of the relationship between graduate attributes, academic performance and internship performance can be developed.

The current study

This model displayed in Figure 1 shows a hypothesised relationship between academic achievement (as measured by GPA), graduate attributes and internship performance. At the core of the model is the path from GPA to graduate attributes to internship performance. The assumptions underlying this model are:

1. From constructive alignment theory (Biggs & Tang, 2007, Wray et al., 2019) it can be argued that student's GPA is positively related to the graduate attributes that the curriculum has been aligned to. That is, students with higher GPAs possess higher levels of the graduate attributes under a well-aligned curriculum.
2. If the graduate attributes represent the skills and knowledge required in the workplace (Oliver & Jorre de St Jorre, 2018), then these should positively correlate with the workplace performance of the student, as demonstrated during their internship placement.
3. Given the two paths above, the final path is that GPA should be positively related to overall performance in the internship (Ferguson et al. 2002; Ingle, 2017).

The model that emerges under these assumptions is a parallel (or multiple) mediation model (Hayes, 2018). Under a constructively aligned curriculum, GPA should predict the supervisor's overall evaluation and this relationship should be mediated by the graduate attributes that the intern possesses. If the model is statistically supported, it would provide a measure of the constructive alignment of the degree and the value of each graduate attribute to the employability of students. It can also emphasise the importance of WIL programs and stimulate future research into the generalisability of the model to disciplines outside of TH&E education. The aim of the current study is to test this model utilising students who completed a capstone internship as part of an undergraduate tourism, hospitality and event management degree.

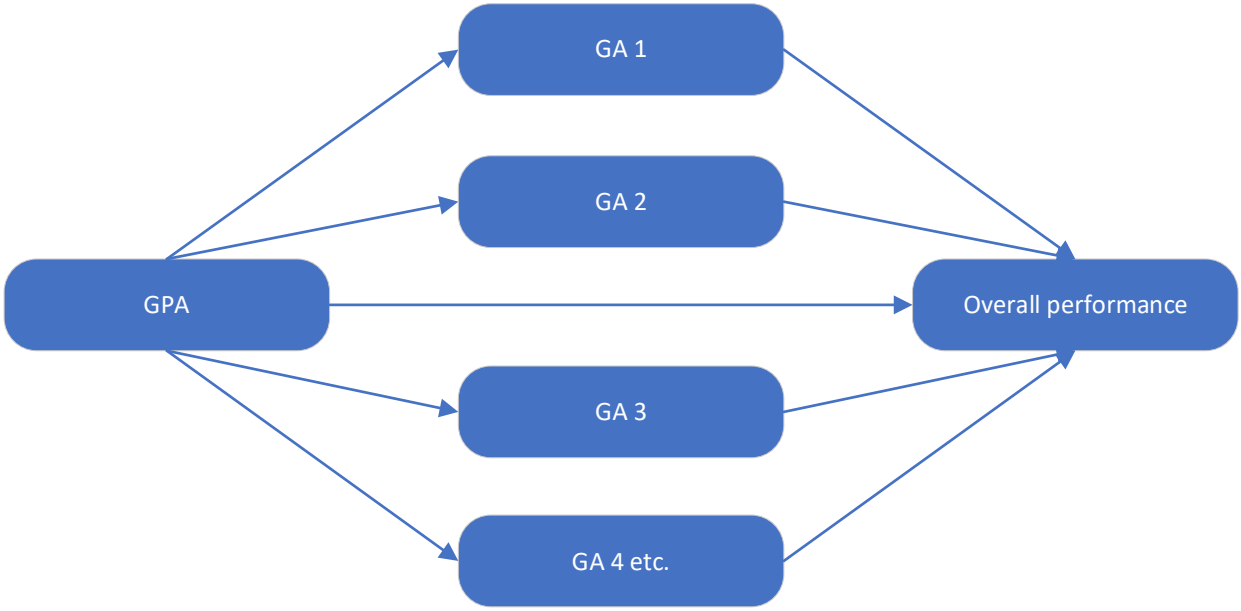

Figure 1. Parallel Mediation Model of GPA, Graduate Attributes and Overall Performance during internship

Method

Participants

The sample comprised 216 undergraduate students majoring in tourism, hospitality or event management who completed a compulsory 450-hour, placement-based WIL unit (internship). Of these, 76% were female and 51% international onshore students. Their mean GPA was 4.52 (SD = 0.91), which is mid-way between a Pass and Credit in the grading system of most Australian universities. Almost half of the placements were paid (43%). Of the organisations hosting the intern, 59% had hosted interns through the WIL program prior to the study. Most (95%) indicated they would consider hosting an intern again and 61% offered paid employment to the graduate post-internship.

Materials and Procedure

A component of the internship unit's assessment regime was an industry supervisor evaluation of the student's workplace performance. In addition to summative and informal feedback gained throughout the student's internship, a formative, written evaluation was obtained at the conclusion of each student's placement. The evaluation was in the form of a questionnaire containing 15 competencies for supervisors to evaluate each intern. These competencies were developed iteratively using the university's graduate attributes and industry feedback, but had an original basis in the literature (Quinn & Rohrbaugh, 1983). As shown in Table 1, 12 of these competencies aligned with six of the university's graduate attributes. Three of the competencies were aligned with lifelong learning, three with knowledge of discipline, and three with communication and social skills. Three additional competency items were included based on industry feedback as desirable qualities for TH&E employees, in particular, but did not relate to the university's graduate attributes. These were categorised as 'employee attributes' in Table 1.

The intern's possession of each competency at the completion of the internship was rated by their supervisor on a five-point Likert-type scale from Very Low to Very High. This was converted to a numerical value from 1 to 5 for data analysis. The supervisor also provided a numerical value for the intern's overall performance during the internship on a ten-point scale, where 1 equated to a very poor performance and 10 equated to exceptional performance. Additional questions about the placement (e.g., paid/unpaid) and the experience for the organisation (e.g., willingness to take further interns) and qualitative suggestions for improvement was also included in the questionnaire. The GPA for each student was obtained using the university's student records along

with their enrolment status and gender. The Ethics approval for this project was granted by Southern Cross University's Ethics Committee. At the completion of the 14-week internship each industry supervisor was requested to complete the questionnaire via an online Qualtrics© survey form.

Table 1: Alignment of Internship Competency with University Graduate Attribute

Competency Item	Graduate Attribute
1. Capacity to learn new skills and procedures	Lifelong learning
2. Proactive, responsive and adaptable to change	Lifelong learning
3. Ability to manage large volumes of information from various sources (information literacy)	Lifelong learning
4. Knowledge of industry/sector within both local and international contexts	Knowledge of discipline
5. Computer skills	Knowledge of discipline
6. Awareness of cultural, environmental & economic impacts of business management	Knowledge of discipline
7. Written communication skills	Communication and social skills
8. Interpersonal communication skills (verbal)	Communication and social skills
9. Capacity for co-operation and teamwork	Communication and social skills
10. Commitment to ethical standards and professionalism	Ethical practice
11. Capacity to appreciate different cultural perspectives/intercultural competence	Cultural competence
12. Have the analytical and problem-solving skills needed to work effectively	Intellectual rigour
13. Positive work attitude and work ethic	Employee attribute
14. Appropriate personal presentation and grooming	Employee attribute
15. Punctuality and attendance	Employee attribute

Results

Initial correlations were performed to test the bivariate assumptions of the parallel mediation model (Baron & Kenny, 1986). First, GPA was shown to have a significant, positive, but weak relationship with overall performance during the internship ($r = .26$, $p < .001$). To test the relationship between GPA and the 15 competency items, alpha was adjusted to .003 to control for familywise error. The Bonferroni approach is a conservative method for controlling error, but with the current model incorporating 15 possible mediators, it was also chosen as a method of data reduction. With the adjusted alpha, the power of the test was still high enough that a $r > .20$ would achieve significance at the .003 level. Results found that GPA was significantly correlated with 7 of the 15 competency items, as shown in the GPA column in Table 2.

Table 2: Competency Items Correlation with GPA and Standardised Beta and Squared Semi-partial Correlation with Overall Performance

Competency	GPA *r*	Overall Performance β	sr^2
Capacity to learn new skills	.225**	.319***	.035
Punctuality and attendance	.261***	.055	.002
Computer skills	.251***	.035	.001
Written communication	.319***	.165*	.027
Information literacy	.212**	.177*	.031
Cooperation and teamwork	.212**	.115	.006
Positive work attitude and ethic	.206**	.093	.004

*p <0.05, ** p < .001 *** p <0.001

When testing the path between each competency items and overall performance the seven items from Table 2 were found to be significantly and moderately correlated with overall performance and the coefficients ranged from r= .41 to r = .61. These seven were also found to be moderately and highly correlated with each other (r = .45 to r = .70). Given the high correlations between these possible mediators and the need for independent mediators in parallel mediation analysis, the seven were entered into a linear regression as predictor variables with overall performance as the predicted variable. Regression was chosen to identify the unique predictors of overall performance prior to testing the full mediation model. Table 2 also provides the results of this regression analysis (β and sr^2 columns). As shown in Table 2, three mediators emerged as unique predictors; capacity to learn new skills; information literacy and written communication skills.

The next analysis required non-parametric bootstrapping to test the mediation model of capacity to learn new skills, information literacy and written communication skills as parallel mediators of the relationship between GPA and overall performance. The other 12 competency items were excluded from the analyses as these were found to either not correlate with GPA or not uniquely to correlate with overall performance. To test for mediation, the analysis was performed using the PROCESS function 3.4 in SPSS V.25 with the selection of model 4 (Hayes, 2018). This analysis relies on listwise deletion of missing cases, leaving a final sample size of N = 190. Mediation is considered significant if the 95% bias-corrected and accelerated confidence intervals (CI: lower limit, LL to upper limit, UL) for the indirect effect (IE) do not include zero. Results based on 5000 bootstrapped samples indicated that, although the total effect of GPA on overall performance was significant (βtotal=−0.305, SE=0.104, p= .004), the direct effect was not (βdirect=−0.026, SE=0.074, p= .721). The results also revealed the presence of indirect effects (Figure 2).

Overall, the three competencies fully mediated the relationship between GPA and overall performance (IEoverall = .278, 95% CI: LL=−0.105 to UL=−0.483), indicating that students with higher GPAs were more likely to be rated higher by their internship supervisor on their capacity to learn new skills, information literacy and written communication skills. The results also indicated that having higher levels of these competencies meant these students were more likely to be rated higher on their overall performance. Each of the three mediators was found to uniquely and significantly contribute to the overall indirect effect with IEcapnewskills = .149, 95% CI: LL = .044 to UL = .283; IEinformationliteracy = .053, 95% CI: LL = .003 to UL = .13; IEwrittencomm = .077, 95% CI: LL = .012 to UL = .161. Specific IE contrasts between the mediators revealed one significant difference between capacity for new skills and information literacy (b=0.096, 95% CI: LL= .005 to UL = .215).

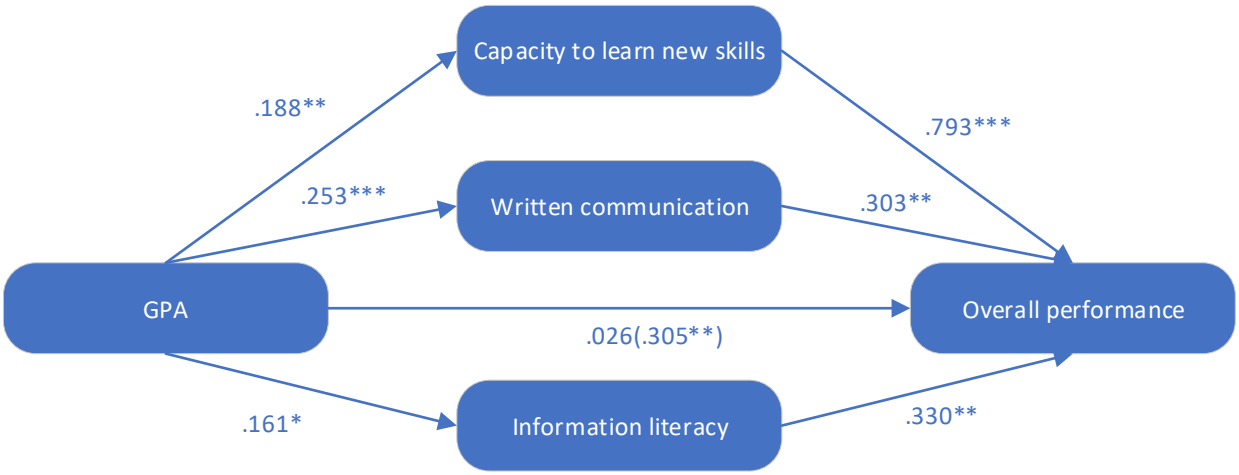

Figure 2. Indirect effects of GPA on Overall Performance through Capacity to Learn New Skills, Written Communication Skills and Information Literacy. The effects on the direct path from GPA to Overall Performance depict the direct effect and the (total effect). *N* = 190.

p* <0.05, ** *p* < .001 * *p* <0.001.

Discussion

The hypothesised mediation model (Figure 1) was statistically supported (Figure 2) with 3 of the 15 competency items fully mediating the relationship between GPA and overall internship performance. Overall, the analysis showed that undergraduate tourism, hospitality and event management students who perform well in their studies prior to internship demonstrated greater skill levels as rated by their internship supervisor. This leads to these students being more highly rated by their industry supervisors in terms of their overall internship performance.

With regard to constructive alignment, the results depicted in Figure 2 provide validation of the constructive alignment process. Part of this process involves developing graduate attributes that reflect the skills and knowledge required for successful employment (Oliver & Jorre de St Jorre, 2018). Curricula is then created that align with these attributes and that teaches and assesses a student's development of these skills (Biggs & Tang, 2007; Wray et al., 2019). The capstone internship then provides the opportunity to measure the acquisition of these skills and knowledge, through an external reference, namely the TH&E industry partner. The results in Figure 2 suggest that this general alignment between academia and industry exists for the current TH&E course. This supports prior research on the value of work-integrated learning and constructive alignment to student success (Jackson et al., 2017; McCann, 2017). It should also be noted that 61% of the interns in the current sample were offered paid employment by their internship supervisor and those that were offered paid employment had a significantly higher overall performance mean score, then those who were not ($p < .001$).

The parallel mediation analysis of Figure 2 also found that 3 of the 15 competency items were able to fully mediate the relationship between GPA and overall performance during the internship. These three were, capacity to learn new skills, written communication and information literacy. These three were not equal in strength as mediators with capacity to learn new skills being a significantly stronger mediator than information literacy. These three competencies were considered to align with the graduate attributes of lifelong learning (capacity to learn new skills, information literacy) and communication and social skills (written communication skills).

Lifelong learning can be described as the ability to be responsive to change, to be inquiring and reflective in practice, through information literacy and autonomous, self-managed learning

(Southern Cross University, 2020). As such, lifelong learning has been considered an indicator of professionalism, competence, and continuing professional development (Babenko, Koppula, Daniels, Nadon, & Daniels, 2017). Whilst not all universities use the term lifelong learning, these qualities align with the graduate attribute that most universities have around learning and working independently (Oliver & Jorre de St Jorre, 2018). The current study suggests that this attribute is particularly important to the tourism, hospitality and event management industry.

Communication skills are often cited as important soft skills for employment, particularly in service industries like tourism, hospitality and event management (Alexakis & Jiang, 2019). In the current study, it was written communication skills that mediated the relationship between GPA and overall performance rather than the verbal communication skills competency that was also tested. However, written communication skills have been considered of increasing importance in the business world, with the need for employees to communicate with colleagues, supervisors and clients via email or other online platforms (Kowalewski & Halasz, 2019). The relationship between written communication and GPA was the strongest of the three mediators and also reflects the importance of writing in assessing academic performance.

With regard to academic performance, the parallel mediation model found that GPA was a significant and positive correlate of overall internship performance. Prior research on this has been mixed (Ferguson et al. 2002; Ingle, 2017; Kelly & Koonce, 2012; Whelan, 2017; Whelan & Reichelt-Bruschett; 2019, Wray et al., 2019), and it was suggested earlier that the conflicting results might have been due to differences in the disciplines being studied, the measures being used, capacity of the industry supervisors to objectively measure performance, and also the level of constructive alignment in the programs the interns had studied.

Unlike some past studies (Ingle, 2017; Whelan & Reichelt-Bruschett, 2019), the measure of internship performance in the current study was not an aggregate score of competency items. Rather it was a separate item that allowed the intern's supervisor to provide an overall rating. It is believed that this provides a more accurate measure of student performance as the competency items may not include all competencies of value to the organisation. For example, the intern may perform well on the competencies provided to the supervisor but may lack other skills desired by the supervisor and their organisation. This was supported somewhat by the moderate to high correlations between the competencies and overall performance. The competency items were good predictors of overall performance, but there remained some variance indicating that overall performance was more than just a sum of the competency items.

Despite the strength of having an overall performance measure, there were several limitations of the current study which affect the interpretation of the results. Whilst there were three significant mediators amongst the competency items, there were also 12 that did not meet the requirements to be considered mediators in the model. These were either because they were not significantly related to GPA or they did not uniquely relate to the overall performance. For the eight competency items that did not correlate with GPA, the issue may be due to poor curriculum alignment. Students with high GPAs were not rated any higher on these competencies than students with low GPAs by their internship supervisor. These included items that were mapped to the graduate attributes of cultural competence and intellectual rigour and this suggests that these aspects in the curriculum need to be investigated.

For those competency items that did not uniquely relate to overall internship performance in the regression analysis, the issue could be due to a range of methodological constraints. These items correlated highly with other competency items that were better predictors of overall performance, indicating overlap between the items which were being measured. Thus explaining why some failed to be unique predictors. These included items that were mapped to ethical practice, knowledge of discipline, and specific employee attributes such as punctuality and work ethic. It

could be that the item was poorly worded leading to the internship supervisor not being able to assess it or distinguish it from other items accurately. Also, Suleman (2016) reported on a number of difficulties associated with asking supervisors to identify and rate graduate skill levels. These include the questionable assumption that all employers are aware of the skills needed by their employees; the inherent difficulty of rating unobservable characteristics such as analytical skills; and the fact that there are many different ways to assess the possession of a skill, outside of a one-dimensional survey item. With the current study, the construct and discriminant validity of the items had not been established and the criticism could be made that the questionnaire lacked specificity of purpose as it was trying to satisfy internship assessment requirements, industry feedback and the university's graduate attributes. This is something that could be addressed in future research.

A final limitation was that the current study was a cross-sectional study and the direction of the paths are correlational and not causal. As an example, the capacity to learn new skills may be something the student possessed before commencing higher education. In this case, this attribute may predict university GPA and would impact on the evaluation of the curriculum and its role in internship performance. Similarly, emerging research has investigated aspects of intelligence, particularly emotional intelligence as a predictor of academic performance. Goh and Kim (2020) reported that emotion related skills were related to academic performance in hospitality students. Hence, the measurement of competencies and skills prior to the commencement of higher education would allow for stronger conclusions to be drawn about the efficacy of the curriculum to student success.

Conclusions and implications

The current study provided support for a multiple mediation model between GPA, graduate attributes and internship performance. It showed that a tourism, hospitality and event management student's GPA predicted their internship performance, as rated by their industry supervisor. It is argued that this was because the student's prior studies were constructively aligned with the graduate attributes, which reflect relevant industry skills and knowledge. Constructive alignment is something that all providers of TH&E education should examine in their programs, in order to best serve the student and the industry.

In a year where students cannot undertake an internship, due to COVID-19, an aligned curriculum can provide assurance of learning for the student and an indicator of the quality of the program being studied. For the TH&E employer, these results indicate that, despite students temporarily missing out on the internship experience in 2020, the student's GPA can be a valid measure of the skills and knowledge needed to perform well in the TH&E industry.

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The Role Of Work Values And Career Management On Perceived Employability In Tertiary Education

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Abstract

Gaining internship experiences arguably contributed to the perceived employability of university students. This study aimed to examine if the role of work values and career self-management would be effective in university students' perceived employability through internship experiences. A moderated moderation model has been developed and relying on survey data from a Hong Kong self-financing tertiary institution. Results based on the moderated model showed that (a) skills gained from internship predicts perceived employability of university students (direct effect), (b) career self-management and work values moderate this relationship in three-way interactions. The moderating roles of career self-management and work values are significant when gaining skills during internship programmes for achieving university students' employability.

Keywords: internship, work values, employability, career self-management

[FP]

Introduction

Looking for a better employment is critical from graduates' perspectives. At the same time, hiring a right candidate is also critical from employer's perspectives. Matching university graduate's competences with employers' needs is on the top agenda among universities worldwide. As such, employability is emerged as an important topic in higher education institutions. To equip graduates being more employable, higher education institutions provide different internship opportunities, work-related activities or work integrated learning (WIL) with the ultimate goal of developing graduates to be all-rounded in terms of global outlook, vision, hard skills and soft skills. Internship or WIL is a key element to enhance employability in the workplace and it can help to sustain economic growth and development in labor market.

In a strong connection of the above concept to the hospitality business, industry partners and employers also recognise the benefits of an internship, including students' exposure of real-world/industry experience and initiative, as well as customer and employee enhanced relations (Petrillose & Montgomery, 1998; Yiu & Law, 2012). From the practical point of view, internship is a valuable opportunity for both employers and students, such as a channel to establish their connections and to understand career expectations. Thus, many hospitality and tourism-related programmes have included internships in the curriculum (Beggs, Ross, & Goodwin, 2008; Kay & DeVeau, 2003).

Numerous studies suggested the inclusion of WIL into curricula for the enhancement of experiential and authentic learning for students (Harvey, 2005; Jackson, 2015; Patrick et al., 2008). Discipline-based knowledge in higher education does not meet all the needs of employers (Usher, 2002), it is time for institutions to consider the inclusion of WIL, such as internship activities, in the development of a diverse range of employability skill sets of graduates to enhance employability (Jackson, 2015; Leong & Kavanagh, 2013). Yorke (2004) has revealed that employability involves competence and skills, understandings and personal attributes, which are crucial to benefit graduates from gaining suitable employment and be successful in their chosen occupations in the industry.

Extant literature addressed the effectiveness of WIL in enhancing graduates' employability, yet, limit studies have examined the psychological variables of work values in WIL (Kusluvan & Kusluvan, 2000; Reddan & Rauchle, 2012). There is an important direction and it should be clarified

in which work values are conceptualized in enhancing perceived employability of graduating students. The role of work values of university students is significant when gaining internship experiences, influencing their perceived employability. Thus, this study extends the research on work values to investigate the moderating roles of work values and career self-management and how work values and career self-management enhance perceived employability of graduating students through internship activities.

Hong Kong Higher Education Context

There are 2 major types of institutions in Hong Kong higher education: publicly-funded universities and self-financing tertiary institutions. Due to education reform by the Hong Kong government in 2000, the higher education sector shifted from elite to mass education (Wong et al., 2016). One major achievement in education reform in year 2000 was to target 60% of secondary graduates to have access to university education, almost double the existing number (Education Bureau of Hong Kong, 2013). To meet the target, the number of accredited self-financing post-secondary programmes offered by self-financing tertiary institutions has grown significantly in the years following the government announcement (Ng & Galbraith, 2016). Currently, the number of publicly-funded university and self-financing tertiary institution in Hong Kong are 8 and 29, respectively (iPASS, 2020).

As there is an uptrend increasing number of degree holders among Hong Kong's population, employability of graduates is getting more critical in an ever-changing and increasing competitive business environment. Therefore, higher education institutions incorporate work-integrated learning (WIL) programme (Mok et al., 2016) such as internships, co-ops, or placements as a compulsory curriculum component that students are required to fulfil in order to be eligible for graduation. The ultimate goal of WIL is to boost up employability and employment rate of graduates. By implementing WIL, employability percentage of graduates, for instance, from The Hong Kong University, The Hong Kong Polytechnic University, and The School of Professional Education and Executive Development (SPEED) in 2018 are 99.3%, 83.7%, 88.9% respectively. It illustrated the importance to help graduating students enhance their employability through work-integrated education programmes or WIL for better employment of graduates.

This type of internship experience is especially essential to the students in business, hospitality and tourism fields, because many employers prefer hiring graduates with some exposure and knowledge as well as hand-on experience of the business sectors. Since Hong Kong is a very well-developed city and in an international business environment, it is definitely an advantage for students to have the internship experience and skills, before set a good career management path themselves.

Perceived Employability

Perceived employability is defined as "individual's perception of his or her possibilities of obtaining and maintaining employment" (Vanhercke et al., 2014, pp.594). It is a subjective evaluation by one regarding his or her viewpoint on the matter. The term indicates the possibility, not an actual employment figure. This definition comprises of two-folded directions: one is to secure a new employment, that is to increase a chance to get a job offer in a job market; second one is to sustain a job by getting through the probation period, receiving a permanent employee status (Vanhercke et al., 2015). The studies of Veld et al. (2015) and Clarke (2018) use the similar definition, and graduates' employability has been an essential objective for government and a performance indicator for higher education institutions (Tymon, 2013).

Skills obtained from Internship

According to Human Capital theory (Sweetland, 1996), people invest money on education that in turns derives economic value whey they are in the job market. It would inevitably exert pressure on educators put more applied subjects in its curriculum to satisfy the needs of industries. Internship

or work-integrated education without doubt provides an opportunity for graduates in touch with outside world. Throughout the internship period, they could learn some working skills which could be useful in future jobs after their graduation. It is the common goal for university, prospective employers and graduates. The skills obtained from internship include critical thinking, problem solving, oral communication, time management, teamwork (Argyri, 2019; Busby, 2003). Wittekind et al. (2010) have also asserted that internship experience (including soft skills development) could enhance the perceived employability. The following hypothesis is proposed.

> Hypothesis 1: There is an association between skills obtained from internship and perceived employability.

Career self-management

Bridgstock (2009) proposes career management skills consist of self-management skills and career building skills. Self-management skills are related to career identity (Bridgstock, 2009). If one would self-manage his or her career effectively, he or she would be able to identify and choose the best opportunities for advancement, know how long to stay in a role, know how to apply for and obtain relevant and suitable work and establish social capital by creating strategic personal and professional relationships (Bridgstock, 2009). Krouwel et al. (2019) also suggest that career self-management would be an effective enabler for incorporating employability development. De Vos et al. (2009) have investigated the relationship between organization career management and career self-management in explaining employee outcomes. The study of De Vos et al. (2009) show that career self-management moderates the relationship of organizational career management with affective commitment and subjective career success. In this study, career self-management acts as a moderator and the following is proposed.

> Hypothesis 2: Career self-management moderates the relationship between skills obtained from internship and perceived employability.

Work Values Theory

Work values determine what is important for employees in their work and what they want to achieve in the workplace. Work values enable employees' attitude, standard and behaviour in the workplace through deeply rooted motivations (Basinska & Daderman, 2019). Sortheix et al. (2015) propose three dimensions of work values in the workplace: (1) intrinsic work values; (2) reward work values; and (3) security work values. The intrinsic work value is focused on the direction of skill use opportunities, the enjoyment gained from pursuing the job, and self-direction. Individuals would seek for an interesting, relatively more autonomy and learning opportunities job. This type of motivation would encourage them to self-manage their careers, in a proactive behaviour (Quigley & Tymon, 2006). The concept of reward work values relates to job achievements and motivated power. This includes the monetary rewards, chance of promotion, and higher work status etc. (Schwartz, 1992). Security values indicates that individuals would seek stable and safe working environment, and avoid any unexpected situation (Leikas, Lönnqvist, Verkasalo, & Lindeman, 2009). Relating to the hospitality and business fields, Kusluvan and Kusluvan (2000) also state the attributes of co-worker relationship, nature of work, promotion opportunities together with salaries and incentives are the key values directly affecting hospitality students work intention and career development. This implies a relationship embedded between students' work values and their perceived employability.

In this study, we are going to examine the moderating role of work values. Komagata et al. (2020) adopted a cross-sectional study to examine the quality of work and its relationship to job satisfaction and values and the findings showed that intrinsic work values moderate the positive relationship between job characteristics and satisfaction with the work itself. Furthermore, the study of Kekesi and Agyemang (2014) indicate that work values moderate the relationship between perceived job insecurity and psychological distress. Thus, the following hypothesis is proposed.

Hypothesis 3: Work values moderate the relationship between career self-management and perceived employability.

Below is Figure 1 and it illustrates the proposed model. The conceptual model is tested with two moderators. The three-way moderation model was analyzed using Hayes PROCESS (Model 3; Hayes, 2017). In this model, career self-management is the primary moderator (M), and work values operated as the secondary moderator (W).

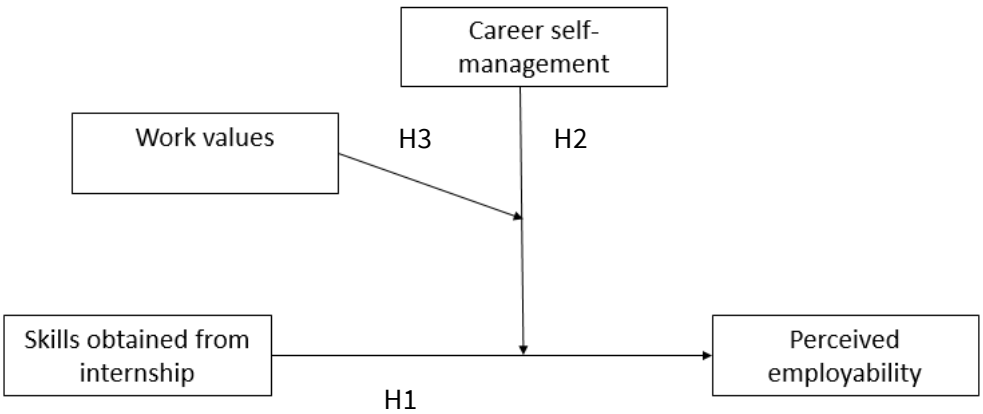

Figure 1. The proposed moderated moderation model

Methodology

Sample and Data Collection

Data was collected from current and graduating students (business, hospitality, tourism and even management fields), of self-financing tertiary institutions in Hong Kong. A total number of 442 e-questionnaires were completed and returned by graduating students. It was a 22-item electronic questionnaire by means of using Google Form to measure (1) job skills from internship (2) career self-management (3) work values in terms of intrinsic, rewards and security values and (4) perceived employability (Table 1). All scales were reflectively measured by validated measurement items using a five-point scales (1= strongly disagree; 5 = strongly agree).

Table 1. Questionnaire items

Perceived Employability		**Sources**
PE1	Employers are eager to employ graduates from my university	Roth, Herbert and Rothwell (2008); Wittekind, Raeder & Grote (2010)
PE2	My university has an outstanding reputation in my field(s) of study	
PE3	There is generally a strong demand for graduates at the present time	
PE4	I can easily find out about opportunities in my chosen field	
PE5	It will be easier for me to find a new job if I leave the company	
PE6	I'm confident that I would find another job if I started searching	
Intrinsic Work Values		
IW1	My career is highly influenced by interesting work.	Sortheix, Chow and Salmela-Aro (2015); Josiam et al.(2008)
IW2	My career is highly influenced by a lot of opportunity to learn new things.	
IW3	My career is highly influenced by a good match between job requirements and my abilities and experience.	
IW4	My career is highly influenced by work that is important and valuable to me.	
IW5	Hard work makes me a better person.	
Rewards Work Values		
RW1	My career is highly influenced by good pay/salary	Sortheix, Chow and Salmela-Aro (2015)
RW2	My career is highly influenced by good opportunity for upgrading and promotion	
Security Values		
SV1	My career is highly influenced by convenient work hours and good physical working conditions	Sortheix, Chow and Salmela-Aro (2015)
SV2	My career is highly influenced by work that has a good promising view of future employment	
Skills from Internship		
SI1	The critical thinking skill I learnt from my internship is essential for me to find the job I want	Devadason et al. (2010); Szeto, Ng, Wong and Yip (2020)
SI2	The problem-solving skill I learnt from my internship is essential for me to find the job I want	
SI3	The team work (communication and interaction) I learnt from my internship is essential for me to find the job I want	
SI4	The oral communication skills I learnt from my internship is essential for me to find the job I want	
SI5	The time management skills I learnt from my internship is essential for me to find the job I want	
Career self-management		
CS1	Work-life balance is an important factor to me during job seeking	Sturges, Conway and Liefooghe
CS2	Job interest is an important factor to me during job seeking	

CS3	My work ability (able to perform) is an important factor to me during job seeking	(2010); Clarke (2018)

Results

Preliminary Analysis

Correlation analysis was conducted among the variables before testing the hypotheses. As expected, skills obtained from internship, career self-management, and work values were positively correlated with perceived employability. Table 2 presents descriptive statistics and correlations among variables. In Table 2, it shows positive, statistically significant correlations between perceived employability and skills obtained from internship ($r = 0.475$, $p < 0.01$), career self- management ($r = 0.61$, $p < 0.01$), and work values ($r = 0.26$, $p < 0.01$).

Table 2: Descriptive statistics and correlations between variables

Variables		M	SD	1	2	3	4
1.	skills obtained from internship	3.94	0.63	1			
2.	career self-management	3.88	0.64	0.610**	1		
3.	work values	2.59	1.05	0.261**	0.281***	1	
4.	perceived employability	3.58	0.63	0.475**	0.587***	0.189**	1

Note: ** $p < 0.01$.

H1 hypothesized that skills learned from internship will be positively associated with perceived employability. The next set of hypotheses (H2-H3) address the role of career self-management and work values on perceived employability. By using a three-way interaction model, we can estimate the moderating influence of work values (operating as secondary moderator) (Hayes, 2017) in this study. The overall three-way interaction model accounted for 36.2% of the total variance of perceived employability of university students. Furthermore, the three-way interaction of skills obtained from internship experience by career self-management and by work values uniquely accounted for 0.88% of the variance ($F[1, 434] = 5.9126$, $p = 0.01$). The moderated moderation model shows a statistically significant and positive three-way interaction among skills obtained from internship experience, career self-management and work values (Table 3).

Table 3. Three-way interactions among skills obtained from internship experience, career self-management and work values

Interaction	B	SE	t	P	Hypothesis
Skills x Career self-management	-0.2089	0.0765	-2.7293	0.006***	H2 (supported)
Skills x Work values	-0.2921	0.1418	-2.0607	0.039**	Nil
Career self-management x Work values	-0.3356	0.1462	-2.2952	0.022**	Nil
Skills x Career self-management x Work values	0.838	0.0345	2.4316	0.015**	H3 (supported)

Note: ** $p < 0.05$; *** $p < 0.01$

Results of three-way interaction are plotted in Figure 2, which shows the highest mean for perceived employability occurs among the group that scored “high” and “low” in career self-management and work values.

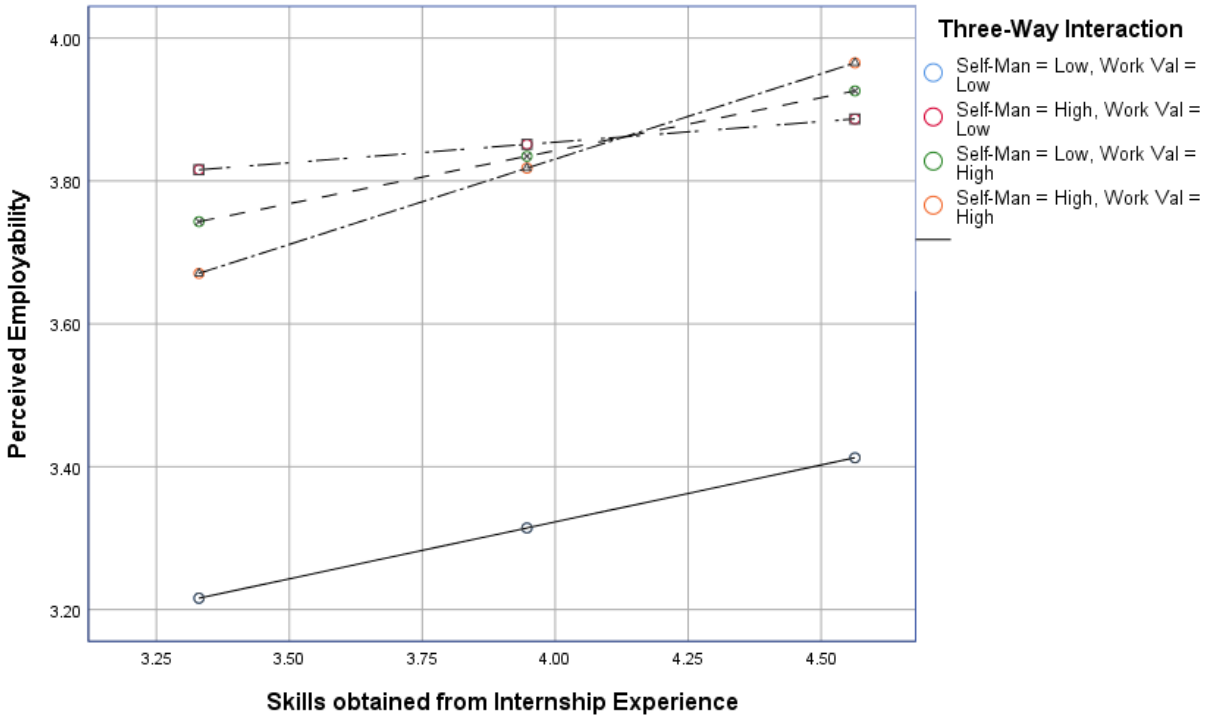

Figure 2. Three-Way Interaction of Skills obtained from Internship Experience, Career Self-Management and Work Values on Perceived Employability

To have a closer look in Figure 2, it can be seen that there is a significant interaction between skills obtained from internship experience and career self-management at high and low work values. For instance, if students have **high** career self-management and **high** work values towards their internship experience, the relationship between skills obtained from internship experience and students’ perceived employability is significantly stronger. However, if students have **high**/low career self-management or low/**high** work values towards their internship experience, the perceived employability of students is low regardless of the level of skills obtained from internship experience. More specifically, when university students obtained high level of skills through internship programmes, their perceived employability will not be enhanced (when career self-management is low or when work values is low). Therefore, the moderating roles of career self-management and work values are significant when gaining skills during internship programmes for achieving employability.

Discussion

The present study has investigated the moderating roles of work values and career self-management. A moderated moderation model was constructed to analyze the mechanism underlying the association between skills obtained from internship and perceived employability. Firstly, the result showed that skills obtained from internship, career self-management, and work values were positively correlated with perceived employability. In between, skills obtained from internship and career self-management resulted the highest correlation, while perceived employability also correlated to skills obtained from internship and career self-management in a positive direction. This result reflects that students consider internship as a good platform for future career development, as well as help them to gain exposure and make related decisions on career choices. As an example, if a student works in the front office trainee during internship, and this training experience would be definitely an advantage for this student to apply for full time

front office position after graduation. Further, employers would also view this graduate is committed to build up his/her career in this area.

Second, using regression model with PROCESS macro (Model 3), the results demonstrate the moderating effect of career self-management and the moderating effect of work values in the relationship between skills obtained from internship and perceived employability. This moderated moderation model of perceived employability has been developed. The findings support the idea from Clarke (2018) that career self-management is significant and should not be omitted in graduate employability. Career-self-management is a vital factor in moderating the relationship between skills obtained from internship and perceived employability. In addition, it aligns with Jenkins (2001)'s notion that poor perception and image in the eyes of business/ hospitality students would embed a difficulty in attracting or recruiting potential individuals to enter the industry. Thus, a better understanding the perception and work intention of the student group is preferred, especially from their internship stage. As a result, this can be ascertained that the learned skills from internship, career self-management understanding, and work values identification have a direct impact on students' perceived employability.

Practically, work values and career self-management are important enablers in enhancing employability during the internship experience of university students. When designing internship programmes, both work values and career self-management are required to consider. Clarke (2018) mentions that career self-management is part of individual attributes and behaviours, which is largely neglected in graduate employability; however, career self-management is significant to career success. In addition, work values can be reflected in the WIL/internship program and students can obtain a better picture of their future career. For example, apart from working with the industry partners on the monthly allowance as internship package, with minimized information on job aspects. It is more ideal to collaborate with the employers on a clear job description with related opportunities on those internship position. Also, reflection reports could be introduced and ask students to complete the during (as a progressive review) and after the completion of the internship (as a full career reflection). This can enhance students' ability in reviewing their competences and career building skills, as to equip themselves for a career commitment and success. Further, the universities and tertiary institutions can consider developing a more comprehensive internship / job platforms with the mentioned work values components to cater the needs of different types of students and graduates. The Hong Kong Polytechnic University, College of Professional and Continuing Education has implemented a Work-integrated Education Scholarship programme with a success. They provide a clear job specification and prospects on placements / intern positions for students' consideration and application. Reflective reports also help students review their internship experience if achieving the WIL learning outcomes – how the work values are being recognized and if students can gain the related career management skills appropriately. This sample case clearly demonstrates that student can gain (1) intrinsic work values - learn skills from internship with an exposure to career direction; (2) reward work values – obtain an internship scholarship upon successful completion as a reward; and (3) security work value – a better understanding about the real work environment as to ease their concern and anxiety on any unexpected situation/scenario. With these gain work values, students would be more competent to self-manage their career path and being more competitive in this dynamic business field.

Conclusion

The present study understands the relationship between skills obtained from internship and perceived employability during the internship experience of university students. A moderated mediation model was constructed and revealed that work values and career self-management are important moderators in enhancing perceived employability. School management team and programme leaders can contemplate and devise more comprehensive internship or placement

programs for students, such as incorporating the elements of work values and career self-management into the WIL with the ultimate goal of enhancing perceived employability.

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Towards A Holistic Servicescape: Physical, Social, And E-Servicescape On Consumer Behavioral Intention In Ethnic Restaurants

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Abstract

Identifying restaurant servicescape cues that can promote positive consumer behavioral outcomes has drawn academics and practitioners' attention. The present study examines the effects of physical, social, and e-servicescape as determinants of positive consumer behaviors such as revisit intention, loyalty, and positive WOM. Using purposive sampling, a self-administered questionnaire was completed by 200 patrons of upscale ethnic restaurants in Malaysia. Partial least squares structural equation modeling was used to test the hypothesized relationships. Results show that physical, social, and e-servicescape are significantly related to positive behavioral outcomes. In addition, perceived authenticity was also found to mediate servicescape's effect on consumers' behavioral intentions. This study provides insights to restaurateurs in understanding how they can manipulate ambiance to encourage consumers' positive behavioral outcomes. Restaurateurs need to consider the effect of cues occurring pre, during, and post-service. Future research should consider other elements of restaurant ambiance that may alleviate consumers' anxiety when dining out in a pandemic-laden world with new norms. This study is among the few addressing the influence of physical, social, and e-servicescape on restaurant patrons' behavioral intention in a holistic manner. The present study highlights the critical role of e-servicescape occurring pre-service alongside the other two elements of a servicescape that are more tangible during and post service. The essential role of perceived authenticity in the ethnic restaurant setting and its positive behavioral intention effects is also discussed.

Keywords: social servicescape, ethnic restaurants, e-servicescape, physical servicescape, perceived authenticity

[FP]

Introduction

The popularity of ethnic cuisines is at an all-time high. In 2016, the National Restaurants Association reported 80% of US consumers eating at least one international cuisine monthly. Whole Foods, a prominent American supermarket chain, even has an aisle dedicated to international cuisines. Due to increased accessibility to ethnic cuisines, two-thirds of Americans can try a far wider variety of cuisine than they did five years ago (Kim, Youn & Rao, 2017). The growing number of academic studies in this area acknowledges the growing importance of the ethnic food market. Restaurateurs must understand that diners visit ethnic restaurants with hedonic motivation; to immerse themselves in the overall dining experience, from the food, ambiance, décor, to the staff as well as fellow patrons. Encouraging positive behavioral intentions such as revisit and spreading positive word of mouth is essential in ensuring operational sustainability. Due to the restaurant service's intangible nature, patrons often base positive impressions on the service environment.

Despite being one of the crucial factors influencing consumers' behavioral outcomes (Lu et al., 2017), there is a dearth of literature investigating how authenticity assessment is conceptualized (Wang & Mattila, 2015). In restaurants, authenticity assessments are based on the servicescape or the service environment (Wang & Mattila, 2015). The servicescape is typically made of a physical environment where the service occurs (Bitner, 1992; Namasivayam & Mattila, 2007). The classical servicescape model is extended further with the inclusion of social elements (Turley & Milliman,

2000), or exchange between service providers and customers, which is inherent in hospitality businesses.

In today's technology-centric business environment, restaurateurs need to focus on consumer experience throughout the service continuum. While the experience during service encounters may leave memorable footprints in consumers' minds, it is the pre-service experience that lures them into the restaurant and the post-service experience that encourages them to remain loyal to a particular business. The e-servicescape is especially important for experience-intensive businesses such as hospitality and tourism. This is because prior service transaction evaluations on intangible services such as restaurants and hotels are challenging to conduct. Because consumption co-occurs during the service exchange, more and more consumers rely on the Internet to gauge information before service exchange.

In existing servicescape research, variables such as dining atmospherics, food, social, and virtual-related attributes have been studied in isolation (e.g., Bitner 1992; Hanks, Line, & Kim, 2016; Huber, 2018; Meng & Choi, 2017). This study extends the classical servicescape model proposed by Bitner (1992) with the inclusion of e-servicescape. Investigating the interplay between the multiple dimensions of servicescape and their influence on diners' experience allows this research to bridge the literature gap by proposing a holistic model incorporating physical, social, and e-servicescape and their effects on consumers' behavioral intention in ethnic restaurants. The study also incorporates the importance of perceived authenticity as a mediator in the proposed holistic servicescape model.

The Research Context

Malaysia is a melting pot of vast ethnic diversity stemming from a long and intricate history of trade, colonization, and migration. The country comprises several ethnic groups: Bumiputera (Malays and indigenous subethnic groups) make up 67.4% of the population, along with 24.6% Chinese and 7.3% Indians (Department of Statistics Malaysia, 2018). Malaysians live together in harmony, pursuing progress and prosperity (Ramiah, Hewstone, & Wölfer, 2017). This inter-ethnic harmony has enabled Malaysia to offer a multitude of traditional delicacies from various ethnic groups (Rashid, Hamzah, Shobri, & Hashim, 2019). Its diverse culinary heritage has made Malaysia a food paradise, uniting fellow Malaysians through their love for the wide range of multicultural cuisines (Perry, 2017).

Eating out and frequenting food outlets have become a growing trend amongst Malaysians (Euromonitor International, 2019). Malaysians typically eat during multiple mealtimes; breakfast, morning coffee, lunch, teatime, dinner, and supper (Khalid, 2012). For time-pressed working professionals, dining out has conveniently substituted the need to prepare food at home. Only 36% of Malaysians dine at home, while the remaining 64% prefer to eat outside at least once a day. (Tan, 2014; Rashid, Hamzah, & Sobri, 2019). The rising number of people who enjoy eating outside with family and friends has resulted in skyrocketing sales performance, as evidenced by various eateries' mushrooming (Euromonitor, 2019).

Similar to other Asian countries, rice is a staple for Malaysians. The distinctive taste of Malaysian food and culture originates from diverse foreign settlers such as the Arabs, Chinese, Indians, Thais, Indonesians, and the Portuguese (Pearce, 2015; Omar & Omar, 2018). The variety of food from varying ethnicities residing in Malaysia is what makes the country genuinely unique (Guan, 2019). Foodservice establishments in Malaysia are as diverse as the country itself. There are variations to service levels, service styles, menu, employee skill sets, organizational, ownership forms, price points, and many more (Canziani, Almanza, Frash, McKeig & Sullivan-Reid, 2016). To draw valid statistical inferences, accurate industry classification is essential. In this study, we used the systematic five-step restaurant classification tool (Canziani et al., 2016):

Step 1: Identify if the foodservice establishment is a restaurant.

Step 2: Identify the restaurant's service mode – full-service or limited-service.

Step 3: Identify Menu/Dining styles – based on average check per person (ACPP).

Step 4: Identify the restaurant's specialty descriptor – casual, themed, ethnic.

Step 5: Identify the ownership status – chain or independent.

Canziani et al. (2016) further divide full-service restaurants into four categories:

a) Moderate – (ACPP < USD15) - Economical foods are prepared to order in a family-friendly, utilitarian setting.

b) Midscale – (ACPP USD15 – USD24.99) - Casual dining with mainstream dishes.

c) Upscale – (ACPP USD25 – USD39.99) - Serve superior quality foods with innovative approaches in a relaxed atmosphere.

d) Fine Dining – (ACPP > USD40) - finest quality foods, often farm-to-table, are frequently chef-owned, and create unique menu fare that is visually attractive

Understanding that the categories proposed by Canziani et al. (2016) focus on the American context, we carefully adapted them to the Malaysian context by taking into consideration the currency exchange, meal style, and the fact that alcoholic beverages are not consumed as widely and openly in Malaysia, thus bringing the average check (ACPP) down by a few dollars.

As for the restaurant's specialty descriptor, the present study focuses on Malay ethnic restaurants. In non-multiethnic countries, an ethnic restaurant is typically defined as a restaurant serving food linked to a culture perceived as exotic compared to the mainstream culture (Ha & Jang, 2010; Strickland, 2013; Turgeon & Pastinelli, 2002). In a multicultural country such as Malaysia, ethnic restaurants can be defined as a restaurant serving an ethnic group *"cuisine that is culturally and socially acceptable by consumers' outside of the respective ethnic group*" (Kwon, 2015). A Malaysian Chinese would still see Malay food as ethnic food as a Malaysian Indian would see Chinese food as ethnic food, and so on. This suggests that, in a multiracial country, ethnic food can simply mean food that is culturally tied to an ethnic group. On the other hand, a Malaysian restaurant would typically serve fusion dishes stemming from the assimilation of Malaysia's different ethnicities.

Literature Review

Servicescape

This research notes a recent growing interest in how servicescape affects the consumers and employees in the hospitality industry (e.g., Choi, Kandampully, & Stafford, 2016; Ryu & Jang, 2007; Wang & Matilla, 2015). Though there has been empirical evidence suggesting servicescape influences consumers' intentions, attitude, and behavior, research seems to have focused solely on the physical aspect of the service environment, neglecting other factors inherently existing in the restaurant environment. This study looks into three distinct elements of servicescape: physical servicescape, social servicescape, and e-servicescape.

Physical Servicescape

Bitner (1992) suggested that ambiance, signs or symbols, and spatial layout is the three dimensions of physical servicescape. The atmospherics of a place, such as the arrangement of tables, chairs and other furniture, is also considered an element of physical servicescape (Hanks et al., 2016). Appealing architecture and design attract consumers (Kaur, 2018), while plain layouts can invite negative perceptions (Adnan, Yusri, Nawawi, & Kamarudin, 2018). On top of cleanliness (Chahal & Kamil, 2017; Chow, Krishnapillai, & Lee, 2019), research has shown that lighting and

music can affect consumers' mood and purchase intentions (Biswas, Szocs, Wansink & Chacko, 2016).

In areas where consumers spend most of their time sitting, seating comfort is essential (Pijls, Galetzka, Groen & Pryun, 2019). Therefore, we expect that the dining area and how it triggers consumers' feelings can influence patrons' revisit intention (Taylor Jr & DiPietro, 2019). Additionally, the dining area (including employees' and their uniforms) is the restaurant's main area that reflects the restaurant's culture and the mood that it intends to set (Liu, Li, DiPietro, & Levitt, 2018). Research also revealed that a restaurant's interior design can make the consumers feel transported to the ethnic restaurant's origin (Kim & Jang, 2018).

Social Servicescape

In the early conceptualization of the servicescape model, social factors were not considered as one of the original factors influencing behavior. However, an increasing amount of research has included social factors as a part of servicescape (Lee & Jeong, 2012; Nguyen, et al., 2012). According to the social facilitation theory, human beings are aware of their surroundings. Therefore, others' mere presence or absence will affect an individuals' behavior (Jang, Ro & Kim, 2015; Platania & Moran, 2001; Zajonc, 1965). Research on social factors in the service settings directly influences consumer behavior, where positive interactions between servers were found to affect consumers' revisit intention (Butcher, 2005).

Studies have found that employees' service performance affects consumers' perception of service quality and their satisfaction (e.g., Hartline & Farrell, 1996; Wu & Liang, 2009). On top of that, other guests' presence can also affect consumer behavioral intention (Chiang, 2018). Consumers' often use the number of employees, employees' appearance, and behavior as quality cues that can influence their perception of the overall store image (Baker, Grewal & Parasuraman,1994).

e-servicescape

The term e-servicescape (Harris & Goode, 2010; Huang et al., 2017; Teng et al., 2018) is also known as "e-scape" (Koernig, 2003), "cyberscape" (Williams & Dargel, 2004), "online atmospherics (Eroglu, Machleit & Favis, 2003), "virtual servicescape" (Vilnai-Yavetz and Rafaeli, 2006; Mari and Poggesi, 2013), and "digital servicescape" (Ballantyne & Nilsson, 2017). If we compared the conceptualization of e-servicescape (Harris & Goode, 2010) against Bitner's (1992) original take on servicescape, we would see that the first two dimensions of e-servicescape: aesthetic appeal, layout, and functionality, are comparable to the classic servicescape proposed by Bitner (1992). It is worth noting that the third dimension of Bitner's servicescape – signs, symbols, and artifacts is replaced by financial security, an important element in the online marketplace. This research attempts to identify the role of e-servicescape in predicting positive behavioral intention in restaurants – where services are rendered, and payment is typically made physically. Therefore, not all proposed dimensions, such as financial security in the online environment, are used in this study.

The Internet allows easy access for consumers to gain trustworthy information from fellow buyers. This is especially important for services that cannot be experienced before the service encounter, such as dining and travel (Nazlan, Tanford & Montgomery, 2018). Traditionally, service transaction is thought to only occur on the establishment, in the guests' presence. However, technological advancement has stretched service transactions beyond the four walls of the restaurant. In today's age, where information could easily be found through a few touches and clicks, it is worth noting that service experience starts when guests seek information about a restaurant on their social media pages or website. Consumers expect usability, relevant information, personalization, and interactivity in virtual commerce (Harris & Goode, 2010). Although the effect of e-servicescape has long been studied in the retail context, research on its influence in the restaurant or hospitality

contexts remains scarce. In this study, e-servicescape is limited to the consumers' experience with the restaurant's Internet presence prior to consumption.

Servicescape and Perceived Authenticity

Servicescape can influence customer perception of authenticity; for example, upscale Thai restaurants typically employ Thai chefs, don their servers in traditional Thai attire, and use Thai-inspired décor. These elements transport the guests to another realm, making them feel like they are in Thailand, enhancing their dining experience altogether (Kim & Jang, 2018). Authenticity pleasures consumers who seek to taste the original version of food or experience (Meng & Choi, 2017). Consumers' perceptions of authenticity are influenced by images of a particular culture (Jang & Ha, 2015). Therefore, ethnic restaurants need to offer traditionally prepared, authentic food using original ingredients and cooked by chefs of that particular ethnicity (Liu, Li, DiPietro & Levitt, 2018). Empirical research suggests authenticity influences consumers' revisit intention and other positive behavioral outcomes (Anton, Camarero, Laguna, & Buhalis, 2019; Meng & Choi, 2017).

Authenticity can also motivate individuals to exert extra effort or travel to distant destinations (Kolar & Zabkar, 2010). MacCannell (1973) found that authenticity increases tourists' motivation to travel or seek experience outside the norm. Researchers suggest an object's (or experience) authenticity can be evaluated in an objective and absolute manner (Boorstin, 1964; Wang & Matilla, 2015), although a more common understanding of assessing authenticity is "context and assessor dependent" (Bruner, 1994; Cohen, 1988; Mkono, 2012; Wang & Matilla, 2015). There has been an increasing number of studies that recognized other factors affecting authenticity assessments. Evidence or feelings of authenticity may be elicited from the cues inherent in the product or services. Based on past research, the following hypotheses are postulated:

H3a-c: Perceived authenticity mediates the influence of servicescape on consumers' behavioral intention.

H4: Perception of authenticity influences consumers' behavioral intention.

Behavioral Intention

Servicescape influences consumers' approach or avoidance behavior, moderated by their response moderators (Bitner, 1992). The model proposed by Booms & Bitner (1981) has served as a base for various adaptations in different contexts. Although past research has focused on retail aspects of the service industry (Nguyen, DeWitt & Russell-Bennett, 2012), a growing interest in how servicescape affects consumers and employees in hospitality can recently be seen (E.g., Choi, Kandampully, & Stafford, 2016; Ryu & Jang, 2007; Wang & Matilla, 2015). Despite empirical evidence suggesting that servicescape influences consumers' intentions, attitude, and behavior, research seems to focus solely on physical aspects of the service environment, neglecting other existing factors that inherently coexist.

Studies have found that employees' service performance affects consumers' perception of service quality and their satisfaction (e.g., Hartline & Farrell, 1996; Wu & Liang, 2009). On the other hand, consumers' perception of the number of employees, their appearance, and behavior are often used as quality cues that influence the overall store image (Baker, Grewal & Parasuraman,1994).

There has been a dearth in the literature discussing how the pre-service environment in the online setting can influence a service organization's favorable impressions and expectations (Tankovic & Benazic, 2018). Virtual technology is increasingly recognized as a marketing tool for the future (Kim, Lee & Jung, 2020). However, more theoretical studies need to be conducted to observe which factors could actually affect consumer behavior. The following hypotheses are postulated:

H1a-c: Ethnic restaurants' servicescape positively influences consumers' behavioral intention.

H2a-c: Ethnic restaurants' servicescape positively influences consumers' perception of authenticity.

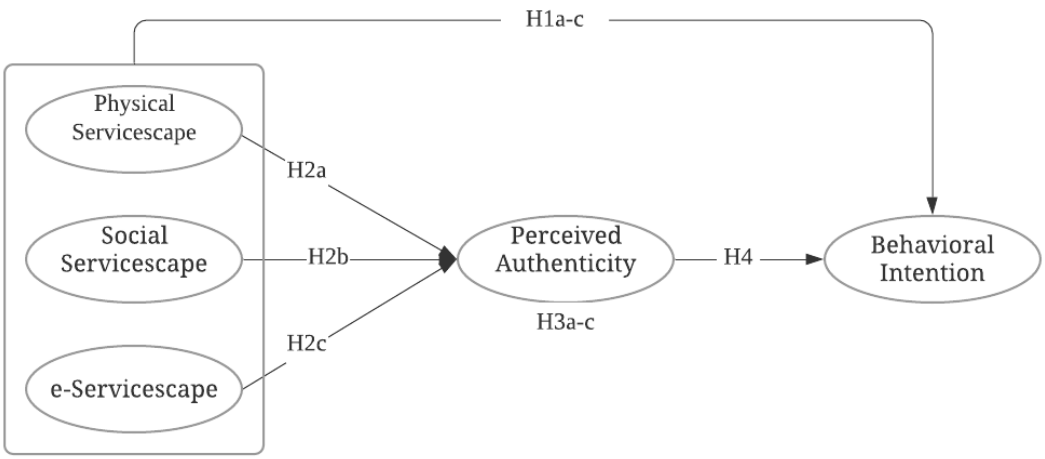

Figure 1. Conceptual Framework

Method

A quantitative approach using a self-administered questionnaire was used to test the postulated hypotheses and identify if significant relationships exist between the variables of interest. All measurement items of physical servicescape, social servicescape, e-servicescape, perceived authenticity, and behavioral intention were adapted from past literature (Lee, Wang & Chai, 2015; Line, Hanks $ Kim, 2016; Prayang & Lee, 2015; Harris & Goode, 2010; Roy, Lassar & Buttaney, 2013; Kim & Baker, 2017; Meng & Choi, 2017; Youn & Kim, 2017; Ha & Jang, 2010; Ryu, Han & Jang, 2009; Tsaur, Loh & Syue, 2015). All of the items, except for demographics, were measured on a 7-point Likert scale ranging from 1 (strongly disagree) to 7 (strongly agree).

Population and sampling

The population of this study is guests of upscale Malay restaurants in Malaysia. A priori power analysis using the GPower software is used to determine the minimum sample size required to ensure sufficient statistical power. Based on the number of predictors used in this study, a minimum sample size of 103 is required to detect significance tests at the 95% confidence level, with 80% power and an effect size of at least .15. From the data collection, 200 usable questionnaires were analyzed.

Purposive sampling was used during data collection at ten upscale Malay restaurants in Kuala Lumpur, Malaysia. These ten restaurants were selected based on the type of cuisine they offered (Malay cuisine), their service mode (full service), their average check for a typical Malay meal consisting of a single portion of rice, 1 protein dish, 1 vegetable dish, and drinks. Only upscale (average check of at least 20 USD for lunch, and 30 USD for dinner – tax inclusive) Malay restaurants were included in this study as these restaurants exert extra effort in conveying the authenticity of the culture through the food, server, and the restaurant ambiance.

Data Collection

With consent from the restaurants' management, respondents were randomly approached and asked if they would like to join the study. To minimize disruption, respondents were approached while they were waiting for their food or check. Respondents' anonymity was ensured, and the information provided will solely be used for academic purposes.

Data Analysis

The study's primary purpose is to explore the influence of physical, social, e-servicescape, and authenticity on behavioral intentions. Structural equation modeling (SEM) was used to analyze the complex inter-relationships between observed and latent variables of interest. Partial least squares (PLS) SEM was used because the study's model includes higher-order formative constructs. The study's complex model, with the inclusion of mediation analyses, makes PLS SEM the suitable analytical technique to be used with a small sample size (Wu, King, Lu & Guchait, 2020). SmartPLS, a popular software for PLS-SEM, was used due to its ability to efficiently handle hierarchical component (higher-order constructs or HOC) models.

A two-step PLS-SEM process was employed to validate the measurement (outer) and structural (inner) models. First, all measurement model constructs were assessed for their indicator loadings, reliability, and validity on the full sample of 200. Next, the structural model was assessed using the path coefficients significance, coefficient of determination (R2 value), and the effect size (f2) (Hair, Hult, Ringle, & Sarstedt, 2016). The mediation effect of authenticity on the effects of servicescape towards behavioral intention was tested using the bootstrapping method. The goodness-of-fit index is not used in PLS-SEM to evaluate structural model fit, as suggested by Hanseler and Sarstedt (2013).

In this study, all three servicescapes: physical servicescape, social servicescape, and e-servicescape, are considered reflective-formative HOCs. When indicators for constructs are imbalanced in PLS-SEM, using a repeated indicator approach to test a higher-order model can be misleading. Therefore, due to the item imbalance in this study, the researchers used the two-stage approach in assessing the HOC (Becker, Klien & Wetzels, 2012).

Results

Demographics

There was an equal balance of gender of the respondents (53.5% Female, 46.5 Male). More than half of the respondents have at least an undergraduate degree (66%) with more than three-quarters (n = 167) of the respondents are employed full-time.

Reflective Measurement Model

In the reflective measurement model, the construct's internal validity, convergent validity, and discriminant validity (Cheah et al., 2018) are analyzed. As shown in Table 1, all reflective constructs' Cronbach's alpha (CA), Composite reliability (CR), Djikstra Henseler (rho_A) met the minimum threshold of more than .70 (Hair et al., 2017). The measurement's convergent validity is ascertained by satisfactory loadings and average variance extracted (AVE) with values greater than 0.40. Generally, loadings between 0.40 and 0.70 can be considered to be removed from the scale only when deleting the indicator leads to an increase in the composite reliability or the AVE (Hair, Hult, Ringle & Sarstedt, 2017). The heterotrait-monotrait (HTMT) ratio correlation criteria are selected to analyze the discriminant validity of this research. Table 2 shows that the HTMT values are lower than the recommended threshold of 0.85 (Kline, 2011).

Table 1. Assessment of Reflective Measurement Model

Construct	Subdimension	Item	Loading	CA	rho_A	CR	AVE
Physical Servicescape (PS)	Attractiveness (ATT)	PS1AT	0.76	0.90	0.90	0.92	0.65
		PS2AT	0.82				
		PS3AT	0.75				
		PS4AT	0.89				

		PS5AT	0.84				
		PS6AT	0.79				
		PS7L	0.58	0.80	0.81	0.83	0.51
		PS8L	0.55				
	Layout (LAY)	PS10L	0.83				
		PS11L	0.71				
		PS12L	0.85				
		PS15CF	0.65	0.72	0.73	0.82	0.53
	Comfort (CFT)	PS17CF	0.77				
		PS18CF	0.73				
		PS19CF	0.77				
		PS20CN	0.65	0.84	0.87	0.88	0.55
		PS21CN	0.72				
	Cleanliness (CLN)	PS22CN	0.81				
		PS23CN	0.72				
		PS24CN	0.71				
		PS25CN	0.82				
		SS1EM	0.71	0.86	0.88	0.89	0.50
		SS2EM	0.61				
		SS4EM	0.63				
	Employee (EMP)	SS5EM	0.68				
		SS6EM	0.70				
		SS7EM	0.83				
		SS8EM	0.72				
		SS9EM	0.76				
Social Servicescape (SS)		SS10CS	0.76	0.90	0.91	0.92	0.56
		SS11CS	0.73				
		SS12CS	0.67				
		SS13CS	0.81				
	Customer (CUS)	SS14CS	0.65				
		SS15CS	0.76				
		SS16CS	0.79				
		SS17CS	0.75				
		SS18CS	0.80				
		ES1AES	0.85	0.79	0.79	0.88	0.70
e-servicescape (ES)	Aesthetic (AES)	ES2AES	0.83				
		ES3AES	0.84				

	ES4INT	0.85	0.89	0.89	0.92	0.75
Interactivity (INT)	ES5INT	0.86				
	ES6INT	0.89				
	ES7INT	0.86				
Perceived Authenticity (PA)	PA1	0.78	0.91	0.92	0.93	0.62
	PA2	0.85				
	PA3	0.81				
	PA4	0.80				
	PA5	0.80				
	PA6	0.80				
	PA7	0.70				
	PA8	0.76				
Behavioral Intention (BI)	BI1	0.81	0.90	0.91	0.93	0.72
	BI2	0.86				
	BI3	0.86				
	BI4	0.88				
	BI5	0.84				

Note(s): CA, Cronbach's alpha; rho_A, Djikstra-Henseler's rho; CR, Composite reliability; AVE, average variance extracted

Table 2. Assessment of Discriminant Validity using HTMT

	1	2	3	4	5	6	7	8	9	10
e-servicescape: Aesthetic	0.84									
Physical Servicescape: Attractiveness	0.16	0.81								
Behavioral Intention	0.34	0.32	0.85							
Physical Servicescape: Cleanliness	0.36	0.18	0.50	0.74						
Physical Servicescape: Comfort	0.36	0.38	0.42	0.55	0.73					
Social Servicescape: Customer	0.38	0.23	0.44	0.53	0.39	0.75				
Social Servicescape: Employee	0.34	0.36	0.47	0.53	0.44	0.67	0.71			
e-servicescape: Interactivity	0.59	0.35	0.59	0.39	0.42	0.35	0.37	0.86		
Physical Servicescape: Layout	0.22	0.68	0.36	0.32	0.51	0.31	0.38	0.37	0.71	
Perceived Authenticity	0.30	0.38	0.53	0.31	0.27	0.48	0.38	0.44	0.32	0.79

Note(s): HTMT < 0.85 (Kline, 2011)

Reflective-Formative Second-Order Construct

As suggested in Becker et al. (2012), the two-stage approach in PLS-SEM, which involves testing HOCs, is used in this study. Specifically, three variables: physical servicescape, social servicescape, and e-servicescape, represent reflective-formative HOCs. Physical servicescape caters to four lower-order constructs (LOCs) (i.e., attractiveness, comfort, layout, cleanliness), social servicescape caters for two LOCs (i.e., employee, customer), and e-servicescape represents two LOCs (i.e., aesthetic, interactivity).

In the two-stage approach, the second-order construct is represented by latent scores from the first-order construct (Hair et al., 2014). Significant first-order constructs' outer weights indicate relevance to the formative HOC with a sufficient validity level (Hair et al., 2011). Outer variance inflation factor (VIF) values of less than 3.33 indicate the absence of multicollinearity issues among the items (Diamantopoulos & Siguaw, 2006). As illustrated in Table 3, all of the outer weights are significant at p-values of less than 0.05.

Table 3. Assessment of Higher Order Construct

Higher Order Construct	Subdimension	Outer weight	Outer VIF	t-value	p-value
Physical Servicescape	Attractiveness	0.31	1.82	6.09**	0.000
	Layout	0.26	2.07	7.40**	0.000
	Comfort	0.34	1.72	10.13**	0.000
	Cleanliness	0.40	1.47	8.27**	0.000
Social Servicescape	Employee Servicescape	0.53	1.76	22.62**	0.000
	Customer Servicescape	0.56	1.76	21.48**	0.000
e-servicescape	Aesthetic	0.43	1.56	10.08**	0.000
	Interactivity	0.69	1.56	14.00**	0.000

Note(s): **p < 0.001

Structural Model

The hypotheses for this study were assessed using the bootstrapping technique (5000 resampling). Output in Table 4 shows that physical servicescape (H1a: β = 0.13, t = 10.05), social servicescape (H1b: β = 0.15, t = 3.98), and e-servicescape (H1c: β = 0.13, t = 2.29) have positive effect on behavioral intention. Based on the output, all of three different dimensions of servicescape: physical servicescape (H2a: β = 0.23, t = 2.09), social servicescape (H2b: β = 0.29, t = 4.26), and e-servicescape (H2c: β = 0.23, t = 2.52) are significant predictors of positive behavioral intention amongst guests in ethnic restaurants. Additionally, perceived authenticity (H4: β = 0.54, t = 10.05) was also found to influence behavioral intention positively. All of the predictors explain 28 percent and 32 percent of the variance in behavioral intention and perceived authenticity, respectively.

Subsequently, the effect size (*f*2) was assessed to substantiate each path's significance (Sullivan & Fein, 2012). According to Cohen (1988), an effect size of 0.02 is considered small, 0.15 medium, and 0.35 is deemed large. Findings in Table 4 revealed that physical servicescape (*f* = 0.04), social servicescape (*f* = 0.10), and e-servicescape (*f* = 0.06) exhibit small effect sizes in generating the R2 for positive behavioral intention. Only perceived authenticity exhibits a trivial effect size of *f* = 0.001. With regard to perceived authenticity, physical servicescape (*f* = 0.05), social servicescape (*f* = 0.08), and e-servicescape (*f* = 0.09), these also exhibit small effect sizes.

Finally, the blindfolding procedure is conducted to gauge the predictive relevance (*Q*2) of the model. *Q*2 values for the endogenous are greater than zero, at 0.28 and 0.27, respectively. This indicates that the model possesses predictive quality (Hair et al., 2017).

Table 4. Assessment of the Structural Model

Hypotheses	Relationship	Std. beta	Std. Error	t-value	p-value	R^2	VIF	f^2	Q^2
H1a	PS → BI	0.13	0.05	10.05**	0.00	0.28	1.85	0.04 (S)	0.28
H1b	SS → BI	0.15	0.04	3.98**	0.00		1.73	0.10 (S)	
H1c	ES → BI	0.13	0.05	2.29*	0.02		1.47	0.06 (S)	
H4	PA → BI	0.54	0.05	10.05**	0.00		1.83	0.00 (T)	
H2a	PS → PA	0.23	0.09	2.09*	0.04	0.32	1.62	0.05 (S)	0.27
H2b	SS → PA	0.29	0.07	4.26**	0.00		1.37	0.08 (S)	
H2c	ES → PA	0.23	0.09	2.52*	0.01		1.42	0.09 (S)	

Note(s): **p < 0.001, *p < 0.05; PS (Physical Servicescape); SS (Social Servicescape); ES (e-servicescape); PA (Perceived Authenticity); BI (Behavioral Intention); Effect size: <0.02 (Trivial), 0.02 (Small), 0.15 (Medium), 0.35 (Large).

Mediation Analysis

The mediation analysis is tested using the approach suggested by Nitzl et al. (2016) through bootstrapping the indirect effect. Results illustrated in Table 5 suggests that perceived authenticity mediates the relationship between physical servicescape and behavioral intention (H3a: β = 0.13, t = 1.99), between social servicescape and behavioral intention (H3b: β = 0.15, t = 3.98), and between e-servicescape and behavioral intention (H3c: β = 0.13, t = 2.29).

Table 5. Assessment of the Mediating Effect

Hypotheses	Mediating Relationship	Indirect Effect	Std. Error	t-value	p-value
H3a	PS → PA → BI	0.13	0.05	1.99*	0.05
H3b	SS → PA → BI	0.15	0.04	3.98**	0.00
H3c	ES → PA → BI	0.13	0.05	2.29*	0.02

Note(s): **p < 0.001, *p < 0.05; PS (Physical Servicescape); SS (Social Servicescape); ES (e-servicescape); PA (Perceived Authenticity); BI (Behavioral Intention).

Discussion

Findings indicate that all three servicescape dimensions positively influence consumers' behavioral intentions such as revisit intention, loyalty, and positive word of mouth. Of the three predictors, we observed that social servicescape is the strongest predictor of positive behavioral intentions. Under the social servicescape variable, this study further investigated unique social exchanges between employees and guests, as well as between guests. This study's findings support the outcome of past research, where the physical environment and the relationships between the consumers and employees affect other consumers' emotions and behaviors (Alfakhri, Harness, Nicholson & Harness, 2018).

Sharing the same beta values, physical servicescape, and e-servicescape are perceived to be equally important by the respondents. Past studies have proven that a restaurant's physical ambiance could enhance favorable consumer perception (Lee, Wang & Chai, 2015; Kim & Jang,

2016). This present study found that e-servicescape is also considered by consumers as a significant predictor of behavioral intention as the well-researched physical servicescape. This indicates that in parallel with the changing times, consumers are becoming increasingly informed and technologically savvy. Restaurateurs need to understand that their Internet presence plays a significant role in encouraging positive outcomes from both consumers and potential guests.

When evaluating ethnic restaurants, the element of perceived authenticity has received its fair share of attention from researchers and practitioners alike. This study's findings suggest that perceived authenticity, a dominant predictor of behavioral intention, mediates the influence of servicescape on the dependent variable. Considering the interplay between restaurant servicescape and perceived authenticity, restaurateurs need to understand that online content can influence prospective restaurant guests' expectations (Lee, Low & Low, 2019). This aligns with previous research findings, in which consumers' perception of authenticity affects their intention to revisit (Anton, Camarero, Laguna, & Buhalis, 2019; Meng & Choi, 2017).

Conclusion and implications

This study contributes to existing servicescape literature, with findings from the context of a multiracial Asian country, Malaysia. Existing research has studied the effects of physical, social, and e-servicescape in isolation of one another. Understanding the interplay between servicescape and perceived authenticity provides new insights into environmental factors that cause positive behavioral outcomes amongst consumers.

On top of theoretical findings, this study also offers practical implications for restaurateurs. Understanding how the interplay of physical servicescape, social servicescape, and e-servicescape would affect consumer behavioral intention is essential to ensure business sustainability. Restaurateurs need to carefully consider cues that can encourage customers' positive behavioral outcomes throughout the service continuum (pre, during, and post-service transaction). In the ever-competitive restaurant environment, ensuring consumer satisfaction is essential to promote organizational growth and long-term survival. Restaurants need to consider investing in promoting their online presence to ensure desired outcomes can be achieved sustainably. Big brands such as Marriot International have already invested billions of dollars in content creation to strengthen relationships with customers and reach out to the younger generation. In 2015, two short films (The Two Bellman & French Kiss) produced by Marriot managed to generate USD600,000 in hotel reservations (Lindholm, 2018).

Although this study made several contributions to the restaurant servicescape and ethnic restaurant literature, it is not without limitations. The questionnaires were completed by a single source – restaurant guests, for independent and dependent variables, thus raising concerns for common method bias. However, Harman's single factor test results indicate that the total variance for a single factor is below the 50% threshold, assuming that common method variance does not affect the data used in this study. Future studies should consider avoiding common method variance during the research design stage by collecting responses for the dependent variable from a different source than the independent variables are collected from or by "using different scale endpoints and format for the predictor and criterion measures" (Podsakoff et al., 2003).

The responses were also limited to ethnic Malay cuisine, thus limiting the findings of the study's context. Including various ethnic cuisine in Malaysia, such as Chinese, Indian, and others, may allow a more generalizable finding beyond the study's context. It would also be interesting if the study could be replicated to the contexts of Malaysian restaurants abroad, allowing us to understand how Malaysian cuisine is perceived through foreign perspectives.

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Transformations Of Capoeira Through Travel

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Abstract

Capoeira is an Afro-Brazilian cultural tradition that involves music, martial art, dance, sport, and rituals. In recent decades, capoeira has become a global phenomenon with capoeira groups found in all corners of the world. Travel has played a major role in the creation and evolution of capoeira. The paper categorises various mobilities of capoeira noting transformations they contributed to. The conceptualisation presented in this paper is based on the reflections of my personal experiences, i.e. using auto-ethnographic elements, and the existing literature. The paper defines four broad themes: imaginary travel, travel of the phenomenon of capoeira, personal travel, and virtual travel. Each theme contains multiple categories within it. Transformation of capoeira through physical and virtual travel is discussed. The paper adds to the body of literature on special interest tourism, in particular martial arts travel.

Keywords: Capoeira, martial arts, mobilities, transformations, authenticity, typology

[FP]

Introduction

Capoeira is an Afro-Brazilian cultural tradition that is mostly known as a martial art, but also involves distinctive music, singing, acrobatic and sports elements, philosophy, history and spirituality. The origins of capoeira are widely debated and its history is covered in myths (Varela, 2019). Capoeira evolved in Brazil as a cultural expression of Afro-Brazilians who were brought to the country as slaves. Since 1970s capoeira started to gain popularity outside Brazil. This process intensified in 1990s. Capoeira continues to evolve to this day. Capoeira roda, a circle in which capoeira is played, is inscribed as a cultural heritage of Brazil and as a UNESCO Intangible World Heritage (UNESCO, n.d.). Capoeira presents a rather unique cultural practice, in which mobilities play an important role. While capoeira has attracted attention of various scholars, especially anthropologists, conceptualisations of mobilities of capoeira are lacking.

Literature review

This paper aims to contribute to the body of research on martial arts mobility and tourism. It is grounded in the mobilities paradigm, which highlights the dynamism of society which is evident in movement of people, information, material objects and capital (Sheller and Urry, 2006, 2016). Social systems and phenomena change, evolve and transform continuously, and mobilities play an important role in these processes. Mobilities can be also conceptualise as movement ('physical movement – getting from one place to another'), representation ('the representations of movement that give it shared meaning') and practice ('the experienced and embodied practice of movement') (Cresswell, 2010, p.18). Cohen and Cohen (2015) suggest mobilities paradigm is an especially useful lens to understand travel outside the Western Eurocentric tradition, since travellers may be motivated by a combination of motives, while the Eurocentric tradition appears to focus only on tourism and related to authenticity-seeking motive of travel. In the case of Cohen and Cohen (2015), authenticity-seeking refers to the tourists interest in finding traditional cultures and gazing upon the exotic Others that have not been altered by the modernity. Mobilities paradigm rejects such modernist view of static cultures and acknowledges that cultures evolve. Pieterse (1995) conceptualises this process in terms of globalisation leading to hybridisation of cultures. The discourse on authenticity in tourism is also related to the notion of commodification of culture and the negative impacts it can have on the intrinsic value of culture. However, even if

cultural performances or artefacts are commodified, they can help promote and preserve culture (Cole, 2007).

This paper demonstrates the importance of travel in the world of martial arts. The phenomenon of Western students learning Asian martial arts has been one of the foci of such research (Pawelec, Świder, & Cynarski, 2020). Ye (2019) discusses how Guangdong wu shu styles of Southern China have become popular in the West due to migration and appearance of these styles in popular media. Hung, et al. (2017) and Su (2016) question the commercialisation of martial arts due to tourism in Shaolin Monastery context. Commercial activities potentially damage the sanctity of the place and its cultural and spiritual significance. Authenticity and intercultural learning are important themes in martial arts travel. However, to my best knowledge mobilities in martial arts have not been classified before, despite obvious differences in motivations and experiences of travellers for martial arts.

There is a growing body of literature on capoeira, with some sources focusing on the travel for capoeira. Themes discussed in the literature have interconnections with those discussed above in martial arts travel literature. Varela (2019) is arguably the most encompassing resource on capoeira mobilities and tourism. It discusses the roots of capoeira, its gradual spread around the world, travel for capoeira by masters and students, and the cultural significance of capoeira. In contrast, Griffith (2013, 2016) focuses on apprentice pilgrimage – travel to Brazil for capoeira training and learning more about this cultural practice from its original source. Hedegard (2013) similarly analyses travel to Salvador de Bahia to learn about capoeira. Her focus is mostly related to discussion of the role and meaning of blackness that white female tourists attribute to black male capoeiristas. On the contrary, Joseph (2008) examines a capoeira group in Canada, how it presents itself and maintains links to Afro-Brazilian culture. Aula (2017) discusses the translocality of capoeira and demonstrates how a capoeira group in Finland connects with the Afro-Brazilian culture. Brazil, Africa and history of slavery and oppression are imagined through capoeira training. It is notable that while all the above studies have different angles on the topic, all discuss authenticity and commodification at length. Despite the existence of aforementioned studies, a conceptualisation of capoeira mobilities is lacking. This paper categorises various mobilities of capoeira, including virtual communities, and discusses how capoeira has been and is being transformed. The impact of COVID-19 on travel and transformation of capoeira is discussed. The paper contributes to the knowledge about special interest tourism, more specifically martial arts tourism, and to investigations of the impact of COVID-19 on various types of travel.

Method

The present paper aims to categorise the various mobilities of capoeira. Methodologically, the study combines a conceptualisation based on the literature review with my personal experiences. I am a Russian intermediate level practitioner of capoeira who have mostly trained with an Australian mestre in Hong Kong between 2016 and 2020. I have also experienced capoeira in Brazil in 2018 and in Mexico in 2019. Ethnographic and autoenthongraphic studies are common in the study of capoeira and other intangible cultural experiences. Most research on the topic derives from the personal interest. Personal experience helps gain deeper understanding of the studied phenomenon. Moreover, participant observations appear at times contradicting interviews in capoeira research (Joseph, 2008), thus autoethnography is important as it helps understand the meaning of the observed phenomena and reports one's own emotions and feelings as a member of a community under investigation. Similar to Aula (2017), the study uses personal memories over a prolonged period of time from several different geographical locations. The capoeira literature is interwoven with personal experiences as they are seen complimentary. First-person writing is used to ensure the literature and personal experience are clearly demarcated. The findings are presented through a narrative that is mostly governed by the evolution and transformation of capoeira through time.

Imaginary travel through capoeira

Capoeira has a long and complex history. The practice of capoeira is closely linked to the colonial history of Brazil and to slavery. Many capoeira myths that are communicated through songs and through mestres' (from Portuguese 'master') speeches discuss the oppression against African slaves and their descendants (Aula, 2017; Hedegard, 2013; Joseph, 2008). Stories in mestres' speeches and in songs involve Afro-Brazilians practicing capoeira to preserve their African cultures, to escape the slave labour in plantations and to run away to quilombo communities established by former slaves, where capoeira would be used to protect the community against the Portuguese colonial administration. Capoeira is played in a circle accompanied by music. Song lyrics and instruments used have clear connection to Africa, including Yoruba religion in Western Africa (Aula, 2017). Thus, by playing capoeira one may travel virtually, imagining and re-enacting cultures and lives of Afro-Brazilians. On the one hand, this is time travel, on the other hand this is virtual travel to imaginary Africa and imaginary Brazil.

Aula (2017) and Varela (2019) both posit that different schools of capoeira emphasise either the connection to Africa or on capoeira being a national cultural expression of Brazil. Varela (2019) discusses the scepticism of capoeira Angola (a more artistic, slower style of capoeira) mestres towards the usage of capoeira in national interests, e.g. in international tourism marketing, due to general distrust towards political elites. There is a difference in importance of imagining Africa between the Afro-Brazilians and Brazilians of other backgrounds, as the issues of the colonial past and the history of slavery still affect modern Brazilian society (Hedegard, 2013; Joseph; 2008).

For non-Brazilian capoeiristas, attending training and especially participating in batizado (from Portuguese 'baptism', a graduation event during which players go up in rank and new capoeiristas are accepted into the group) are cultural experiences (Aula, 2017). Playing capoeira in a foreign environment that is very different from Brazil, for example in Hong Kong, I also felt like actually travelling, especially since Portuguese is the primary language of instruction and is the language of the songs. Once the training starts, all involved are transmitted away from the place where they live to imaginary Brazil. I have felt somewhat similar to a cultural shock after trainings. After walking out of the studio when training took place I travelled back to another country, with different language and culture from which I experience during the training. Non-Brazilian students' destination image of Brazil, including mine, is somewhat formed based on their connection to Brazilian mestres, and songs, stories, myths they hear and even the design of a studio where they practice, as decorations often have Brazilian motives. Usually, this leads to a romantic and positive impression of Brazil, which does not necessarily conform to reality. The overseas students that travel to Brazil, may be disappointed if their image is different from realities of Brazil (Varela, 2019).

Travel of the phenomenon of capoeira

The evolution of capoeira is related to several waves of travel. Although capoeira is recognised as part of Brazilian culture, its origins are from Africa. While the horrors of the slave trade are in stark contrast with the pleasures of contemporary leisure travel, it is mobility that has created capoeira. Capoeira has been developing organically in various parts of Brazil over centuries, however the important period for its reform came between 1920s and 1940s. At that time, Mestre Bimba and Mestre Pastinha reformed capoeira to create two modern versions of this cultural practice. Both mestres lived in Salvador in the state of Bahia, which is considered to be the cradle of capoeira (Aula, 2017; Griffith, 2013; Varela, 2019). Capoeira practitioners then travelled in search of work and better life to other cities, especially to Rio de Janeiro. They established new capoeira schools in those cities. The travel and connection between Rio de Janeiro and Salvador de Bahia is especially strong.

In 1960s, capoeira started to spread internationally through participation in various international cultural festivals and migration of mestres overseas. New groups were established in the USA,

Canada, UK (Grupo Capoeira Brasil, n.d.; Grupo Senzala, n.d.). Capoeira started growing in popularity in Australia in 1990s. It was established in Hong Kong in 2005 by an instructor from Australia. Wherever in the world capoeira spreads to, groups prefer to maintain connection and lineage to either Mestre Bimba or Mestre Pastinha. This helps maintain a sense of legitimacy and authenticity.

Most of the mobility by mestres' is not planned (Varela, 2019). There is no grand strategy on how to promote capoeira globally. Often capoeira mestres have other priorities or motivations for their mobility and immigration, these include migration for other work, for studies, or for family reasons. Thus, it may be concluded the global spread of capoeira is somewhat spontaneous. Capoeira is also adapted in these new locations. Generally, the emphasis on cultural roots may be downplayed, since some non-Brazilian students are mostly interested in the physical aspects of capoeira. The cultural elements also need to be adjusted, for example easier songs need to be taught to students who may struggle with Portuguese language. This is both evident in literature (e.g. Varela, 2019) and in my personal communication with capoeira practitioners.

Personal travel

I have been training in capoeira at GCBHK – Grupo Capoeira Brasil Hong Kong since 2016. I am of Russian background, who lived in Hong Kong, was training Brazilian martial arts with an Australian master. This is a testament to how globalised capoeira has become, and how significantly global mobilities have impacted capoeira. I have personally participated and observed many types of capoeira mobilities, which are reflected throughout the paper.

Hong Kong is an international city and a trade centre. It attracts many professionals and students who spend various periods of time there. Frequently, capoeira practitioners who were visiting the city would join local training sessions. At times, instructors and mestres would visit as well. Batizado, the graduation event in capoeira, is a special festival. Organisers invite prominent mestres to batizado events, especially the focus is on getting the founders of the group to be present. It is a special occasion for students to connect with the roots of the group and understand better the origins and the ethos of the group. Batizado events strengthen the international connections of capoeira. New students realise that they are part of a global community. As an example, a 2017 batizado event in Hong Kong involved mestres and practitioners from other places in Greater China, Australia, Brazil, Indonesia, and Mexico. It is through batizado events that I started to feel more like a part of the community. Nonetheless, as an intermediate level student, I still feel hesitant whether to identify as a capoeirista.

I also participated in capoeira away from the place of usual residence, i.e. in Mexico and in Brazil. A 2019 Mexico trip was primarily for family purposes. However, I have contacted Longe do Mar group and participated in a regular training with the group in Mexico. It became apparent that the Longe do Mar group has emphasised the music and the artistic elements of capoeira more than the Hong Kong group. Knowledge of Spanish was an advantage in learning and understanding songs lyrics. I was surprised how easy it was for the Mexican capoeiristas to remember lyrics of a new song. The physical aspect of the training was less intensive in comparison. This is an example of the lack of standardisation of capoeira practice and the ability of groups to choose preferred elements within this encompassing cultural practice.

It is important to distinguish travel outside of Brazil and travel to/from Brazil, as Brazil remains the source of capoeira knowledge. My travel to Brazil in 2018 was primarily for purposes of participation in an academic conference. Nevertheless, it was an opportunity to undertake the so-called "capoeira pilgrimage", visit Salvador da Bahia, which is the centre of Afro-Brazilian culture where the modern capoeira takes roots from, and to visit founders of Grupo Capoeira Brasil in Rio de Janeiro, thus connecting with the origins of the group which I am part of. Two types of activities can be distinguished here: engaging with places and artefacts related to capoeira (more tangible

and passive), and practicing capoeira (more intangible and active). My pilgrimage was rather brief. Other practitioners, especially those who are seriously committed to capoeira spend extended periods of time training at the source of capoeira knowledge.

The level of commitment as well as the level of skill of the travelling practitioner to a large extent shapes the experience of the capoeirista overseas. Typically, more advanced students would travel overseas and actively participate in the events. It takes a considerable amount of confidence to approach other groups and play capoeira with strangers due to it being a martial art which can incur injuries as well as a cultural practice. Interpersonal connections also serve an important role in the experience overseas: add confidence, create a safety bubble during games (i.e. if someone feels uncomfortable playing against capoeiristas they do not know, they can choose to stay closer to their friends to avoid a potential injury). Non-Brazilian capoeiristas often participate in capoeira in Brazil as they seek legitimacy as a capoeirista. This legitimacy may be either external, i.e. to improve one's standing within a social group, or internal, i.e. committing oneself more to capoeira. Griffith (2013) describes this type of apprentice pilgrims as self-assessors.

While in Rio de Janeiro, I participated in the Batizado festival organised by one of the founding mestres of the group. One important aspect of the experience for me was confirming that capoeira learnt overseas from a non-Brazilian mestre of the same group was authentic. Overall, seeking authentic experiences in Brazil and validating overseas experience of capoeira as authentic best describes this type of mobility. It is important to note that this motivation and experience is most important during the first travel to Brazil. Subsequent trips are more important in terms of being a part of the community, maintaining the connection to the source of knowledge and to origins of capoeira. Socialising becomes more important than learning, although arguably the self-actualisation motive maintains its importance (Griffith, 2013).

Virtual capoeira community

Not all corners of the world have a capoeira group. It may be difficult to find a group to train with in smaller cities outside Brazil. Maintaining social connection is an important aspect of capoeira. Moreover, it is almost impossible to advance in a martial art without playing against opponents. Music, singing, performing in front of others, also creates energy, known as 'axe') which capoeiristas miss when they cannot play in a roda.

As the COVID-19 pandemic broke out around the world, most capoeira practitioners have become limited in their ability to train or to play together. Graduation events and festivals have been cancelled. Virtual communities of capoeira and virtual training have become important during this time. Considering capoeira practitioners are spread around the globe with many events being international, the ability to stay in touch using online platforms has become important.

There are a lot of capoeira tutorial videos placed on video sharing platforms like YouTube. They continue a longer tradition of instructional videos of capoeira that used to be shared on physical devices. Griffith (2017) analysed YouTube capoeira videos and comments to them. She identified that many comments were supportive, encouraging and lacked negativity often associated with comments on social media. Commentators clearly tried to learn from videos and each other, provided additional information and often identified themselves in terms of their capoeira experience and standing. Since the breakout of the pandemic, new instructional videos specifying 'capoeira at home' or 'capoeira during COVID-19' have emerged. In addition, forums have been organised online to discuss capoeira.

Besides YouTube, Facebook has been frequently used by capoeira groups to organise events, communicate about training etc. Facebook memories function has been frequently used to share about past events and reconnect with other capoeiristas. One such memory of a batizado event resulted in me and mestre discussing the potential need to change the format of graduations as it

is unlikely that a large group of players will be allowed to gather for an event any time soon. Moreover, World Capoeira Federation (n.d.) has held competitions to maintain engagement in capoeira community. Participants were required to send videos of them playing capoeira, and others were asked to vote on who was the best performer. From mestres' point of view inability to hold training, events and performances effectively prevents them from earning an income, similarly to many other people employed in sports and arts. Virtual community offers opportunities to maintain some income via online classes.

It is currently unclear to what extent virtual community will play a substantial role in capoeira or other similar embodied cultural expressions in the future, as they require physical presence and physical contact. Virtual capoeira community cannot replace physical community, albeit even prior to COVID-19, virtual community had its function. The preservation of capoeira as intangible world heritage also requires groups of people to meet and perform capoeira together, as the main aspect of capoeira that is recognised by UNESCO is the roda of capoeira: the circle in which capoeira is played accompanied by music and rituals (Varela, 2019).

Discussion

Mobilities play an important role in capoeira: it was conceived as a result of forced movement of people to work as slaves on plantations of Brazil. Centuries later it spread from Salvador da Bahia to all corners of the world through the work of mestres as ambassadors of Afro-Brazilian culture, and through the creation of a global capoeira community. While capoeira literature often emphasises the importance of travel, previous studies have not categorised the different mobilities related to capoeira, and how they facilitated the establishment, evolution and transformation of capoeira: how it has been practiced and what is its symbolic meaning. The present paper identifies four groups of mobilities in capoeira: imaginary travel, travel of the phenomenon of capoeira, personal travel and virtual community. Fig. 1 summarises these transformations caused by these various mobilities through the centuries.

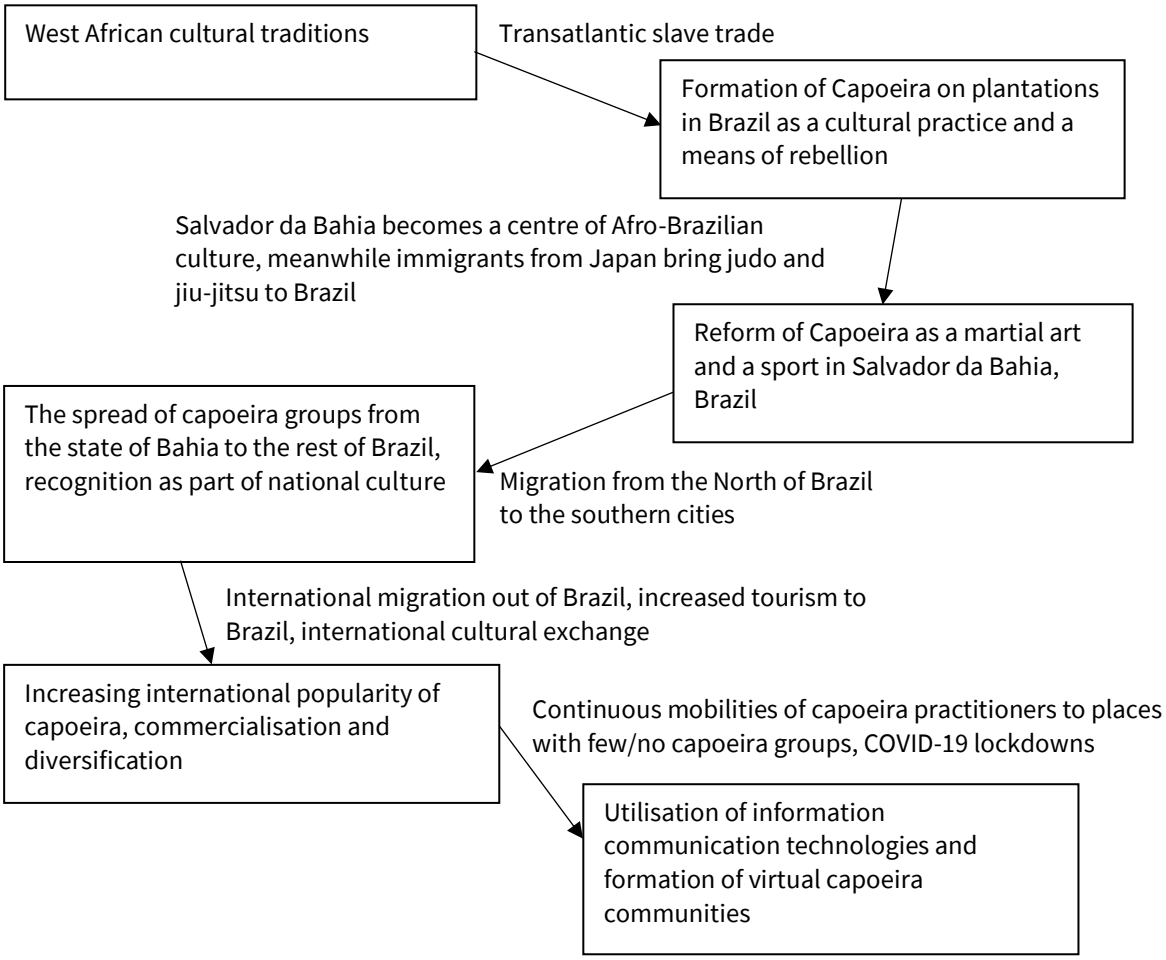

Figure 1. Transformations of capoeira due to mobilities **Source**: Author

Imaginary travel is imagining Africa and/or Brazil while training capoeira, playing capoeira or participating in a capoeira event. Travel of the phenomenon of capoeira is related to its evolution through centuries from African origins, to cultural expression of slaves in Brazil, to an emergence as a local martial arts sport in Salvador da Bahia, to its spread through the country and throughout the world. Transformations of capoeira through the centuries deserve to be highlighted. Capoeira's origins are not well recorded and it has evolved organically until early 1920s. In the first half of the twentieth century two types of capoeira emerged: Luta Regional Baiana (from Portuguese 'regional fighting from Bahia), which is currently referred to as Capoeira Regional, and a more artistic, traditional, slower-paced form of capoeira now known as Capoeira Angola. Many groups of capoeira currently practice Capoeira Contemporânea (from Portuguese 'contemporary'), which takes elements from both Regional and Angola styles, but generally focuses on athletic elements of capoeira. With the global spread, there are also various forces at play simultaneously diversifying capoeira and trying to standardise it. Personal travel can be classified according to several categories:

- Status of the person travelling – a mestre or a student;
- Motivation – whether capoeira is the primary motivation for travel;
- Destination – Brazil or other countries;
- Length of stay – short visits, longer stays, migration; and

- Passive or active participation in capoeira – passive participation would include visiting places related to capoeira, such as museums, attractions, academies, performances, purchasing capoeira-related souvenirs, while active participation would include training and playing capoeira at events.

Virtual community consists of online training video recording, online synchronous training sessions, online competitions and other online communications mostly via social media. A continuum here can be extended from online activities aimed primarily at developing skills to those aimed primarily at communication. Nonetheless, all of the above virtual activities help maintain the sense of community and belonging. COVID-19 lockdowns presented a new challenge to martial arts, and many other competitive sports, in that for a period of time it became impossible to train together, which is typically required to improve own skills in a competitive activity. Capoeira is an embodied experience. It is a physical activity that relies on interaction between two players, while other players play music and sing to create axé, i.e. positive energy. Virtual presence can substitute physical experience only partially. More research needs to be undertaken to understand what virtual technologies can help achieve in various domains including tourism, education and sport. Potentially, more activities will be available in a hybrid mode post-COVID19, that is available both online and offline simultaneously (e.g. Shah et al., 2020).

Another important aspect that encompasses all the above mobilities and is manifest in previous work on capoeira mobilities is authenticity (e.g. Aula, 2017; Griffith, 2013; Varela, 2019). The closer one travels to the geographical source of a cultural practice, the more authentic it is meant to be. In case of capoeira that is usually considered to be the travel to Salvador da Bahia in Brazil. Although, even there a range of experiences from touristy performances at dinners to training at the Fortress of Capoeira (originally known as Forte de Santo Antônio além do Carmo) provide different levels of authenticity. Outside of Salvador da Bahia, the place of origin of mestre (and even their skin colour), the extent of one's travel to Brazil, knowledge of other aspects of Brazilian culture, level of skill in capoeira affects one's legitimacy as a capoerista and as a carrier of the authentic knowledge of capoeira (Griffith, 2016; Hedegard, 2013).

Conclusion

Capoeira as any other martial art has been continuously transformed and shaped by various factors. In recent decades, the popularisation of martial arts around the world and the ability to travel to participate or observe martial arts has accelerated some of these transformations whilst at the same time increasing pressure to preserve their cultural authenticity. A sense of community is important in martial arts, and the physical contact is irreplaceable. COVID-19 has created a challenge for it. As a result, the use of virtual means of communication has increased. Video tutorials and social media have been extensively utilised by capoeiristas pre-COVID. However, their functions may be transformed in a longer term. As a result further challenging the idea of what it means to be a capoeirista. Further research into virtual martial arts communities would need to survey various functions that technology plays, especially during the COVID-19 period and whether changes to the use of technology is likely to be long-term. Empirical research in mobilities of capoeira would be also beneficial, for example by mapping the genealogy of various groups and travel patterns of mestres to analyse the knowledge exchange in the network. This can also help understand how capoeira is being transformed due to mobilities and whether certain groups are becoming more isolated from one another, which may create further divisions in capoeira styles.

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WORKING PAPERS

Papers are listed alphabetically by paper title.

"Infected?" – Risk Perceptions On Destination Image In Times Of Infectious Disease Outbreak

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Abstract

Starting from the epicenter, Wuhan, Hubei Province, China, the COVID-19 outbreak has the world gripped by fear and panic with its high velocity of infection. Based on the first three months of the global pandemic centered in Asia, this study aims to investigate the relationship between the perception of infectious disease COVID-19 coronavirus on consumers' destination image toward Wuhan and China, and how risk perceptions and changes in destination image affect consequent travel intention to the aforementioned destinations. Taking a quantitative approach, data (N = 322) were collected via an online questionnaire. Findings illuminated that perceptions of COVID-19 do not have a direct effect on the destination images. Instead, risk perceptions of traveling during the pandemic mediated its effects on the destination images of Wuhan and China. Additionally, findings also highlighted that affective destination images are more strongly influential on travel behavioral intentions in times of infectious disease outbreak. Theoretical and practical implications concerning the management of destination image for the recovery of tourism are discussed along with future possibilities of this research.

Keywords: destination image, risk perception, COVID-19, travel intention

[WP]

Introduction

At the beginning of 2020, the world has been gripped by fear and panic by the outbreak of COVID-19. Before its official naming by the World Health Organization on 11 February 2020, this highly infectious disease was previously referred to in various media channels as the Wuhan Coronavirus, linking the disease to its epicenter of Wuhan, Hubei Province in China. Subsequently, the world has seen an unprecedented spread of the disease, resulting in a global pandemic which has caused a standstill to the global tourism industry (Sigala, 2020).

With COVID-19 being strongly linked to the region, how would travelers outside China perceive Wuhan as a destination? Especially when various media outlets have branded the coronavirus based on its epicenter, or even regarded it as a disease that only affects the Asian race (Wen, Aston, Liu & Ying, 2020; Yu, Li, Yu, He, Zhou, 2020). With the above background, this study aims to examine the relationship of risk perceptions of COVID-19 and traveling during the pandemic on the destination images of Wuhan and China, and consequently future travel intention to the destination(s). Additionally, the study would like to investigate any spillover effects of the destination image of Wuhan to that of China. Findings from this research aim to provide insights on the perception of COVID-19, travel risk, its impacts on destination images of Wuhan and China, and possible implications to post-COVID-19 recovery efforts.

Theoretical background and conceptual development

Destination image and perception of risk have been noted to be influential to tourists' decision-making (Becken, Jin, Zhang & Gao, 2017; Chew & Jahari, 2014). Within the burgeoning literature that integrated risk perceptions and destination image (Becken et al., 2017; Chew & Jahari, 2014; Perpiña, Prats, & Camprubí, 2020), there are existing studies that highlighted the influence of

media on risk and destination image. Works have highlighted that risk perceptions of an epidemic can be affected by the media panic and fear-mongering reports, which heightens one's perceived risk of the disease and destination(s) related to the epidemic (Law, 2006; McKercher, 2003). Thus, perceptions of the coronavirus would heighten tourists' perception of risk, and traveling in an outbreak would raise issues on personal health and safety, possibly affecting consumers' evaluation and intention to travel to the destination(s).

Tourists form their destination image through a series of processes, starting from shaping an initial organic image of the place, then refining it into an induced image based on their processing of related information (Becken et al., 2017). That is, personal knowledge, stereotypes, and media are influential in forming organic images and reinforcing stereotypes of destination images (Chen, Lai, Petrick & Lin, 2016). Since mass media and social media portrayed Wuhan and China to be strongly associated with COVID-19, such media portrayal is likely to bring about negative stimulations that play with the emotions of potential tourists, affecting their destination evaluations. Especially when the pandemic is an ongoing crisis, consumers are in a continual state of worry, panic, and fear, which are likely to result in more negative and emotional evaluations (Becken et al., 2017; Perpiña et al., 2020).

While existing tourism studies explored spillover effects of disease on a country or a region (Novelli, Burgess, Jones & Ritchie, 2018), little has been done about how the spillover effect of a city would affect that of the country. Hence, with the above theoretical consideration, the study would like to hypothesize the following illustrated in Figure 1.

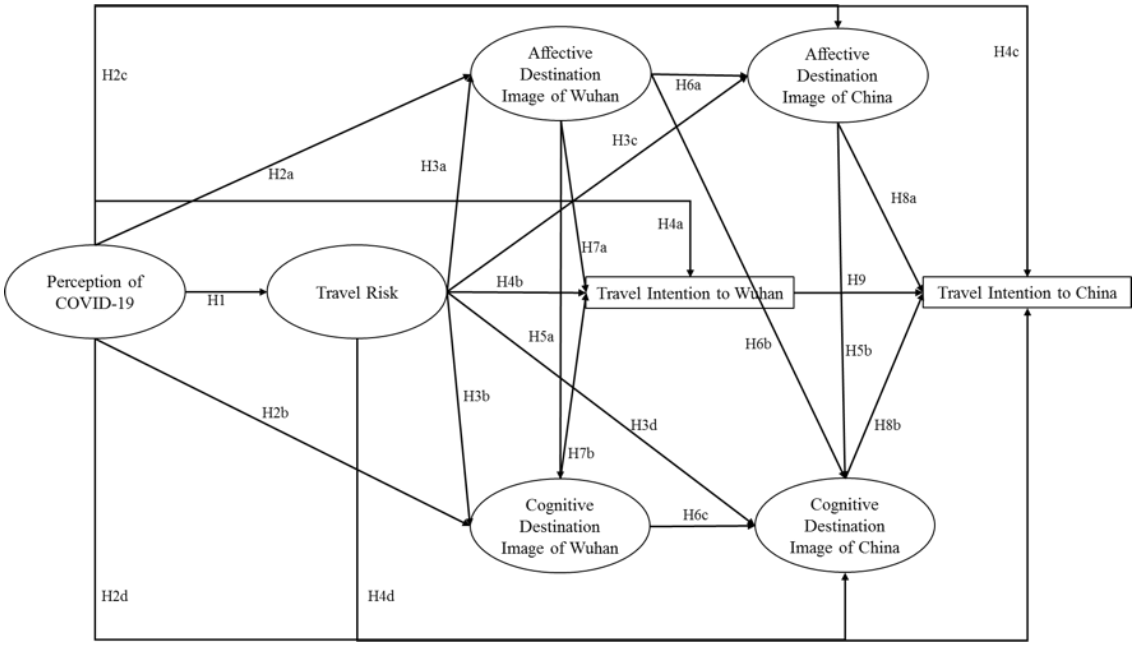

Figure 1: Hypothesized model

Methodology

Instruments are developed from established measurement items of existing literature. Perception of coronavirus is measured by items adapted from Lee, Song, Bendle, Kim, and Han (2012). Risk perception of travel is derived from Leung, Lam, Ho, Chan, Wong, and Hedley (2003). Destination images of Wuhan and China are measured with items established by Baloglu and McCleary (1997) and Beerli and Martín (2004). Travel intentions are based on items from Law (2006). Respondents were asked to value all measurement items based on a 7-point semantic differential scale ranging from *strongly disagree* (1), to *strongly agree* (7). A web-based questionnaire was distributed among Singaporean consumers via random sampling through a local market research firm in March 2020. Data collected from 322 questionnaires were then analyzed based on Anderson and Gerbing's

(1988) two-step approach of confirmatory factor analysis (CFA) and structural equation modeling (SEM).

Initial findings

Findings have elucidated the possible effects of media coverage on impacting consumers' perception of COVID-19, and travel risk, which then influences their destination image of Wuhan and China. Results show that the perception of COVID-19 only has an indirect effect on the affective image of Wuhan when mediated by travel risk. Secondly, results highlighted that the affective destination images of Wuhan and China are significantly influential to their cognitive counterparts, supporting the results by previous studies on the dominating effect of affective destination images. This could be due to the affective dimensions being more influential as worry and panic accumulate, which has been proven to influence destination image through risk in a continued crisis (Becken et al., Chen et al., 2016; Perpiña et al., 2020). Lastly, the results of this study do show the spillover effect of affective evaluations of Wuhan to China's destination image (supported by H6a and H6b). Novelli et al.'s (2018) study illuminated the spillover effects of Ebola on destinations within physical proximity despite not being directly affected by the virus. A similar could be inferred for the case of Wuhan and China. The negative perception of COVID-19 heightens one's travel risk, which then results in one to have negative evaluations of the destination (Wuhan) as the destination induces affective images of distress. This causes spillover when the affective image of Wuhan affects how tourists perceive China, cognitively, and affectively, thereby affecting their travel intention to the country.

Conclusion and implications

Unlike the SARS epidemic in 2003, the COVID-19 pandemic is still an ongoing health crisis. Linking concepts of risk perception and destination image, this study is an initial investigation on the relationships between risk perceptions of COVID-19, travel risk, destination image, and travel intentions based on the first three months of the global pandemic, centered in Asia. This study contributes to understanding the spillover effect of a city's destination image (Wuhan) on the country's destination image (China) and calls for future possibilities of integrating media coverage on affective and cognitive evaluations of risks and destination image. Findings from the study highlighted the importance of affective evaluation of destination perception, suggesting future destination marketing strategies to take an affective stance, stimulating positive emotions, or debunking previous negative images and associations (Becken et al., 2017).

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“Wow, This Photo Is Moving!” How Animated Visuals Play A Role In Attention Attraction — An Eye Tracking Study

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Abstract

Previous studies have questioned about which visual stimuli can be most effective to strengthen the attractiveness of tourism products. Currently, the proliferation of internet enables diversified moving displays such as animated gifs available for digital marketing. However, limited studies have been conducted to investigate whether these moving stimuli take effect in tourism advertising. To fill the void, this study aims to adopt a 5 (photo categories: nature, recreation, building, art, food) x 2 (moving vs. static) within-subject research design to understand individuals’ attention allocation and preferences as well as these factors interaction for animated gifs. This study expects the results can make contribution to visual processing and tourism advertising effectiveness as well as provide managerial implication for destination marketing organization.

Keywords: moving photos, animated gifs, eye tracking, visual attention

[WP]

Introduction

Since tourism product is characterized by intangibility, the critical role of photographic images in tourism marketing has been well recognized by numerous previous studies (e.g. Deng & Li, 2018). Accordingly, researchers have put much emphasis on the examination of pictorial elements in tourism settings (e.g. Zhang, Chen & Li,2020) in order to understand how visuals can appeal to customers and further influence their behavior.

However, among these studies, it seems that one fact has been ignored: without attention, no further interpretation for messages can occur and impact subsequent consumer decision making (Lee & Ahn, 2012). In other words, attention is the pre-condition of advertising information processing and further behavioral intention (Pieters & Wedel, 2004), as a result, understanding the effectiveness of different visual stimuli is critical for successful marketing.

In modern society, with mobile devices become increasing accessible, moving elements such as animated gifs and videos become more frequently used in tourism marketing to enhance the vividness of a destination (Li, Huang, &Christianson, 2016). And psychological studies have also showed that human beings have preference for moving images which tend to capture more attentions (Detenber, Simons & Bennett,1998). However, in tourism academia, no studies have been conducted to understand how people allocate attention for moving displays and their attitudes towards it. To fil this void, this study’s purpose is to examine the effect of motion pictures (animated gifs) on attention allocation, attitudes, as well as the association between these two factors. This study makes contribution to the effectiveness of advertising stimuli and provide suggestions for digital tourism marketing.

Literature review

Visual attention

Visual attention can be defined as a selective process (Carrasco 2011). According to the AIDA model (Attention - Interest - Desire - Action), only when people pay attention to visual stimuli, the further cognitive and affective reactions will be elicited (Lamb, Hair, & McDaniel, 2012). According to Scott et.al. (2019), visual attention is an increasing popular topic in tourism research as it relates to diversified travelling components. Currently, tourism studies regarding the attention to different stimuli have focused on text on image (e.g. Li et.al., 2016), cartoons executed photos (e.g. Li, Chen,

Wang, & Liu,2019), nature and built-based photos (e.g. Wang, Tsai, & Tang, 2019) and so forth. But no matter what the visual stimuli is, the majority of the above-mentioned papers have adopted eye-tracking technique to investigate visual attention. Different from previous self-report method, eye-tracking can capture real-time and objective data by presenting several indicators (e.g. fixation counts, fixation duration, and dwell time), enabling researchers understand which elements of the specific stimulus capture individuals' attention most (Li et.al.,2020).

In addition, previous studies have mentioned about the relationship between attention and attitude (e.g. Lee & Ahn, 2012). According to Kaspar & König (2012), selective attention takes effect in emotional responses, and is supposed to determined which information is handled, how stimuli is assessed, and choices are made (Florack, Egger & Hübner, 2019). The level of attention closely associated with attitude and both factors impact human behaviors (Phelps, Ling, & Carrasco, 2006). And there is a well-established phenomenon that the amount of exposure is related to the change of attitude (Hekkert, Thurgood, & Whitfield, 2013), which also named as the "Mere exposure effect". This theory indicates that repeated exposure to an object can result in familiarity with it and lead to a favorable attitude.

Animated stimuli

Animated stimuli have emerging as a trend in online platform. There are some theories proposed explain people's preference for moving objects such as "motion effect theory" and "distinctiveness theory". In marketing domain, this topic receives increasing attention especially animated banners on website. Existing studies provides empirical evidence to show that moving stimuli can attract more attention (Yoo & Kim, 2005), having better recognition memory (Buratto, Matthews, & Lamberts, 2009), generate positive attitudes (Rakrachakarn & Moschis, 2015), and so forth. However, some other researchers reach an opposite conclusion, which argue that moving elements require more cognitive resources to digest thus elicit individuals' negative responses (Lee & Ahn, 2012). However, no matter what the conclusion is, it seems that no studies have investigate how motion photos may takes effect in advertising intangible products. Whether it can appeal to customers better and evoke more positive attitudes still remains under researched.

Based on the above literature, the following hypothesis are proposed:

H1: Animated photos (gifs) attract more attentions than static photos.

H1a: Fixation frequency for animated photos is higher than fixation frequency for static photos.

H1b: Total fixation duration to animated photos (gifs) is longer than total fixation duration to static photos.

H2: Attitudes for animated photos (gifs) are more positive than static photos.

H3: Attention influence viewers' attitude for a destination.

H3a: The amount of fixation frequency influences attitude for different visuals (animated vs. static)

H3b: The duration of fixation influences viewers' attitude for different visuals (animated vs. static)

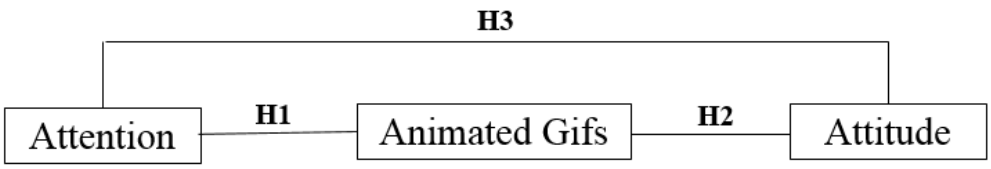

Figure 1. Hypothesis of study

Method

This study plans to adopt 5 (photo categories: nature, recreation, building, art, food, by Ye & Tussyadiah, 2011) x 2 (photo effects: moving vs. static) within-subject design. Both moving and static photos are generated from tourism advertising videos in Georgia. The research procedures followed three steps: firstly, pre-test is firstly performed which concerning participants' demographic characteristics, knowledge about and familiarity with Georgia. Secondly, eye tracking technique is adopted to get the allocation of participants' visual attention, during which several indicators (namely, fixation frequency and fixation duration) are measured and recorded. And finally, a questionnaire survey regarding participants attitude for both stimuli is conducted. Although eye tracking functions in recording people's real-time eye movement, the cognitive processing of participants such as attitudes remains unknown, therefore, adopting eye tracking along with other methods such as interview can offer more insights on effective explanation of scan patterns (Li et.al.,2020). Therefore, this study employs this technique combined with questionnaire to get deeper understanding. Since animated gifs are popularly presented and used on social media platforms, this study initially aims to recruit 60 university students who are an important part of online users as participants.

There are three procedures to be carried out in data analysis process. Firstly, the effect of motion pictures on attention will be tested by one-way ANOVA (analysis of variance) with fixation duration and fixation frequency as dependent variables. Secondly, independent t-test will be employed regarding attitudes for different visuals. Finally, to examine the relationship between attention and attitudes, regression analysis will be carried out.

Expected results and conclusion

This study expects that difference regarding attention and attitudes can be found when participants expose to two different visual stimuli. Moreover, the relationship between attitudes and attentions in terms of two indicators (fixation frequency and fixation duration) can also be presented. Previous studies highlight that visual attention is a selective process, understanding the effectiveness of different visuals on attention is important for tourism marketing (Li et.al.,2020). Eye-tracking in tourism domain gaining increasing popularity due to its obvious advantages. Existing researchers have employed this technique to investigate the influence of different visual advertisement, food label, menus, and website design or usability (Scott, Zhang, Le, & Moyle, 2019). Accordingly, the findings of this study theoretically enrich the line of visual processing behavior as well as advertising effectiveness in tourism domain. Moreover, methodologically, past studies tend to employ self-report questionnaires for attention collection, this study adopts a different research technique to get data from different perspective, providing new insight for attention researching. Practically, these findings can also provide managerial implications for destination marketing organization in terms of effective visual marketing.

This working paper also has limitations. Firstly, eye tracking approaches are conducted in laboratory settings, participants understand that they are involved in a research, the attention allocation will be more or less different from the natural context; secondly, objective attention pattern will be influenced by the fact that people haven't seen this photo or similar photo before, otherwise, their attention will not be the real reaction. This impacted factor is very hard to control since nowadays people facing a large amount information. For future, researchers can investigate

some psychological factors related to the dynamic stimuli such as emotion, memory, motivation, intention etc. To get a more comprehensive understanding of individuals' responses for multi-modalities visual stimuli.

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A Conceptualisation Of Creating Memorable Experiences Of Cultural Major Event In Thailand

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Abstract

Special events and festivals play a crucial role in driving economies of host communities and destination image. This research attempts to conceptualise what attendee's perception of a cultural major event distinctiveness and drive them to increase level of long-term memorable experience within the consumption context of a cultural major event in Thailand, and how such experience enhances attendee's subjective well-being. The present study also provides proposed methods of empirically validating the proposed conceptual model and provides a benefit from the results of this study as it offers insight into attendees' perceptions of a cultural major event. This topic has received little attention in the past.

Keywords: distinctiveness of the event, cultural major event in Thailand, memorable experience

[WP]

Introduction

Special events are becoming a growth area in the service industry and contributing both economic and social benefits to their host destinations (Meeprom & Silanoi, 2020; Wu, Li, Wood, Senaux, & Dai, 2020). According to Getz and Page (2016), special events can be categorised as different types, depending on the numbers and types of attendees attracted, its quality and image enhancement. Both developed and developing countries often attempt to host major events and festivals in order to increase social structure development (Getz & Page, 2016; Kim, Jun, Walker, & Drane, 2015). The major event considers as an ability to focus national and international attention on the destination and usually short period of time (Ritchie, 1984). Specifically, delivering superior unique and distinctive event activities and features also bolsters the long-term memorable experience, behavioural intention, and subjective well-being of the attendees (Lin & Lee, 2020; Meeprom & Silanoi, 2020; Müller, 2015). Within a special event and hospitality setting, attendees' perception of distinctiveness play an important role in driving how their experience contributes to a positive emotional bond and behavioural outcome (So, King, Hudson, & Meng, 2017; Tang, Wu, & Goh, 2020; Vada, Prentice, & Hsiao, 2019). Previous research has examined the uniqueness and distinctiveness of special event offerings and how it translates to consumer behaviour such as festival loyalty, satisfaction, and quality. However, the limited attention investigates event distinctiveness drive attendees to increase the level of a memorable experience and subjective well-being. Therefore, this study empirically examines the role of event distinctiveness on an attendee's memorable experience which turn to increase subjective well-being. On the basis of the above discussion and review, we propose a conceptual model to guide this research

Theoretical Framework

Cultural major events play an important role in building the economic, social and cultural advancement of cities and destinations. In addition, cultural major events serve to attract people from outside and within the region to spend money on hospitality and related businesses, such as accommodation, transportation, food and beverage, retailing and leisure activities, within the hosting destination (Akhoondnejad, 2016; Getz & Page, 2016). This type of special event attracts people by presenting intangible cultural heritage, local traditions and cultural landscapes of destinations (Mair & Whitford, 2013; Savinovic, Kim, & Long, 2012). Thailand is one of the most popular tourist destinations and considers as a festive kingdom to celebrate the which reflect Thai traditions and cultural values (Meeprom, 2019). Moreover, the Thai culture has passed from

generation to generation with roots in local beliefs, traditions and religions that feature prominently in the cultural events. Moreover, many special events in Thailand are performed as cultural events that take place throughout the country (Department of Tourism, Thailand, 2017). Therefore, cultural major events such as the Loy Krathong Festival provides the attendees with opportunities to learn the iconic experiences with unique cultural, traditional, and social presentations that are outside the usual range of choices and beyond everyday life.

Figure 1. Example of cooking authentic Thai food and folk dancing at the event **Source:** Sithan KKU Loy Krathong Festival Facebook, 2020

The concept of distinctiveness has been well-documented in the context of marketing (So et al., 2017; Stokburger-Sauer, Ratneshwar, & Sen, 2012) and has been transferred into the hospitality and tourism context (Truong, Lenglet, & Mothe, 2018; Wang & Xu, 2015). Underlying place identity theory, distinctiveness refers to the perceived uniqueness of a place that differentiates it from other locations (Marques, Lima, Moreira, & Reis, 2015). The concept of distinctiveness can be applied to the context of a special event. The distinctiveness of special events refers to their unique features that are delivered to the attendees and by which the attendees can differentiate them from other events (cf.So et al., 2017; Truong et al., 2018). According to the literature review, if special event organisers provide distinctive and unique special event features, friendly people, beautiful landscapes and traditional cultural performances, the attendees may build emotional bonds that result in a special event becoming a memorable experience (Zhang, Wu, & Buhalis, 2018). In addition, Kim (2014) suggests that the beautiful landscape cultural exchange, infrastructure, and activities create an individual perception of different destination in the tourism market and establish tourism experiences. On this basis, the following proposition is advanced:

Proposition 1. Distinctiveness in a special event will be significantly related to a memorable experience.

The notion of experience in service and tourism domains is a complex concept because it is difficult to evaluate the emotional expression of consumers or tourism in general. In addition, consumers represent a variety of behaviours and lifestyles (Chen, King, & Suntikul, 2019). For example, when a customer receives a positive impact from delivered services or products, they may translate those products and services into memories in positive ways (e.g., happiness, enjoyment, and relaxation). Those customers may engage more with the product and service offerings (Baloglu, Busser, & Cain, 2019). Based on this logic, when an individual has a positive experience with a product or service, they feel happy and enjoyment about their consumption experience and an increasing level of customer satisfaction that results in subjective well-being. Therefore, a satisfied attendee related to the cultural major event offering, such as the cultural

representation, traditional food, and event atmosphere contribute to a higher subjective well-being. Therefore, such event experience is a core input for memories which is fulfilled attendees' subjective well-being. On this basis, the following proposition is advanced:

Proposition 2. A memorable experience will be significantly related to subjective well-being.

Subjective well-being was originally grounded in the sociology and psychology literature (Diener, Oishi, & Lucas, 2003; Liu, Peng, Zeng, Zhao, & Zhang, 2019; Tov & Nai, 2018). Subjective well-being is defined as an individual's cognitive evaluation of his/her own life as positive and can include pleasure, the absence of negative emotions and high satisfaction with life (Oishi, Diener, & Lucas, 2009). Prior research on hospitality and special events has shown that a special event facilitates attendees interacting in communal leisure, entertainment and event activities that enable socialization with friends, families and other event attendees as well as local people (Arcodia & Robb, 2000; Newman, Tay, & Diener, 2014). Moreover, the content, activities, and atmosphere of a special event not only provide an experience for the attendees but also allow them to understand themselves in a favourable special event environment and give them meaning for the rest of their lives (Ballantyne, Ballantyne, & Packer, 2014; Sthapit, Coudounaris, & Björk, 2019). Sthapit et al. (2019) also claim that unique and distinctive special event representations contribute to the memorable experiences of attendees, and such positive experiences enhance their subjective well-being after the event concludes. On this basis, the following proposition is advanced:

Proposition 3. A memorable experience will positively mediate the relationship between the distinctiveness of a special event and subjective well-being.

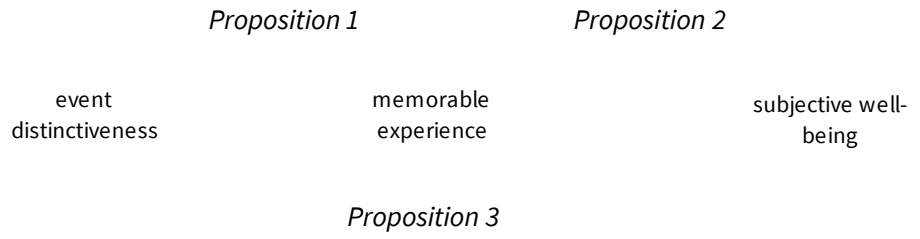

Figure 2. Proposed Theoretical Framework of Study

Research method

This study collects the data using a convenience sample technique. Self-administered survey approach is conducted from domestic attendees who have fully experienced from cultural major event such as Sithan KKU festival. Selection criteria for domestic visitors participating in this study included being 20 years old or older, having spent more than two hours at the events. Several previous research papers are reviewed, and their validated scales are considered when preparing the questionnaire used in this research. The surveys, which is distributed to the potential respondents who had attended and fully absorbed experience from the major events in Thailand. The data analysis for testing descriptive analysis (percentage, mean, standard deviation) and inferential analysis to test the hypotheses for this study is adopted by the Structural Equation Modeling (SEM) process which empirically examine the structural relationships among the proposed constructs of interest (Kline, 2010).

Managerial Contribution

Special event organisers should enhance distinctive and unique special event content and features by representing symbolic and physical cues through realistic messages concerning the friendliness of local people, values and history of community, beautiful landscapes and traditional cultural performances. Second, well-event management could lead to enhancement in memorable experience of participants. For example, the special event organisers should concern cleanliness,

traffic, and safety, as well as uniquely designed and high-quality infrastructure that stimulates attendee's imagination and result in highly personalized reminders of the experience. Further, a memorable experience can result from various psychological states as a result of socialising, novelty seeking, enjoying stimulation, relaxing and engaging in fun which offered by the event reputation (Kim, et al., 2015). Such the psychological states can fulfil individual need and self-reflection which increase the level of the attendees' subjective well-being.

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A Realist Approach To Assessing Pro-Poor Benefits From Tourism In The Solomon Islands

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Abstract

Tourism has been recognised as a tool for poverty alleviation for decades and continues to attract significant investment by governments and international development partners to increase economic growth within developing countries. Over time, programs and evaluation methods to contribute towards poverty alleviation have varied, and the extent to which communities have benefited continues to be debated. Through a mixed methods approach utilising inductive and deductive methods, this research analyses the effectiveness of the realist approach to assess the tourism industry's contribution to poverty alleviation in developing countries. Forming part of this study, a survey and focus group will assist to capture stakeholders' views on how tourism can benefit communities in the Solomon Islands.

Realism is a philosophy that sits between positivism, a thing that exists in the real world which can be directly observed and facts can be derived from, and constructivism, referred to as being formed from observations and scrutinized through human senses and the human brain, (Pawson, 2006;Westhorpe, 2013). Deriving from Realism, the realist evaluation method has not previously been used in the Pacific to evaluate pro-poor tourism initiatives. Preliminary findings have demonstrated that the realist approach using context, mechanism and outcome combinations may be suitable for evaluating tourism in developing countries. Furthermore, evaluation processes may need to consider how the realist approach can be incorporated into future evaluation methodologies to enhance pro-poor benefits delivered to developing communities through tourism.

Keywords: pro-poor tourism, international development, evaluation, poverty alleviation, realist approach

[WP]

Introduction

Compared to several other Pacific Island Countries (PICs), tourism in the Solomon Islands is frequently referred to as small and undeveloped (Australian Government, 2017). However, with a very limited economy (IFC, 2016) and as a major contributor to business, employment, and services in the Solomon Islands (SPTO, 2014), tourism has curtailed the Solomon Islands Government and other international development organisations to prioritise the industry as an avenue for economic growth (IFC, 2016).

Moreover, tourism has been considered as a tool for poverty alleviation for decades and the industry has attracted significant investment by governments and international development partners. Although the industry is enticing, the social, cultural, economic, and physical impacts on people and the environment can, in many cases be, permanent. The growing concern about how the impacts from tourism are managed and how the industry is contributing to poverty alleviation continues to be debated globally (Pleumarom, 2013; Harrison, 2008; Scheyvens, 2007).

Over time, program approaches that aim to alleviate poverty by interventions such as tourism have varied (Conlin & Stirrat, 2006). Simultaneously, methods for evaluating development activities such as tourism have differed and been referred to as being little more than an academic interest unless it feeds into policymaking and influences the development process (Conlin & Stirrat, 2006). Current academic debates suggest that a more sophisticated approach is required (Moore et al.,

2014), to enable evaluations to be flexible, context-specific, and incorporate methods such as using the realist approach into evaluation methodologies.

Realism is a branch of philosophy that sits between positivism, a thing that exists in the real world which can be directly observed and facts can be derived from, and constructivism, referred to as being formed from observations and scrutinised through human senses and the human brain (Pawson, 2006, Westhorpe, 2013). Deriving from realism, the realist approach to evaluation is unique as it purely focuses on 'what works' and the context, mechanisms, and outcomes which makes the issue at hand work, which is why it is often referred to as being focussed on context. To date, there has been limited use of the realist approach to evaluate tourism projects with examples only including the analysis of travel blogs (Gregory-Smith, Wells & McElroy, 2017), the supply chain of volunteer tourism (Eckhardt, Font & Kimbu, 2020) and to evaluate complexed law, health and social welfare programmes (Greenhalgh et al., 2015; Marchal et al., 2012).

Methods

This research analyses the effectiveness of the realist approach to assess the tourism industry's contribution to poverty alleviation in the Solomon Islands. The research adopts a mixed-methods approach, using both inductive and deductive methods to facilitate theory building and help to maximise involvement with stakeholders. Further, a mixed-methods approach has allowed for a deeper analysis of the data collected to integrate the strengths as well as overcome bias (Jennings, 2010) by producing both quantitative and qualitative outcomes.

A two-staged approach comprised of (1) surveys and (2) focus groups is used to identify industry and community-based stakeholders' views concerning the benefits, challenges, and expectations of what tourism may offer the Solomon Islands. This paper reports on the preliminary findings from the 37 completed survey responses from Stage One. Key themes from the findings were identified by a thematic analysis of key terms. Each theme was quantified to identify how many times it was mentioned and then analysed to better understand the context within which each theme was raised, according to benefits, challenges and opportunities within a realist approach.

Results

The most survey responses were received from Tourism Operators and Government and Regulatory stakeholders which provided valuable insight about how tourism was being implemented at the management and operational levels. The survey questions incorporated a realist approach by focussing on not 'what works?' but 'how or why does this work', 'for whom', and in what circumstances. The realist approach was further supported by the survey questions being context-specific (C), requesting participants to identify the mechanisms (M) dependant on making something work or not work, and the outcomes (O) which resulted from the context/s and the mechanism/s. A summary of the preliminary results from the surveys by theme, and the alignment to the realist approach, is provided in Figure 1.

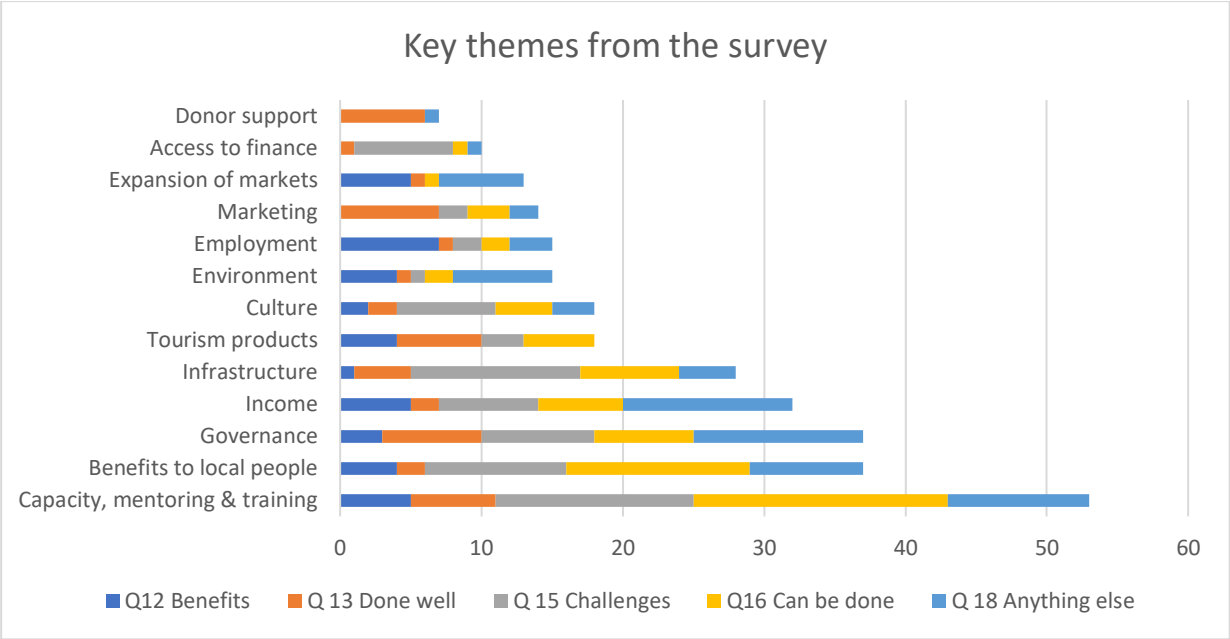

Figure 2. Summary of preliminary results

Discussion

The survey results revealed that most participants (approximately 80 percent) agreed or strongly agreed that tourism benefits people in the Solomon Islands. Being remotely located within an already limited economy, tourism was considered to be a niche market in the Solomon Islands. Further, survey participants identified the industry presented many benefits, challenges and opportunities. Economic benefits derived from tourism included the provision of employment in both formal and informal economies, additional income to enable families to pay for education and other day to day living expenses, joint marketing campaigns supported by the private sector and governments, and infrastructure upgrades such as telecommunication towers and marketplaces. Further, the industry facilitated opportunities for local people to exchange cultural knowledge and traditions with international visitors, instilled a greater appreciation and pride by local people in their environment as opposed to high impact industries, and provided opportunities for training and skills through formal and informal arrangements.

Challenges experienced by the industry were raised in relation to the sustainability of the industry, including the operational environment, and in particular the industry's recovery from the recent impacts from COVID-19. Moreover, the need for stronger and more reliable governance and coordination, better income generation and re-distribution models amongst families and industry, cultural implications and for greater investment in infrastructure, to support tourism and local livelihoods were identified in the surveys as ways or mechanisms to enhance benefits through tourism in the Solomon Islands. The themes identified in Stage One will be confirmed during the Stage Two focus groups scheduled for November 2020, and contribute further knowledge from industry, regulatory, and the services sectors about how the findings can be applied on the ground.

Conclusions and implications

The preliminary findings from this research will be the first of its kind for the Solomon Islands, highlighting the potential for future research to apply the realist evaluation principles when evaluating tourism projects in a way that enhances benefits to developing communities. Further research in this area may support greater participation by and benefits to developing communities through tourism.

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A Systematic Review Of 'Indigenous' And 'Indigenous Tourism'

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Abstract

This study aims to explore what characteristics of Indigenous peoples, as portrayed in previous studies, can empower Indigenous communities to be in a position of control in tourism, and thus to conceptualise these characteristics as 'Indigenous tourism' (with a capital I) which is here proposed as a new type of tourism. The study uses a systematic review method to separately investigate the characteristics of Indigenous peoples as representatives of a broad social identity and as tourism stakeholders. According to the selected 30 relevant studies, we abstracted characteristics of Indigenous identity ('indigeneity', 'antagonism' and 'interactivity') and characteristics of Indigenous identity in tourism ('re-indigeneity', 'transformation' and 'capitalisation'). We found that the latter set of characteristics, which effectively empower Indigenous peoples in tourism, are actually influenced by the former. The new type of 'Indigenous tourism' conceptualises these characteristics, mainly Indigenous peoples' intrinsic values to self-empowerment in tourism, and tourism as a business model preferentially serving Indigenous peoples.

Keywords: Indigenous peoples, indigenous tourism, self-empowerment

[WP]

Introduction

Empowering Indigenous peoples is becoming a more prominent goal in order to upkeep social safety and well-being in communities dependent on tourism, especially with the arrival of the global COVID-19 Pandemic (Higgins-Desbiolles, 2020). However, as for who can empower Indigenous peoples and communities, the existing studies mainly focus on the role of government, tourism companies, and tourists, and lack insights into the intrinsic values of Indigenous peoples' self-empowerment in tourism (d'Hauteserre, 2010; PATA, 2015; McMillan & Rigney, 2016). However, highlighting and identifying Indigenous peoples' internal characteristics in tourism may contribute to maintaining more effective self-empowerment compared to mainly relying on ethical consciousness of other stakeholders (Carr, 2020; Higgins-Desbiolles, 2020).

Therefore, this paper aims to explore what characteristics of Indigenous peoples that can contribute to self-empowerment in tourism. Accordingly, the paper addresses two questions. The first question is to explore what powerful characteristics of Indigenous peoples are understood as representative of a broad social identity in previous literatures. By doing this, this paper identifies that Indigenous peoples possess intrinsic values to self-empower. The paper continues to explore examples of how characteristics of Indigenous peoples have contributed to self-empowerment within the 'indigenous tourism' literatures. This discussion is useful, since it not only reveals the connection between the characteristics of Indigenous peoples as representatives of a broad social identity on the one hand, and as tourism stakeholders on the other, but also demonstrates that Indigenous peoples' control position in tourism also benefit from intrinsic values rather than just completely relying on stakeholders from outside. Moreover, this paper proposes 'Indigenous tourism' as a new tourism type by conceptualising these characteristics.

Method

This paper uses a systematic review method to review literature that relates to 'Indigenous peoples' and 'indigenous tourism' focusing on Indigenous peoples. The searching and selecting strategy is comprised a series of steps (see Figure 1) based on the guidance of Collaboration for Environmental Evidence (CEE, 2013). As a result, a final set of 30 relevant studies (18 studies related

to Indigenous identity, 12 studies related to indigenous tourism focusing on Indigenous peoples) were included.

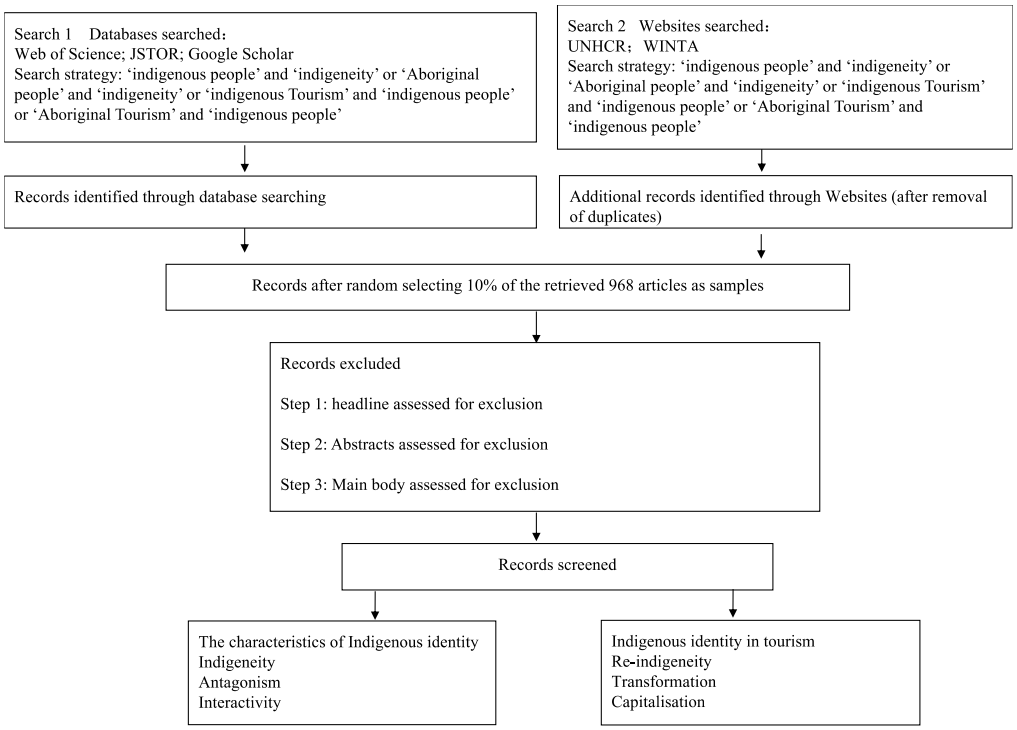

Figure 1. Flowchart of searching and selecting strategy

The characteristics of Indigenous identity

The selected literature related to Indigenous peoples' self-empowerment mainly discuss the Indigenous identity from three characteristics, that are, 'indigeneity', 'antagonism' and 'interactivity'.

The literature presents two meanings of 'indigeneity'. The first meaning is used to describe a pan-political identity as 'First Peoples' or 'People of the Land' (Smith, 1997; Merlan, 2009), who are the 'descendant of peoples "who lived in the territory before the entrance of a colonizing population"' (Waldron, 2003, p.2). The second meaning refers to a strong sense of belonging and local connections, which signifies a cultural identity and political power that closely connects peoples to their culture, spirit and land (Merlan, 2009). Based on this, this characteristic implies a specific power, like land rights and self-determination rights, as well as a strong cultural identification of Indigenous peoples (Alfred & Corntassel, 2005, Kingsbury, 1998, Fresa, 2000, Cambou, 2019). In 2007, the United Nations Declaration on the Rights of Indigenous Peoples legally recognized these specific Indigenous rights (United Nations, 2009). From this time on, the characteristic of 'indigeneity' is explicitly transformed into a global agency for Indigenous peoples to unite and fight for political rights (McMillan & Rigney, 2016).

In relation to this, Indigenous peoples are recognised to have the capacity to disrupt dominant authority and implement antagonisms in several selected literatures (Niezen, 2003; De La Cadena, 2010; Jung, 2008). The term 'antagonism' allows for conflicts for an Indigenous group to be mutual rather than just emanating from the dominant side (De La Cadena, 2010). It means Indigenous peoples can initiate political movements as moral power to anti-oppress, anti-discriminate, and anti-assimilate unitedly (Jung, 2008). For example, the famous 'American Indian Movement' also named 'Indian resurgence' established by Native Americans attracted lots of Indigenous peoples' participation (Niezen, 2003).

Furthermore, the characteristic of 'interactivity' is also mentioned in literature, referring to an Indigenous identity formed in the close interaction with physical environments, family, community and non-Indigenous groups (Gadgil et al., 1993; Salmón, 2000). Indigenous knowledge is gradually formed with the continuously interactive practices, that is proved to be of great value to preserve and enhance natural biodiversity (Gadgil et al., 1993). Moreover, Indigenous knowledge as a kind of 'cultural capital' can also empower Indigenous peoples (Li, 2000). Similarly, Indigenous entrepreneurship formed in such close interaction also effectively removes stigmatise that portrays Indigenous peoples as primitive groups in a timeless fashion (Layton, 2000), and improve the Indigenous identity in modern society (Peredo, 2004; Reveley & Down, 2009).

From the analysis, Indigenous peoples as a representative of a broad social identity possess powerful intrinsic values to self-empower.

Indigenous identity in tourism

Indigenous identity in Indigenous tourism, according to the selected literature is described as a 'exotic' tourist attraction and/or tourism manager in tourism practice, mainly focusing on cultural, political and economic aspects (Hinch & Butler, 1996; Larrakia Declaration, 2012). We therefore abstracted three powerful characteristics of Indigenous peoples in tourism: 're-indigeneity', 'transformation' and 'capitalisation'.

'Re-indigeneity' begins with 're-' which implies that indigeneity was once distorted or passed off differently, and there is now hope for rectification and regeneration in tourism (Ryan,2005; Weaver, 2016). The Lutsel K'e Dene First Nation in Canada exemplifies this viewpoint by producing an Indigenous informed code for tourists to rectify the image of Indigenous culture distorted by tourism marketing (Holmes et al., 2016). Similarly, Batek as the 'original peoples' in Peninsular Malaysia regenerate inactive traditional culture as performance for tourists based on self-will (Fan et al., 2020).

The 'transformation' means that Indigenous peoples' situation is transformed from disadvantaged to advantaged position in tourism, like Guna people in Latin American successfully led Guna tourism relying on Indigenous knowledge (Pereiro, 2016). Moreover, 'transformation' also implies transforming from colonial narratives to Indigenous narrative in tourism (Daniels, 2020). As stated above, the Batek portrayed as the primitive group intentionally present modern lifestyle to express Indigenous authenticity in/through tourism (Fan et al., 2020).

The characteristic of 'capitalisation' refers to the fact that Indigenous identity can be understood as a kind of cultural capital, while Indigenous peoples can be the controllers of that capital (Bunten,2010). As capital controllers, Indigenous peoples, not only like any other business investors, welcome commercial profits in tourism (Bunten, 2010), but also will determine the extent and nature of their capital participation in tourism, especially when commercial profits threaten the integrity of Indigenous culture (PATA, 2015; Scherrer, 2020).

From the analysis, we can see some Indigenous people have already been in the position of control in tourism to re-indigenise cultural presentation, transform power relations as well as control cultural capital in tourism. The supports from tourism stakeholders like government, tourism companies and tourists has been recognized in these studies. However, what is worthy to note is that it is characteristics of Indigenous peoples, which carries more intrinsic values relating to Indigenous rights, resistance and knowledge ('indigeneity', 'antagonism' and 'interactivity'), instead of portrayed primitive and backward image, that make these tourism stakeholders support/compromise with Indigenous peoples (Whitney-Squire, 2016; Scherrer, 2020).

Indigenous tourism model

Capitalising the word 'Indigenous' signifies the close geographic connection of the tourism provided and the Indigenous land it is played out upon ('indigeneity'). Consequently, the word

‘Indigenous’ also highlights Indigenous peoples’ legal identity of control and authority of Indigenous authenticity in tourism (‘indigeneity’, ‘interactivity’). Additionally, the word ‘tourism’ refers to a business for Indigenous peoples and communities to interconnect with the world and to conditionally welcome commercial profits (‘interactivity’, ‘antagonism’).

Conclusions and implications

From the selected literature, this study finds that the powerful characteristics of Indigenous peoples are ‘indigeneity’, ‘antagonism’ and ‘interactivity’, while the powerful characteristics of Indigenous peoples in tourism are ‘re-indigeneity’, ‘transformation’, and ‘capitalisation’. The latter set of characteristics are actually influenced by the former, and it is necessary to highlight this, as examined literature on indigenous tourism research have attributed Indigenous stakeholders a more passive role than stakeholders from outside does. Accordingly, this study proposes ‘Indigenous tourism’ (with a capital I) to replace ‘indigenous tourism’ contributing to highlighting Indigenous peoples’ positive position of control in tourism. The study contributes to knowledge and practice both by enhancing peoples’ epistemological understanding of reality, in which Indigenous peoples’ intrinsic values can self-empower community stakeholders in tourism.

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Advancing Tourism Research On Eco-Guilt

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Abstract

Eco-guilt is a negative moral emotion felt in relation to individual or collective behaviours that damage the natural environment. In tourism research, eco-guilt has been documented in tourists' discourse and has been lauded by academics for its potential to foster pro-environmental behaviours, such as reducing air travel. However, the conceptual foundations upon which tourism research on eco-guilt rests remain underdeveloped. Drawing on a rhetorical ecologies approach, I elucidate eco-guilt's rhetorical dimension, position it in relation to other emotions, such as shame and grief, and situate it within a broader socio-cultural context. This approach moves us away from a mechanistic view of eco-guilt as a driver of pro-environmental behaviour. While behaviour change is important, a rhetorical ecologies approach broadens our view of eco-guilt to encompass its rhetorical use, affective force, entanglement with other emotions, and impact on felt relationships within the natural world. In this way, the paper advances our understanding of eco-guilt and opens up new possibilities for research on tourism emotions and sustainable tourism.

Keywords: emotions, guilt, rhetoric, ecology, environment, sustainability

[WP]

Introduction

Negative emotions form an integral part of many tourism experiences. Of these emotions, guilt has been posited as potentially facilitating pro-social or pro-environmental behaviour (Nawijn & Biran, 2019). 'Eco-guilt' is a popular term for guilt experienced in relation to environmentally damaging behaviours that has started to be used within tourism research. This paper reviews current tourism research on eco-guilt and argues for a rhetorical ecologies approach in advancing future research.

Literature review

Eco-guilt and pro-environmental behaviour

Eco-guilt is 'guilt that arises when people think about times they have not met personal or societal standards for environmental behavior' (Mallett, 2012, p. 223). Eco-guilt can emerge in response to individual or collective environmental transgressions (Mallett, Melchiori & Strickroth, 2013). This emotion has been linked to pro-environmental behaviour (or behavioural intention) across a range of modalities and consumption contexts (Mallett, 2012; Moore & Yang, 2019; Tam, 2019; Rees, Klug & Bamberg, 2015; White, Habib & Hardisty, 2019). In fact, research implies that simply the anticipation of eco-guilt is enough to encourage pro-environmental behaviour (White et al., 2019).

Rees et al. (2015) suggest that guilt has traditionally been conceptualised as a more pro-social emotion than shame. Guilt implies bad behaviour whereas shame implies that one is a bad person. Thus, guilt does not preclude reparative behaviour because the person experiencing guilt can think of themselves as fundamentally good, whereas with the experience of shame this positive self-image is called into question. As a result, very little environmental research has focused on shame. However, Rees et al. (2015) argue that both eco-guilt and eco-shame can drive environmentally reparative behaviours.

Eco-guilt in tourism contexts

There are two well-documented 'gaps' in relation to pro-environmental behaviour in tourism; the first is the gap between attitudes and behaviour, while the second is between tourists' practices at home and on holiday (Cohen, Higham & Reis, 2013). Emotions are often notable in tourists' accounts of these behavioural discrepancies. For example, Higham, Reis and Cohen's (2016) research on Australian tourists' attitudes and behaviours in relation to climate change, everyday

life and air travel revealed frequent references to eco-guilt. Some discursive expressions of eco-guilt related to unmodified air travel practices, which conflicted with the tourists' environmental attitudes, while others reflected their attempts to mitigate or avoid such guilt.

Eco-guilt can also be related to the *flygskam*, or 'flight shame', social movement that originated in Sweden and which encourages travellers to avoid air travel due to its negative environmental impacts (Mkono, 2020). Air travel has become an emotional battleground, with *flygskam* advocates seeking to leverage tourists' eco-guilt in order to promote pro-environmental consumption while the aviation industry tries to offer products that lessen feelings of eco-guilt. Voluntary carbon offsets (VCOs), for example, have emerged as a way of alleviating eco-guilt; although, as Kotchen (2009, p. 29) notes, 'many off set providers seek simultaneously to instill guilt and to offer a way out of it'. Guilt avoidance has been documented as a motivation for purchasing VCOs in relation to air travel in the tourism context (Higham et al., 2016; Mair, 2011).

Arguably the most in-depth exploration of eco-guilt in relation to tourism comes from Mkono and Hughes' (2020) paper documenting emotional expressions in online travel forums. Their analysis demonstrates the extent to which eco-guilt has infiltrated the collective consciousness of tourists. Even for those who claimed not to experience the emotion themselves, mentions of the expectation that they should feel guilty for participating in environmentally damaging travel practices were common. However, while Mkono and Hughes (2020) provide a clear theoretical distinction between guilt and shame at the outset, this distinction becomes less clear throughout the course of their analysis, with the terms becoming almost interchangeable. In addition, their analysis encompasses not only guilt/shame in relation to the natural environment but also socio-cultural impacts through tourism. Broadening the prefix 'eco-' to this extent dilutes and changes its meaning significantly.

Advancing tourism research on eco-guilt

While eco-guilt has been well-documented in tourists' discourse, particularly in relation to air travel and discrepancies between pro-environmental attitudes and behaviour on holiday, the conceptual grounding for further empirical work is in need of strengthening. Much current research seeks first to identify eco-guilt as reported by tourists and then gauge the extent to which it stimulates pro-environmental behaviour. In this sense, such research can be viewed as slightly mechanistic. Reports of eco-guilt are often interpreted uncritically as evidence that tourists have actually experienced the emotion. Eco-guilt itself is rarely subjected to critical, politicised analysis that questions the emotion's universality or rhetorical usage. I argue that a clearer understanding of eco-guilt's rhetorical dynamics and socio-cultural dimensions can advance research on emotions in relation to sustainable tourism.

Studies of environmental communication provide valuable conceptual input. In particular, Jensen's (2019) rhetorical ecologies approach provides a more politicised perspective on eco-guilt. Jensen questions the staticity and political neutrality of categories such as 'pro-environmental behaviour'. Emotions, he argues, are shaped by socio-cultural rhetorical forces that 'configure literacies for identifying, observing, and navigating [emotional] experiences' (Jensen, 2019, p. 20). By attending to its ideological and discursive functions, Jensen (2019, pp. 4-5) frames eco-guilt as 'an emotional experience, cultural concept and catalyst, and rhetoric of allegation and atonement'. A rhetorical ecologies approach broadens our view of eco-guilt to encompass its rhetorical use, affective force, entanglement with other emotions, and impact on felt relationships within the natural world.

As opposed to simply expressing an emotional experience, tourists' talk about eco-guilt may have particular rhetorical aims and outcomes. This is most evident where discourses associated with eco-guilt have been used to advance political and activist agendas, such as in the case of the *flygskam* (flight shame) movement. In this context, eco-guilt is an emotion that activists seek to

propagate in tourists as a mechanism to effect socio-environmental change. A rhetorical ecologies approach provides a lens for understanding how eco-guilt can be used to exert pressure by, and on, tourists to conform to a particular ideology. Similarly, it can also help us to understand how eco-guilt is used to manipulate tourists for economic gain, such as in the case of selling VCOs (Kotchen, 2009).

Furthermore, while guilt is typically understood as a negative moral emotion that people seek to be rid of, in the context of sustainable tourism consumption such emotions may take on a moral inversion whereby public acknowledgement of one's own environmental transgressions becomes a curious form of virtue-signalling. For example, a tourist who uses air transport may attempt to pre-empt criticism from eco-minded friends by publicly airing their feelings of guilt. This observation invites us to question the rhetorical effects that declarations of eco-guilt may have in tourism contexts. If there is something to be gained in terms of bolstering own's identity, feeling communality with others or occupying a position of moral superiority then the rhetorical dimension of tourists' expressions of eco-guilt may be worthy of further exploration.

Conclusions and implications

The research reviewed in this paper suggests a growing interest in eco-guilt as it relates to pro-environmental behaviour and sustainable tourism. I have suggested broadening the conceptual base upon which tourism research on eco-guilt rests in order to advance future research on this topic. A rhetorical ecologies approach positions eco-guilt not only as an emotion that tourists are capable of experiencing but as an ideologically invested discursive construct that has rhetorical uses and consequences. This approach promotes a deeper understanding of tourists' affective and rhetorical realities that both constrain and empower them in making more sustainable travel choices. The rhetorical dimension of eco-guilt in tourism provides an interpretive layer that can be used in conjunction with current approaches, thus extending and enhancing existing research.

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An Informal Conversation With Three Hospitality Postgraduate Students

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Abstract

Conversation Analysis (CA) examines spoken discourse through the use of a variety of tools. Some of these include: adjacency pairs, turn taking, conversational opening and closings and others. Its strength is with analysing recordings of spoken data (Paltridge, 2012). However, as an approach to the analysis of spoken discourse, CA's detail becomes 'less-accentuated' in the absence of implicature. This working paper, will briefly address the relevance of implicature–particularly the maxim of relation, and how other discourse considerations (channels) contribute to furthering the 'informal' representation of spoken words with meaning. The methodology and discourse considerations advocated in this working paper, contribute to research quality and acquisition of knowledge in meaning-making–being explored in a mixed methods study currently undertaken by the author[2]. As such, this working paper provides evidence towards validating this phenomenon of meaning-making. In providing insight to this argument, a CA analysis was undertaken with three postgraduate hospitality students. To acknowledge the sample size (n), a sample methodology using 'quality of information power' was used to gain insight into CA discourse and other discourse considerations as identified above. All three participants were aware of the study's intent, signed disclosure statements and remained anonymous in the reporting of this study. It should be noted, that attributes relating to inequality, power, social and cultural differences, whilst relevant, are beyond the scope of this working paper (Wooffitt, 2005). The findings of the study, through analysis of turn taking between participants, suggested a representation of meaning given to implicature (maxim of relation) and communication through adjacency of pairs. Whilst these are of interest, and further the capability of CA as a discourse tool, it is the 'opportunity' to incorporate other analysis toolsthat gives meaning to an 'informal conversation'.

Keywords: critical approaches discourse analysis, interviews, qualitative research, students

[WP]

Introduction

Three hospitality postgraduate students volunteered to undertake an informal conversation of the topic/question: What are the benefits in having a university degree for your chosen industry/profession? Discussion was undertaken in a seminar room at a university campus in Sydney, NSW, Australia.[3] The study aim was to explore the relationship in exchange of meaning through conversational implicature and other discourse channels as a means to further academic inquiry. This was carried out by performing a synthesis of conversation analysis (CA) features from the informal conversation created by three study participants (referred to as SP1, SP2 and SP3 throughout this working paper). A 'quality of information' methodology for qualitative research has been adopted (Morse, 2000; Lincoln and Guba, 1985; Malterud et al, 2016). Findings from the

[2] Mears, Stephen; Goh, Steven; Fergusson, Lee; Grollmann, Philipp (2020): MearsSR_Scoping Review Protocol_31.07.2020.pdf. figshare. Journal contribution. https://doi.org/10.6084/m9.figshare.12743960.v7

[3] All three participants (together with the lecturer) acknowledged that the event would be i) recorded; ii) a transcript from the recording of students' utterances would be analysed using Conversation Analysis (CA) tools and; iii) confidentiality and anonymity of all three study participants would be maintained throughout the recording and after the recording had finished (indefinitely). The data collected from this event was used for an assessment paper in a postgraduate course undertaken by the author, at the University of Southern Queensland, Australia.

synthesis, was discussed in context to explicit applications of CA by i) evaluating its effectiveness as a research instrument and ii) interpreting its exchange of meaning through conversational implicature and discourse channels.

Method

Attributes relating to quality of information provided by the sample group (*n*) can influence the orientation of the study being examined. The 'richer' the 'quality of information power' exhibited by the sample group, the lower (*n*) is required (Malterud et al, 2016, p.1754). In reference to interview sampling, five factors are deemed integral to information power as seen by the sample group. They include: (a) study aim, (b) sample specificity, (c) use of established theory, (d) quality of dialogue, (e) analysis strategy and are evaluated in a table (Table 1). From the attributes presented in Table 1, it is evident that the study has a specific aim to derive meaning in utterances from few participants. Syntheses of participants' utterances together with the use of established theory (CA and discourse channels) support the study aim. Analysis of the study includes a synthesis of dialogue, stemming from an open-ended question between participants and evaluated against narrative and discourse considerations (Ogden and Cornwell, 2010). As the study forms part of a working paper, it has potential for further longitudinal data collection and analysis to take place at another point in time.

Table 1. Approach to sampling methodology – developed from Malterud et al, 2016

Information power factors	Attributes relating to study
Study aim	Meaning given to synthesis of utterances evaluated through conversation analysis and validated through other discourse channels;
Sample specificity	Participants engaged as part of sample group share diversity of experiences but exhibit similarities in cultural background;
Use of established theory	Conversational analysis and discourse analysis provide a strong grounding to synthesise knowledge and to '.. extend sources of knowledge beyond the empirical interview data' (Malterud et al, 2016, p. 1755);
Quality of dialogue	The conversation created between interview participants allows for an informal discussion on a topic that could be debated through a form of self-opinioned dialogue, where quality was achieved by the participants' individual and collective utterances with a clear and open-ended question communicated by the researcher.
Analysis strategy	An in-depth analysis involving discourse and narrative analysis requires a smaller sample group to derive its richness in evaluation. Three participants contribute to the discussion where focus can be applied to dialogue alliance or difference between participants and analysing these dialogues. In contrast, a larger group would create potential difficulties in the sense that communication might be side-tracked or collaborative sides taken, leading to a deviation away from the study's original intent (aim).

Conversation Analysis: Discourse considerations

Synthesis of features (Appendix 1)

A brief overview of the synthesis of features provides insight into the direction and quality of utterances and degree of surety (unsurety) in turn taking initiated by the participants. A full account of the transcription for this synthesis of features has been provided in Appendix 1– including, relevant research domains of CA and a transcription key. The evaluation of this data reveals three discourse considerations that can be observed from SP2's opening account at Turn 2.

1. Firstly, SP2's unsurety might be attributed to contextual implicature–specifically, the maxim of relation (Richards, 1980). SP2's question (L19) is asking SP1 for confirmation (relevance) of meaning in what has just been said. SP2 is suggesting that his unsurety in stating his account might be re-assured by SP1 (Turn 2). In this sense, by directing the question to SP1, SP2 is undergoing a process of self-repair in re-assuring himself that his account/conversation has opened the floor for further discussion/debate (Schegloff, Jefferson and Sacks, 1977).
2. Secondly, SP2's confirmation of meaning from SP1 creates an initial setting of ritualised turn-taking between SP2 and SP1 (L3-41). This establishes a positive platform for SP3 to overlap the discussion with his turn by making an assessment (Turn 1) of the discussion that leads into a prolonged account of the discourse (L48-54; L56-62 and L64-77) (Heinel, 2017).
3. Thirdly, SP2's opening account provides the background knowledge that funnels the contextual discourse as developed by SP1 and SP3 and then SP2 again (at a later stage of the discourse).

Meaning is further communicated and interpreted through adjacency pairs. The sequence of conversation commencing with the first account by SP2 (as identified above) is preceded by turn taking that allows each speaker to contribute to the creation of conversation. As, SP2 and SP1 are friends, SP3's overlap in turn taking is a strategy to provide another view, gain agreement with that view and establish a further direction for the creation of conversation utterance. The culmination of conversation utterance by SP3 is at Turn 4. This turn signifies a declaration of his previous accounts and is not challenged (Sachs, Schegloff and Jefferson, 1974).

Discussion

The strength of conversational analysis as an approach to discourse analysis stems from its evaluation of spoken word (utterances). However, whilst approaches and synthesis tools for evaluating conversation through utterances provide a strategy, they preclude the broader role played by semiosis–particularly in discourse analysis research (Kress and Van Leeuwen, 1996). Performative utterance (Austin, 1975) diagnosis, suggests understanding the content and context in which utterance is performed will vary between the speaker's understanding of what has been said (not said), the context in which it has been said and the meaning derived from the listener's perspective (Magee, 2011). This approach to meaning, stemming from an ethnomethodological stance, suggests ambiguity in the application of CA as a research instrument (Gardner, 2008). The social setting, complexities of implicit/tacit meaning, cultural stereotyping and multimodal meaning (collectively), suggest the scope of its evaluation is limited to the situated analysis of text with spoken word only (Gardner, 2008; Hammersley, 2003).

Notwithstanding this limitation, exchange of meaning through conversational implicature provides an interesting, yet complex approach to literal meaning. Explicit utterance is interpreted by the listener as having implicit meaning–the maxim of relation signifies conversational implicature in context to this meaning (Davis, 2014; Paltridge, 2012). SP3's turns (1 and 2) from the CA, illustrate the implicature between having a 'degree and experience' with 'worth' and creates the context for either agreeing or challenging what SP3 is implying. Both SP2 and SP1 agree, allowing SP3 to move into another account of this context (Turn 3) (Heinel, 2017). Exchange of meaning has relevance to other discourse analysis channels–particularly, genre analysis (Paltridge, 2012; Davis, 2014). Relating the social and cultural context of written genres incorporates a view of the genre's setting, intention, purpose and background–suggesting visual metaphors and rhetoric. This contextual landscape complements the figurative language aspects of implicature, which together, transcends the boundaries defined by CA (Richards, 1980; Abell, 2005; Van Leeuwen and Kress, 1996).

Conclusion and Implications

Conversational Analysis has a number of strengths that allow the spoken and written word to be analysed and evaluated– its capability is defined by its application(s). Patterns of discourse and boundaries for the discourse to take place, as depicted by performance utterances, define the scope of exchange created by the immediate players involved in CA. In view, to exchange of meaning, conversational implicature as seen through the maxim of relation, has the ability to incorporate other forms of implicature and discourse channels–such as multimodal discourse, genre analysis and figurative language (Richards, 1980; Bateman, 2008, Stöckl, 2009).

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Appendix 1. Synthesis of Features

Line	Turn	Speaker	Text	Adjacency Pairs		Communication constraints (Goffman)	Speech Act (Searle)	Cooperative Communication (Grice)
				First	**Second**			
1	1	SP1	↓Do you want to start?↑	request		opening	directive	
2	1	SP2	(1.4) °Let's°–		(delay)	salutation; opening	commissive (partial)	
3 4 5 6 7 8 9 10 11 12 13 14 15 16 17	2	SP2	↓I feel the <question in > what are the benefit's in having a degree in your place of work < hhh(1.4) in the hospitality industry (1.4) it's not a very important (.) thing or to hold a degree (.) we are working in operations so more than (.) a degree ex:perience matters and (,) .hhh if you have ex:perience and (¿) if you know your job than a degree is not all that important for what your experience is (1.4). Talking to other uh < players > in industry like finance or HR maybe or revenue where a degree holds an importance ↑er hhh because the job is about technical knowledge of the er .hhh workplace (1.4) and things which you learn in your degree course that comes handy during (1.4) the company of wherever you are working–↓so I uh feel that way–		account	TRP	assertive	quality/relation

18								
19	3	SP2	↓ °What do you fe : el–like°?	question		self-repair	directive	relation
20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41	2	SP1	[okay] I definitely– I definitely think that a degree is important for any industry (0.5) speaking of hospitality because we're from there(?), umm, even if it's just the basics of what operations < is about or > if you get into a specialist field say (cognitey) it's important that you have .hhh your foundations there (?) which I think (0.3) having a degree sets for you=it lays that=that ground field. And, then obviously (1.4) you ↑> continue working and build up on your experience which < hence makes you (0.3) it=it just sort of amplifies what you've learnt at school so even in a department like sales, marketing or finance or even revenue management (0.2) for (0.2) us in our case,=what you learn in school is just a foundation (0.2) you will learn basic formulas ↑such as, ↓I don't know, how to calculate respar or how to calculate YIELD but (0.3) you use that basic knowledge and apply it at work (0.3). So I think (0.3) it's a (.) balance of both things (,) it's important that you have a degree but it's also important that you apply that degree at work (_)↑		account	back-channel; turn over	expressive	manner

42 43 44 45 46	1	SP3	[okay] so for me (¿) bo::athh having a degree and experience I guess both go hand'n'hand, as you said degree is not es::essential [yeah]. Yes, in ah hospitality having=or going=you have to start from the bottom (_) ↓ [yeah]	assessment		back-channel; turn over TRP	commissive / declaration	relation
47	3	SP1	(yeah)		agreement	back-channel	expressive	
48 49 50 51 52 53 54	2	SP3	Obviously, no-one will hire if you have a master's degree and you are applying for a F&B attendant (?) <u>you are over-qualified</u>. [yeah] [yeah]. <u>On</u> the other hand, if you want to climb the ladder, you want to become a GM, you are not going to be that unless you have certain bachelor's degree or any knowledge (0.1) regarding the industry (_) =	account		turn taking	representative	relation
55	4	SP2	yes		agreement	back-channel	expressive	
56 57 58 59 60 61 62	3	SP3	=so, as for me, you have to have certain foundation as you said, <there (,) there needs to be a foundation (0.4), but that :what goes along with the combination, is that you have to (0.4) get the experience first, [yeah] (?) you can't just climb, everything, eventually you have to know the things (,) [yeah]	account		turn-taking	commissive	manner
63	5	SP2	[yeah]		marker	back-channel	expressive	

64 65 66 67 68 69 70 72 73 74 75 76 77	4	SP3	First, the foundation, (0.2) pretty good (0.2), then it comes with experience, (0.2) you need to know what you are actually looking after (¿), after that (0.3), maybe you can try and set it out (?) >you have to explore your boundaries=you know [mmm] you have to explore what is waiting for you=maybe you want to go with the managers=maybe you want to get stuck with the same position, you want to climb up the ladder=it's up to you (0.2)< but experience and education they both come hand in hand they have to be ess:sential in order for you to figure out your own ca=career driven=driving factor and anything like that (¿)	account		turn taking	declaration	quantity
78	4	SP1	[yeah]		marker	back-channel	expressive	
79	6	SP2	[yeah]		marker	back-channel	expressive	
80	5	SP3	[yeah]		marker	back-channel	expressive	
81 82 83	5	SP1	Im actually just reading the question and it says about the benefit's in having a <u>degree</u>? it doesn't specify what degree=[yeah]	question		turn-over; other repair	representative	Quantity/relation
84 85 86 87 88	7	SP2	=[yeah], ..↑ my point my point was that yeh, a degree can be become handy but experience, in terms of operations, ↓because of us are in operations (0.2) [yes], in operations where most of us work (0.2), experience matters, because what you learn in operations is directly that you use .hhh that		unexpected/ account	bracketing (my point my point)	commissive	quality

89 90 91			knowledge comes in handy when you further grow up in your work					
92	6	SP3	Certainly (_)	agreement		back-channel	expressive	quality
93	8	SP2	And, that's where experience matters (¿) [yeah]		assessment	pre-closing	directive	quality
94	7	SP3	mmmm	marker		back-channel	expressive	

Transcription key (Jefferson, 2004)

NOW	capital letters used to indicate word is an especially loud sound relative to the surrounding talk
::	elongation of the immediately prior sound
(.)	a brief interval (approx tenth second) within or between utterances
(0.5)	time elapsed (in tenths of seconds) between end of utterance or sound and start of the next
(1.4)	time (in absolute seconds) between end of word and beginning of next
now	stressed word
=	latched utterances: there is no gap between the stretches of talk
?	sharp rising intonation
¿	falling-rising intonation
↓↑	marked change in pitch up or down
(.)	final falling intonation
(,)	slight rising intonation
(_)	level or flat intonation
,	unfinished intonational contour
°word°	distinctly quieter than surrounding speech by the same speaker
[yeah] or [okay]	overlapping talk
>word<	increased speaking rate
<word>	decreased speaking rate
.hhh	inbreath
hhh	outbreath
(word)	uncertain word

An Outline Of A Potential Consumer Education Programme To Promote New Zealand Organic Wines

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Abstract

New Zealand has developed a wine industry and tourism market around sustainable practices that includes the niche market of organic wines. However, as the Organic Winemakers 2019 conference noted, there is a need to educate consumers about organic wines. This paper reports on an exploratory study that serves as a pilot for a future extended study to develop and implement a consumer education and staff training programme for New Zealand organic wine. The small sample (n=11) of stakeholders were selected on grounds of their roles: consumers (n=8), retailers (n=2) and winemakers (n=1) and their responses to an online questionnaire were analysed in terms of an Appreciative Inquiry framework. Preliminary findings are that the following seem potential key issues for inclusion in an educational programme: information about the environmental benefits of organic winemaking, the health advantages of organic wine, the difference between sustainable and organic wines, the process and certification of organic wines, identification of organic vineyards, articulation of the winemaker's values, and interpretation of organic wine labels. At a practical level, this study suggests that the organic wine industry could increase its market share by implementing such a potential education and training programme through wine tasting events, informative and reader-friendly wine labels, dedicated shelves for organic wines, posters, training for staff, website, onsite visits, and an easy guide of New Zealand organic wines and vineyards.

Keywords: New Zealand, wine tourism, organic wine, consumer education

[WP]

Introduction

According to Stats NZ, total tourism expenditure for the year ending March 2019 was NZ $40.9 billion, of which just over half (NZ$23.7 billion) was from domestic tourism and N$17.2 billion from international tourism. Over 3.9 million visitors arrived in the country in 2018-2019, of whom 776 599 were international wine tourists who visited New Zealand vineyards and spend $3.26 billion. (Stats NZ, 2019).

Wine tourism, a form of special interest tourism, entails an educational aspect. For Getz and Brown (2006), following Hall et al's (1996) definition, *wine tourism is a form of consumer behaviour*, a strategy by which destinations develop and market wine related attractions and imagery, and a marketing opportunity for wineries to *educate*, and to sell their products, directly to consumers. The importance of educating tourists/consumers and training knowledgeable staff is echoed by Hashimoto and Telfer (2003) who note that friendliness of winery staff, service provision, courteousness, knowledge, professional attitudes and believability are highly ranked by tourists.

Wine tourism is core business for many New Zealand wineries with 279 wineries offering wine tourism experiences (NZ Winegrowers, 2019). Kirkman et al (2013, p.105) conducting research in the Stellenbosch wine region in South Africa identify some crucial factors that influence the success of a winery for wine tourists. These are, in descending order of importance, friendly, service-oriented staff, employing staff who are knowledgeable about wines, good signposting, providing education and interpretation for visitors, providing wine appreciation opportunities, and having a restaurant or café. Very similar results were found by research done in the USA and Australia (Getz et al, 1999). In particular, wine tourism is seen as an educator of visitors who can enjoy being educated and having fun and/or enhancing their social life through wine tourism and

informed wine consumption (Hall et al, 1997), as well as a trainer of staff managing wine sales at cellar doors, conducting vineyard tours for visitors, and staff at wine retail outlets generally. In turn, it is important for wine producers and retailers to become more informed about and responsive to consumers' expectations.

Although a small producer of wine in the world market, New Zealand wines are well-known around the world due to its island climate. In order to stand out in this international market, New Zealand has chosen to develop its 'premiumisation' of products and to focus on its production of sustainable wines (Gabzdylova et al, 2009). The New Zealand Winegrowers, the main body of the wine industry, strongly supports the emphasis on 'naturalness' and sustainability and proudly underscores New Zealand's international recognition as a sustainable wine producer (Baird et al, 2018). Currently, 96% of its wine production is accredited as sustainable (Sustainable Wine New Zealand, 2020). The growth in sustainably produced wine is spurred by the growing consumer and tourist interest in environmental issues (Bonn et al, 2016, Mann et al, 2012, IWSR, 2019). A study conducted in New Zealand by Forbes et al (2009), showed that consumers (and, by implication, wine tourists) have a strong demand for wines that have been produced by 'green' means and 75% of respondents indicated that they would prefer to drink wines that had been produced using environmentally sustainable practices. However, within the sustainable wine industry, there is a dedicated market niche for *organic* wines.

But what is the difference between sustainable wine and organic wine? Differences between sustainable and organic techniques of viticulture manifest in both the growing of grapes and the making of wines (see Gabzdylova, 2008, p. 37, for a table detailing these differences.) In short, sustainable wine-farming and wine-making processes engage in limiting chemical waste and the use of synthetic pesticides, carbon-footprint reduction, energy efficient initiatives, recycled packaging, biodiversity, and wildlife conservation programmes. Organic wine-farming and production engage in all of the above with the crucial difference that whereas sustainably produced wine *reduces* use of chemicals and synthetic fertilisers, organically produced wine uses *no* synthetic pesticides or additives. *All* its grapes are grown organically (e.g. use of natural fertilisers like animal manure, bacterial insect control, no GM crops), *all* its additives are organic (e.g. yeast), and crucially, it has *no* added sulphites.

Why is the difference important for marketing of wine consumption/tourism? Researchers (Mann et al, 2012; Barber et al, 2009) note that with the dramatic increase in the last two decades of environmental consciousness, consumers are now making lifestyle choices that integrate environmental considerations and make their purchasing decisions on how well products will satisfy their expectations and affect the natural environment. As consumers and tourists acknowledge the attributes of environmentally sustainable practice, they are ready to pay a premium price for it (Forbes et al, 2009). The issue for consumers is how to identify among all wines on sale, an authentically organic wine and vineyard. In New Zealand, the BioGro logo on the wine bottle certifies the authenticity of the organic product. However, as BioGro (2020) explains, 'New Zealand is currently an unregulated organics market, which means greenwashing is common' (BioGro, 2020, unpaginated). This points to the need for organic wine consumer, and by implication tourist, education.

The New Zealand Organic Winegrower's conference in Blenheim on June 24th, 2019 identified consumer education as a key issue for organic winegrowers. In general, there is a lack of robust marketing of organic wine and consumers lack understanding of organic processes, compliances and how to interpret organic labels (Delmas & Grant, 2014). This study proposes the following two responses to the problems identified above: i) to highlight consumer expectations so that organic winegrowers and retailers can become more responsive to consumer wants, and ii) to educate consumers (and by implication, tourists) on the benefits of organic wine and on how to identify

among all wines on sale, an authentically organic wine. Through an empirical study of organic wine stakeholders, this preliminary pilot study begins to categorise expectations and proposes an outline of a potential consumer education and staff training programme to be pursued in a future, extended study.

Methods

The research is a small, exploratory, qualitative study (n=11) conducted within a theoretical framework of Appreciative Inquiry (AI), an enquiry method that entails 4 stages —definition, discover, dream, and deliver — and which focuses on what works best, why it works, and how success can be expanded in the social system. (Cojocaru & Brãgaru, 2012). The aim of the study was not to solve an organisational problem, as an action research method tends to do (Stake, 2010), but to begin to collectively design a desired consumer education and, consequently, a staff training programme for the New Zealand organic wine market. The study, using an online questionnaire and two individual follow-up telephone interviews, seeks to gather data about expectations and needs from a small group of relevant stakeholders – comprising 8 respondents of whom all 8 were consumers, (C), 2 of whom were also retailers (R), and 1 was also an organic winemaker (W). We aim to understand how each of these participants interpreted the meaning of organic wine and what they identified as pertinent factors in developing a better understanding and appreciation of organic wine.

i. Sample of relevant stakeholders

Given the very small sample size, the study is at most an exploratory start to identify some key elements for a potential consumer education programme and subsequent staff training programme. The small sample is due to New Zealand going into lockdown in mid-March 2020 for several months, necessitating an adaption of the original methodology. Being able to recruit and select volunteers to participate using only online advertising in newsletters of different wine-related organisations, resulted in the small number of respondents. The limited sample therefore cannot be representative, but, we think, is nevertheless interesting because it is able to provide a potential basis for a much more expanded study in the future. The selection criteria for the sample were an interest in organic wines, the stakeholder role in the industry, a balance of age, gender, and ethnicity.

ii. Questionnaire

Given the restrictive context of the Covid-19 lockdown, the questionnaire was administered online. It contained both closed- and open-ended questions (see Appendix). A specific questionnaire was developed for each of the three groups of stakeholders — wine consumers, wine retailers and wine producers — informed by literature about consumers' purchase choices (Forbes et al, 2009; Wiedman et al, 2014; Mann et al, 2012), consumers' expectations (Barber et al, 2009; Sogari et al, 2013), success factors in wine production (Kirkman et al, 2013; Getz & Brown, 2006), and following the structure of the 4 phases of AI, i.e. definition (i.e. understanding and purchase choices of organic wine), discover (i.e. identification of what works well and aspects that stakeholders want to know more about), dream (i.e. the ideal consumer education programme), and design (i.e. suggestions for possible implementation). The questions were constructed to elicit information from the wine consumers on: a) demographics, b) current wine knowledge and wine purchase choices, and c) expectations and ideal practice. For the wine retailer, the questions were on a) demographics, b) customer queries about organic wines, c) promoting organic wines, and d) ideal practice. For the wine producer, a) demographics, b) motivations for organic viticulture, c) marketing and customer queries and d) ideal practice.

iii. Interviews

After analysing the responses from the questionnaires, follow-up telephone interviews were undertaken with two respondents (C1 and C5) in order to clarify some of their responses given in the questionnaire.

Results

a. Demographic details

The respondents were well balanced between female (4) and male (4). Half (4) were more than 61 years of age, three respondents were in the age group 41-60 years and one in the age group 20-40 years. Six of the respondents were from European/Pakeha ethnicity and one from Asian/Indian ethnicity. One respondent declined to complete the ethnicity question. Half of the respondents had a postgraduate degree (4) and only one participant owned her own business, whereas others were employees (e.g. in tourism and maintenance). Most of the respondents (7) were from Auckland and the winemaker was from the South Island.

b. Current wine knowledge and wine purchase choices

Generally, the respondents had a prior encounter with organic wine. Most respondents (5) declared knowing a little about organic wine, one was new to organic wine, one was very knowledgeable, and one was an expert. Half of the respondents (4) were occasional wine drinkers (two drinking once a month and two drinking a few times a year) and the rest (4) drank every day, once a week or every two weeks. The questionnaire found that consumers (7) prefer purchasing wine firstly from a wine store, secondly, online from a wine distributor, and in third preference, from a supermarket or direct from the winemaker.

Consumers were asked to rank listed factors that influence their wine purchase choices. In order to display the aggregate of the results for comparison, a scoring rule was applied: 1st choice gets 8 points, 2nd choice 7 points, 3rd choice 6 points, etc. See Figure 1.

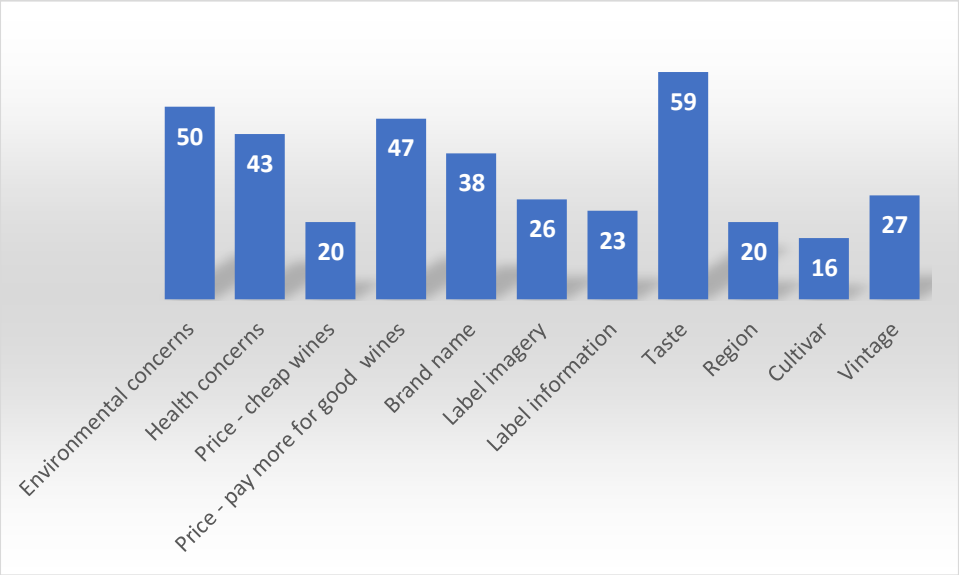

Figure 1. Weighting of factors influencing wine purchase choices

In addition to their current knowledge, consumers were also asked what they wanted to know more about. See Table 1 for a summary.

Table 1. Aspects that consumers want to know more about

Aspects	Numbers
What makes an organic wine organic, green and sustainable	7
The process of organic winemaking	7
The difference between organic wine and conventional wine	6
The positives and negatives of organic wines	6
Identification of vineyards using environmentally sustainable practices	6
Organic certification process	2
Biodynamic system of viticulture	1

The two highest scored aspects were also identified by both retailer R1 and R2 who noted that the question '*What makes an organic wine 'good' or tasty?'* was frequently asked by consumers, as well as the following:

> *'What makes organic wine different from conventional wine?'*
>
> *'What makes organic wines better?'*
>
> *'Why is organic wine more expensive than conventional wine?'*
>
> *'Is organic wine healthy?'*
>
> *'Do they have sulphites?'*
>
> *'Do they have preservatives?'*
>
> *'Explain biodynamic.'*

One consumer (C1), wants to know more about '*how vineyards are audited and awarded certification*'. According to retailer R2, consumers are also keen to know if organic wines are vegan friendly. Retailer R1 noted that consumers want to know if New Zealand organic wines are better than organic wines from other countries, and urges that information on organic wine labels should be improved.

c. Best practices

Responses to the question 'Based on your experience as an organic wine consumer, what makes (or would make) a service provided by a retailer or a winemaker the best it could be?' identified different key elements. Trustworthy quality of the wine was a key element of an attractive service to consumer C1. Consumers C1, C4, and C5 suggested that retailers implement an effective promotion and branding of organic wines. Three consumers (C3, C6, and C7) noted that the retailer's knowledge is a crucial part of the best service. Two consumers regard wine tasting opportunities as part of 'best' service and one suggests that direct contact with the winemaker would be an aspect of excellent service. The two retailers and the one winemaker echoed the above responses. An attractive service for retailer R1 is his knowledge, whereas for retailer R2 it is visiting and tasting in the terroir [region, local area], as well as communication between retailer and consumer.

Retailer R1 promotes organic wines and/or educates customers about organic wines using YouTube videos, an informative website, and by organising regular wine tastings. He also distributes flyers about organic wines, showcasing the process involved in organic wine production. Similarly, the winemaker informs consumers about his wines by offering wine tasting sessions, having direct interaction with consumers at the cellar door, displaying the wines' organic

certification, pursuing direct links with retailers, hosting informal wine-tasting dinners, conducting vineyard visits, writing articles, and using social media to keep customers informed.

Retailer R1's motivation to start selling organic wines is based on the increasing demand worldwide of organic wines and the increase in the number of winemakers and wineries becoming certified organic, whereas retailer R2/winemaker was motivated by environmental concerns. The winemaker has been farming organically for more than ten years and is certified under the BioGro label. The personal motivations of the winemaker to farm organic vineyards/make organic wine are to produce a better wine and a better environment for the workers, responding to consumers' concern about the integrity of the winemaker, quality of the wine, health benefits and environmental stewardship.

Discussion

The results were analysed in terms of an AI framework under its four phases of definition, discover, dream, and design.

a. Definition

The definition here relates broadly to current understandings of organic wines. Most respondents had some notion of organic wines and based their choice of organic wine purchases mainly on taste, environmental and health factors, and were willing to pay more for a wine with these qualities. These results suggest that consumers think organic winemaking practice alters the quality of the wine and confirm previous findings that if consumers of both organic and conventional wine tasted the identical product, the respondents ascribe a significantly better taste to the organic wine compared to the conventional alternative (Wiedmann et al, 2014, p. 205).

The respondents prefer to buy organic wine in the wine shop in order to get information about how the wine is made, its health benefits, the wine quality, and to check if the winemaker is a real organic winemaker by asking questions about the vineyard's environmental ethics. The respondents linked the taste and quality of organic wine to the trustworthiness of the organic winemaker. These findings echo previous studies (Gabzdylova et al, 2009; Dodds et al, 2013) that have shown that the values of organic winemakers - integrity and belief in what they do, a commitment to and passion for organics, care of clients, their staff and the environment – contribute to the perceived quality of organic wines.

b. Discover

Discover questions in AI invite respondents to reflect on what works well, and on what the gaps are. Consumers generally had limited knowledge of organic wine, as evidenced by most wanting to know more about the definition of organic wine, organic winemaking processes, differences with conventional wine, as well as its positive and negative aspects. Furthermore, most did not know how to identify a winemaker who uses organic practices.

The winemaker in this study thinks that the quality he offers makes the service attractive to consumers of the vineyard's organic wines. He notes that his key success factors are hard work, ethical practices, sound farming methods, and committed people. Therefore, the feedback from consumers given to the winemaker includes '*fantastic quality*', '*great terroir*', '*environmentally ethical*' and '*great packaging*'.

c. Dream

The Dream questions focus on imaging what could be an ideal consumer education programme. The research suggests that even though the New Zealand wine industry has had specific labels certifying sustainable and organic wines (Organic, BioGro, CarboNZero) for a decade, wine consumers want more informative labels. In fact, Figure 1 shows that the information on the label scored the fourth lowest (weighting of 23). Echoing the research by Forbes et al (2009) who recommend a specific label differentiating organic wine from conventional wine, this study has

identified consumers' desire for information on '*the process by which it is certified (i.e. auditing, legal requirements, etc.)*'(C2) and for '*education on how vineyards are audited and awarded certification. Seeing the authenticity and rigorousness of this process would change the perspective that organic wines have an ambiguous meaning (for example, knowing that some brands label themselves 'organic' for better market penetration without much integrity to the word itself.'* (C2). This links back to consumers being able to gauge the trustworthiness and environmental authenticity of the wine and winemaker. The research also confirms the study of Sogari et al (2013) arguing that merely claiming the wine is organic does not provide significant diversification. Therefore, an ideal programme will include educating consumers on taste, organic wine making processes, its benefits, how to recognise an organic wine label and how to interpret it, how to identify organic wineries, and on the environmental integrity of the winemaker. A competitive advantage can only be gained in the marketplace if wine consumers/tourists know about the environmental integrity of organic wine and its benefits.

Table 2 below summarises the potential key aspects for inclusion in a consumer education and staff training programme, as well as suggestions of how these can be disseminated.

Table 2. Potential key aspects for inclusion in a consumer education and staff training programme

	Potential key aspects in a consumer education and staff training programme	**Suggested strategies for dissemination**
1.	Taste	Wine tastings Vineyard visits Website with wine critics' reviews and ratings Consumer guide with wine descriptions Staff training
2.	Environmental concerns	Poster and infographics Website with wine critics' reviews and ratings Consumer guide with wine descriptions On-site visits Staff training
3.	Health concerns	Poster and infographics Website with wine critics' reviews and ratings Consumer guide with wine descriptions Staff training
4.	Knowledge about organic wine regarding the definition and the process of organic winemaking	Vineyard visits Website with wine critics' reviews and ratings Consumer guide with wine descriptions Poster
5.	The positives and negatives of organic wines	Poster and infographics Video and website with wine critics' reviews and ratings Consumer guide with wine descriptions On-site visits Staff training
6.	Identification of vineyards using environmentally sustainable practices for branding	Dedicated space and shelves for organic wines Poster and infographics Informative and reader-friendly wine labels Video and website with wine critics' reviews and ratings Consumer guide with wine descriptions Staff training
7.	Organic certification process and information on the bottle label	Poster and infographics Informative and reader-friendly wine labels Video and website with wine critics' reviews and ratings Consumer guide with wine descriptions On-site visits
8.	The difference between organic wine and conventional wine	Dedicated space and shelves for organic wines Website with wine critics' reviews and ratings Consumer guide with wine descriptions Staff training

d. Design

AI Design questions focus on planning and, in this case, on suggested possible dissemination strategies of a consumer education and staff training programme (see Table 2).

i. Tastings

Given the prominence of taste in respondents' choice of wine purchases, it is important to offer organic wine tastings both in shops and in winefarm cellars. Most respondents noted the attraction of '*wine tasting and information evenings showcasing individual winemakers and wineries*' (C7), '*an organic wine show with tastings*' (C2), '*winery visits*' (R1), '*Taste samplings*' and '*Talks from winemakers*' (C8), and '*Informed tastings*' (R2). In general, respondents wanted wine tastings or special events in the wine shop with a retailer or winemaker to share information.

However, for it to be a successful tasting, the retailer (winemaker and staff) should be well-informed about the aspects that consumers want to know more about, viz, what makes a wine 'organic', the health and environmental benefits, the organic processes involved, and the organic accreditation of vineyards and wines.

ii. Informative and reader-friendly wine labels

In addition to the usual required information about the year, region, vineyard, alcohol content, and the usual warnings, the wine label ideally should have the name and values of the winemaker, a note about the organic processes used, a sentence about the health benefits (i.e. the lack of added sulphites), and a display of the organic accreditation seal.

iii. Dedicated space and shelves for organic wines

Consumer C5 suggested that retailers could help consumers by having *'separate shelving so when you go into a wine store you know where to look and are not misled by other advertising'* and so to create product differentiation and enhancement of New Zealand organic wine. This will help the non-expert consumer when entering a wine store, '*Often you are overwhelmed with too many different bottles to select from*.' Indeed, non-expert consumers spend little time in purchasing wine, as consumer C5 explained in the follow-up interview, and want clear and direct information to find the wine they are looking for.

iv. Poster and infographics

Clear and direct information can be displayed in a poster or flyer. Four respondents recommended that organic wine should have more advertising and promotion in wine shops to differentiate it from conventional wine. Two respondents suggested that a dedicated poster on organic wine and a blog with good infographics would be useful tools. The information on the poster should include '*How to identify organic wines*' (C5) and '*How vineyards are audited and awarded certification*' (C1), '*The benefits both to health, taste as well as the environment*' (C2, and echoed by C1,C5, C7), and information about organic wine production. The poster should include the names of all accredited organic vineyards, a brief description of taste, as well as a summary of the benefits to the environment in the production of the vines and to consumers' health. As consumer C5 suggested, wine purchases take place in a reduced time and information should be easily accessible and clearly interpreted.

v. Website and guide

For some respondents, educational videos and an organic wine website could give information about the organic wines and winemaking processes: 'O*nline educational forums*' (C1), '*Videos*' (C3), '*More educational videos*' (R1). The winemaker suggests '*Newsletters, Instagram, Facebook*.' The website could include the poster (with elaboration) as well as a handy printable guide with a list of certified organic wines that consumers can take with them when they go shopping for organic wines.

vi. Training staff

As seven out of eight respondents live in Auckland and most of organic winemakers farm outside the city area, the knowledge of the retailer and trained staff becomes essential for city area organic wine consumers. In the follow-up interview, consumer C5 noted that staff are trained to sell wine, but staff are not necessarily trained to give information on wines, never mind on organic wines. In general, what seems to emerge from the study (for C1, C2, C5, C7, R1, R2) is that the retailer and the staff should be a trustworthy source of information and able to respond to consumers' expectations. This is reflected in the literature on wine tourism that notes "knowledgeable", "service-oriented" staff and "believability" as highly ranked by wine consumers and tourists (Getz et al, 1999; Getz & Brown, 2006; Hashimoto & Telfer, 2003, Kirkman et al, 2013).

vii. On-site visit

Education and information should be disseminated during '*Winery visits*' (R1), '*Vineyard visits, visiting and tasting in the terroir*' (R2), '*Regional organic events, Travelling roadshow*' (R2), '*Wine tasting and information evenings*' (C7). In the city area, the main source of information is the retailer, but the winemaker (who is also a retailer) explained that '*direct interaction with consumer at cellar door'* is a good way to build trust, explain his environmental ethics, and inform wine consumers about organic wines and this interaction gives him important feedback. This supports previous research that the educational opportunities at the winery are especially important to about one-third of visitors (Ali-Knight & Charters, 2001).

Conclusion

The findings of this small study cohere with those of studies done elsewhere. This study finds that consumers base their choice of organic wine purchases mainly on taste, environmental and health factors (Forbes et al, 2009; Mann et al, 2012; Wiedman et al, 2014), and are willing to pay more for a wine with these qualities (Baird et al, 2018). The study also finds that respondents want to know more about the organic winemaking process (Mouret et al, 2013), the positive and negative effects of organic wines (Sogari et al, 2013), the difference between organic and conventional wines, organic wine certification, the values of the organic winemaker (Deloitte-ANZ, 2019, Gabzdylova et al, 2009; Dodds et al, 2013), and being able to interpret the information on the wine label (Forbes et al, 2009; Delmas & Grant, 2014). Also, the importance of knowledgeable staff and educated consumers (and tourists) is supported by previous studies (Getz et al, 2009; Getz & Brown, 2006; Hashimoto & Tefler, 2003; Kirkman, 2013; Charter & Ali-Knight, 2000). The above are potential key issues for developing consumer awareness and knowledge.

However, given the small sample size (n=11) of this exploratory study, and its geographical and demographic limits, it merely serves as a pilot for a future, more extensive survey of organic wine stakeholders, with a much larger sample of participants, using a variety of instruments, including focus groups, before a comprehensive educational and training programme can be developed and implemented.

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Appendix - Questionnaire

Thank you very much for the time and care you are taking to complete this questionnaire. It should take about 20 minutes of your time. Please be assured that your responses will remain anonymous and feedback will be treated with the required confidentiality. All records of your responses will be deleted 6 months after completion of my research project.

If you have any queries, please contact me on …

Instructions for completing the questionnaire:

- Where boxes are provided, please click on the appropriate one/s.
- Where text boxes are provided, please type in your responses. (There is no word limit, the boxes will expand as you type.)
- Please complete the part of the questionnaire relevant to your own situation. Note that if you are a winemaker who both drinks wine and sells wine from your cellar, then you should complete all four parts.

Part A – everyone to complete this.

Part B – if you are a wine consumer, please complete this section as well.

Part C – if you are a wine retailer, please complete this section.

Part D – if you are a winemaker, please complete this section.

Please complete the form by **…** and return to ….

Part A - Demographic details: Everyone to complete this part

Gender:

☐ Female

☐ Male

☐ Do not want to state

Age:

☐ 20-40

☐ 41-60

☐ 61+

Ethnicity:

☐ Māori / Pasifika

☐ European / Pakeha

☐ Asian / Indian

☐ Other (please specify):

Formal education:

☐ Secondary school

☐ Bachelor's degree / professional qualification

☐ Postgraduate degree

Occupation:

Please specify:

In which city or town or rural area do you live:

Current wine knowledge and wine purchase choices

How would you describe your knowledge of organic wine:

- ☐ New to organic wine
- ☐ Know a little about organic wine
- ☐ Somewhat knowledgeable about organic wine
- ☐ Very knowledgeable about organic wine
- ☐ An expert or professional

Part B - If you are a wine consumer, please answer the following questions:

How often do you drink *organic* wine:

- ☐ Every day
- ☐ A few times a week
- ☐ Once a week
- ☐ Once every two weeks
- ☐ Once a month
- ☐ A few times a year
- ☐ Never

Where do you normally buy your organic wine (or would buy if you wanted to try an organic wine)

- ☐ Supermarket
- ☐ Wine store
- ☐ Online from a wine distributor
- ☐ Direct from the winemaker

Any other place? (Please specify)

When buying an organic wine, what influences (or would influence) your choice the most? (Number the most important factor "1", and then in descending order of importance number the other factors that influence or would influence your choice, "2", "3", etc):

Environmental concerns (such as sustainability, and habitat conservation)

Health and wellness issues (such as non-addition of sulphites, and absence of pesticides in the cultivation of the grapes)

Price: do you opt for the cheaper ones, or

Price: are you willing to pay more for a better wine

Brand name

Imagery on the label: it looks attractive

Information on the label: about alcohol content, sulphites, etc

Taste

Region: If so, what region/s do you prefer (please specify)

Cultivar: such as, chardonnay, pinot gris, shiraz/syrah, pinot noir, sauvignon, cabernet, cabernet sauvignon, malebec, viognier, riesling, gewurstraminer, arneis, tempranill, grüner veltliner.

Vintage: the year of wine production

I would like to know more about: (tick as many as are relevant)

- ☐ What makes an organic wine organic, green and sustainable
- ☐ The process of organic winemaking
- ☐ The difference between organic wine and conventional wine
- ☐ The positives and negatives of organic wines

☐ How I can identify which vineyards and wineries use environmentally sustainable practices

☐ Any other (please specify):

Based on your experience as an organic wine consumer, what makes (or would make) a service provided by a retailer or a wine maker the best it could be? (Be as expansive as you wish):

What would be included in the ideal organic wine consumer education programme?

Share your ideas and suggestions of how you think such a programme could be implemented:

Anything you would like to add:

Please indicate whether you would be willing to be contacted for a short follow-up online skype or zoom interview:

☐ Yes, I'm willing and can be contacted via email (give email address)

Or per telephone (give cell or tel number)

☐ No, I would prefer not to be contacted.

Part C - If you are a wine retailer, please answer the following questions:

Customer queries about organic wines:

In your experience as a retailer, what are the main queries that customers ask about organic wines (tick as many boxes as are relevant):

☐ What makes organic wine different from conventional wine?

☐ Why is organic wine more expensive than conventional wine?

☐ Is organic wine healthy?

☐ What are the health benefits of organic wine?

☐ What makes an organic wine "good" or tasty?

☐ Which brands are certified as organic wines?

☐ Is New Zealand organic wines better than organic wines from other countries?

☐ Any other? Please specify:

What are the three most frequent questions asked by customers about organic wines?

1.

2.

3.

As a retailer, what do you think is lacking in customer's knowledge and appreciation of organic wines?

Promoting organic wines

What made you decide, as a retailer, to start selling organic wines?

As a retailer, list the strategies you use (or would like to use) to promote organic wines / educate customers about organic wines:

1.

2.

3.

4.

Any others?

Ideal practice

Based on your experience as an organic wine retailer, what makes or would make a service attractive to a consumer of organic wines?

What would you like to improve on with regards services to organic wine consumers?

List the three best things in your experience about being an organic wine retailer?

1.

2.

3.

Consumer education programme

If you were to design a consumer education programme, what would you want to include?

Share your ideas and suggestions of how you think such a programme could be implemented:

Anything you would like to add:

Please indicate whether you would be willing to be contacted for a short follow-up online skype or zoom interview:

☐ Yes, I'm willing and can be contacted via email (email address)

Or per telephone (cell or tel number)

☐ No, I would prefer not to be contacted .

Part D - If you are a winemaker, please answer the following questions:

For how long have you been farming organically?

☐ For under a year

☐ 1-5 years

☐ 6-10 years

☐ More than 10 years

Are you certified under an organic or other label?

☐ Yes. If so, specify which one:

☐ No. If so, specify why not:

What made you decide to farm organic vineyards / make organic wine?

In your opinion, what comprises (or makes up) an organic wine?

Tick the following techniques you use in your organic wine process:

In the vineyard

- ☐ Insect control: no insecticides, biological control
- ☐ Fertiliser: mineral rock, animal manures
- ☐ Fungal disease control: no synthetic fungicides, canopy management
- ☐ Weed control: agro plow or blade plough, mulching, grazing, mowing sward
- ☐ Natural and physical resources protection (water, energy)
- ☐ Habitat protection
- ☐ Any others? (please specify):

In the wine making process:

- ☐ No added preservatives (sulphites)
- ☐ Natural filtration (egg, milk)
- ☐ Natural yeasts
- ☐ Any others? (please specify):

How does your vineyard manage to inform organic consumers about your wines?

- ☐ Wine tasting session
- ☐ Website
- ☐ Direct interaction with consumer in Cellar door
- ☐ Through certification

☐ Direct link with the retailer

☐ Others (please specify):

How, in your experience, does certification influence or would influence the marketing of the wine?

List the four most important feedbacks you receive from your consumers:

1.

2.

3.

4.

What are the key success factors of your organic wine farm?

-

-

-

-

Ideal practice

Based on your experience as an organic wine farmer or wine maker, what makes a service attractive to a consumer of organic wines?

What would you like to improve on with regards services or outreach to organic wine consumers?

List the three best things in your experience about being an organic wine maker?

1.

2.

3.

Consumer education programme

If you were to design a consumer education programme, what would you want to include?

Share your ideas and suggestions of how you think such a programme could be implemented:

Anything you would like to add:

Please indicate whether you would be willing to be contacted for a short follow-up online skype or zoom interview:

☐ Yes, I'm willing and can be contacted via email (email address)

Or per telephone (cell or tel number)

☐ No, I would prefer not to be contacted .

Analysis Of The Development Model Of Inbound And Outbound Medical Tourism In China

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Abstract

With the gradual enhancement of people's health awareness, medical tourism as a new niche market has attracted attention from various countries. China has abundant medical and health resources and tourism and leisure resources. A comprehensive understanding of China's inbound and outbound medical tourism development status and formulation of China's inbound medical tourism development strategies are the focus of this research. Second-hand data from official websites and related reports were obtained for text analysis and in-depth interviews with medical tourism practitioners as auxiliary materials. The development model of China's outbound medical tourism shows that Chinese outbound medical tourists complete the medical tourism experience through three types of companies. These three types of companies are Medical tourism service companies, OTA, Traditional tourism enterprises. China's inbound medical tourism is manifested in three development models, namely government-led, demand-driven, and resource-advantaged. Stemming from this review, the article provides some direction for future empirical research on this important topic.

Keywords: medical tourism, inbound tourism, outbound tourism, development models

[WP]

Introduction

The occurrence of the COVID-19 pandemic has created new challenges for the tourism industry. In the context of this huge change, the tourism industry needs to think about how to better link the health industry, and better play its role in the happiness industry.

As a new form of tourism and industry, medical tourism has substantially grown over recent years. Medical tourism may be defined as an economic activity based on integrated services provided by two sectors, i.e. medical and tourism (Heung, Kucukusta, & Song, 2010). According to the "A Prescription for a Healthier Economy" report (WTTC, 2019), the expenditure on international medical tourism products and services increased by 358% from 2000 to 2017, from US$2.4 billion to US$11 billion. The market of China's medical tourism industry has grown rapidly. In 2018, the market size of the industry reached 118.6 billion RMB, a year-on-year increase of about 25.2% (Chinabaogao, 2019). In terms of the outbound medical tourism market, according to statistics, in 2016, more than 600,000 Chinese traveled overseas for medical tourism (Ctrip, 2016). In terms of inbound medical tourism, China has various advantages such as low cost of medical tourism, abundant tourism resources, and a high level of medical technology. According to statistics from the tourism-related departments of Hainan Province (Yada, 2019), in 2013, Sanya City received more than 170,000 Russian tourists, of which 80% of the tourists would choose medical and health-related services, and the per capita project consumption was as high as 1,200 US dollars. It also has a huge room for development.

Based on the current status of China's inbound and outbound medical tourism development, this research aims to summarize the development models of China's inbound and outbound medical tourism through literature review and data collection. Stemming from this review the article provides some direction for future empirical research on this important topic.

Literature review

The product marketing and destination selection factors of outbound medical tourism are the focus of outbound medical tourism research. Collins, Medhekar, Wong, Cobanoglu (2019) explored the factors influencing destination choice for outbound medical tourists from the USA, and the factors are host country environment, tourism destination, medical tourism costs, and medical tourism facilities and services. Chia & Liao (2020) discussed factors influencing Chinese mainland outbound medical tourism, and the factors are classified into two dimensions: quality of medical service and convenience.

Research on inbound medical tourism is focused on factors impeding medical tourism development, the medical tourism market, inbound medical tourism patterns, and the influence on community wellbeing. Momenia, Janatib, Imanic, Khodayari-Zarnaqb (2018) explored the factors impeding the development of medical tourism in Iran, and the factors are marketing, international issues, culture, transfer, brokerage, management, and policy problems. Fotter, Malvey, Asi (2014) used the electronic health records data from the healthcare system to discuss the inbound and domestic medical tourism market in the USA. Snyder, Johnston, Crooks, Morgan, Adams (2016) pointed out four inbound and outbound medical tourism patterns in Canada. Suessa, Baloglub, Busserb (2018) summarized the factors of residents' perceptions improvements of medical tourism development to community wellbeing, and the authors found the perception improvement of medical tourism development to community wellbeing also have an impact on the behavior intention of residents.

By combining the existing related literature, the author found that there is a relative lack of research on medical tourism development models that also pay attention to a destination. From the perspective of the definition of medical tourism (Connell, 2006), cross-border is an important feature of medical tourism, which means its two attributes of exit and entry. Valadkhania A, Smythb R, O'Mahonyc B (2016) used a quantitative method to analyze the statistical relationship between the entry and exit markets in Australia The study found that when the inbound and outbound markets are closely connected, the changes in arrival trends will be more comparable. Small, the impact of shocks on tourism will be relatively small (Valadkhani, Smyth, & O'Mahony, 2016). It can be seen that identifying the relationship between the inbound and outbound medical tourism market plays an important role in the market stability of the destination country. However, based on the current official data, there are no direct statistics on the medical tourism market, and the data of commercial institutions often have a data tendency (Connell, 2013). Therefore, this research attempts to use online text data for this research, using second-hand online data for text analysis and summarization, and in-depth interviews with medical tourism practitioners as auxiliary data to summarize the development model of China's inbound and outbound medical tourism.

Methodology

This study uses second-hand network data for text analysis and uses in-depth interviews with medical tourism practitioners as auxiliary materials to summarize the development model of China's inbound and outbound medical tourism. By using "medical tourism" and "health tourism" as keywords to search the network's second-hand network data such as national policy documents, local government announcements, industry data, company official websites, and at the same time conduct in-depth interviews with medical tourism practitioners as auxiliary materials, and then to summarize and organize.

Results

The development model of outbound medical tourism

The development model of China's outbound medical tourism shows that Chinese outbound medical tourists complete the medical tourism experience through three types of companies. These three types of companies are Medical tourism service companies, OTA, Traditional tourism enterprises (seen in Fig.1).

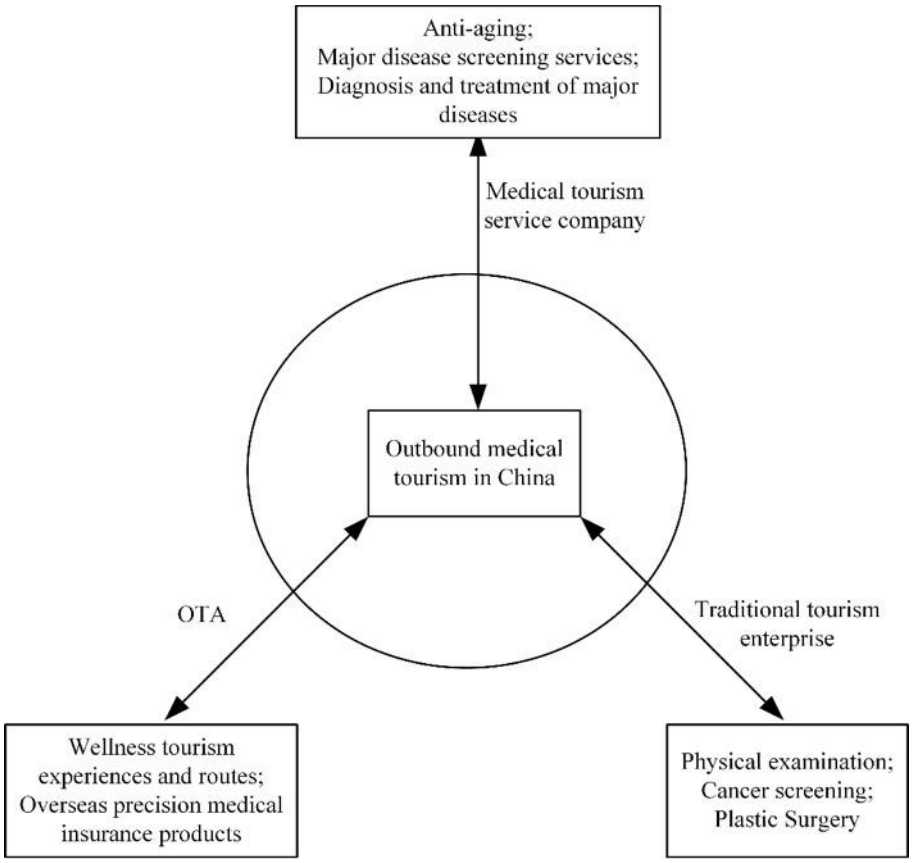

Figure 1. Schematic diagram of three outbound medical tourism models

The focus of the work of medical tourism service companies is on medical consultation and connection services with overseas medical institutions. Tourism services occupy a certain proportion of medical tourism projects. In terms of tourism services, medical tourism service companies consider the controllability of the service process, choose to provide customers with integrated customized services, and hire professional teams with experience in the tourism industry to organize and perform related work. Medical tourism service companies focus on refined operations in subdivisions and require professional control of medical services. For example, L'AVION INTERNATIONAL focuses on top-notch anti-aging and major disease screening services, while the Saint Lucia Consulting focuses on high-quality medical tourism. CYCARES provides users with cost-effective medical services as the core, and Health 160 international medical services to ensure high-quality medical care.

The OTA website mainly focuses on themed tours focusing on medical examinations, especially Ctrip and Tuniu. More than 300 medical examinations and health care products have been launched on Ctrip's theme travel channel, which is provided by more than 80 merchants qualified as travel agencies, and their services cover popular medical destinations around the world. In late November 2016, Ctrip announced a strategic investment in IVF USA, an American IVF medical service provider, to make outbound medical tourism. The insurance channel of Tuniu Travel Network mainly promotes overseas precision medical insurance products. The main destination is

Japan. Through cooperation with foreign insurance providers, it integrates its high-quality medical resources in Japan and develops "overseas medical examination + insurance" packaged products.

The focus of traditional travel agencies is to develop low-risk health care programs, such as health preservation, beauty, anti-aging, micro-plastic surgery, and physical examinations. Traditional travel agencies have high-quality overseas medical supplier resources. For example, China Travel Service has overseas branches in South Korea and cooperates with Korea's official agency, Korea Health Industry Promotion Agency; China Youth Travel Service cooperates with Korea Ministry of Health and Welfare; Kaiser's medical examination products respectively cooperate with the New York Presbyterian Hospital in the United States and the Cancer Research Ariake Hospital in Tokyo, Japan.

The development model of inbound medical tourism

China’s inbound medical tourism products are divided into two stages: the first stage is short-term health and wellness experience, which requires the logic and design of the entire product, but does not require high professionalism; the second stage has extremely high requirements for professionalism, this stage of rehabilitation and treatment of people exists in the form of long-term residence.

In recent years, the government has also welcomed a group of supporters who come to China for medical treatment. They are mainly concentrated in Russia and five countries in Central Asia. Xinjiang, Heilongjiang province, and Hainan Province are their preferred medical tourism destinations. These three locations attract foreign patients with their characteristics: Xinjiang province provides comprehensive medical services, the Heilongjiang province mainly promotes traditional Chinese medicine treatment, and Hainan province is characterized by sunshine and health preservation. The three modes of promoting medical tourism in the three places are worth thinking about and learning from China's inbound tourism (seen in Fig. 2).

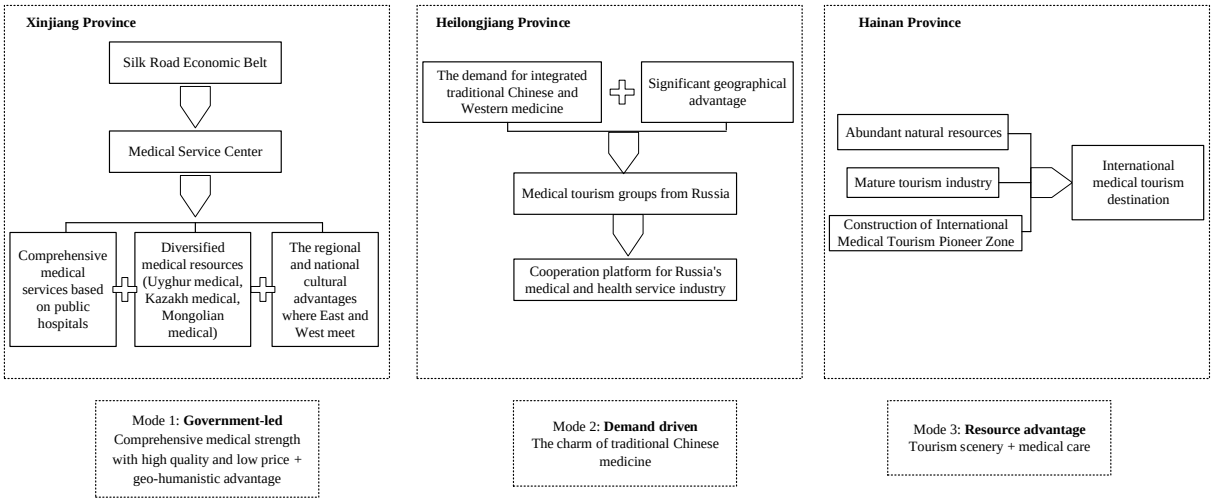

Figure 2. Schematic diagram of three inbound medical tourism models

Conclusion

The current study is a preliminary study aimed at summarizing and sorting out the development model of China's inbound and outbound medical tourism. The development model of China's outbound medical tourism is mainly composed of medical service companies and travel companies as intermediaries. In terms of medical tourism services, it is currently mainly customized for customers. Because the purpose and needs of domestic patients for outbound medical tourism are relatively complicated, its demand in the subdivision direction has not yet reached mass production, and there is still a way to go before the medical tourists’ demand is

quantified. The three development models of inbound medical tourism are the summary and reflection of China's current market development. The Chinese government has also issued a series of policies to promote the development of inbound medical tourism and promote supply-side structural reforms through medical services.

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Attracting Tourists To Iceland: A Comparative Analysis Of Two Source Markets - China And USA

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Abstract

This paper represents a comparative study of two important international outbound travel source markets - China and the USA, analyzing the destination marketing and destination management strategies of Iceland. The theoretical framework is based on McKercher's tourism product hierarchy and Pearce's travel career pattern model. As a conceptual paper, the case study on Iceland as a destination for Chinese and American tourists is conducted based on the content analysis of relevant qualitative marketing reports. It concluded that each destination is at its own development phase in promoting itself in the source market. For well-known destinations, attraction can focus on the core-layer needs of tourists, consolidating existing business partnerships, and propose new unique selling propositions to maintain competitiveness. For lesser-known destinations, attractions can explore the middle-layer and outer-layer needs of tourists, creating some innovative products and services to meet their emerging needs in the new normality. Tourists can bring values to attractions in terms of a sense of sustainability and responsible consumption. It is a two-way interaction in which common values attract each other to satisfy the needs of the other party

Keywords: Iceland, attractions, outbound travel, destination marketing, China, USA

[WP]

Introduction

The UNWTO reports that international tourist arrivals grew 5% in 2018 to reach the 1.4 billion mark. This figure was reached two years ahead of the UNWTO forecast. And Leisure travel is the main purpose of visit in all world regions except the Middle East. The share of leisure travel has grown from 50% in 2000 to 56% in 2018 (UNWTO, 2019). For the economic impact, the WTTC shows the direct contribution of travel and tourism to GDP in leading countries in 2019. The top three counties are the United States, China, and Germany with a total contribution of 580.7， 403.5 and 143.4 billion U.S. dollars to GDP respectively in 2019. Even though under the covid-19 situation, based on UNWTO's 2020 tourism barometer and statistical annex in August/September, demand for domestic tourism is rising in many large markets such as China where air capacity in July rebounded to around 90% the level of 2019. In Russia, air capacity has also been underpinned by rising domestic travel.

Tourism is the world's largest industry and many works of literature have discussed why people would like to go traveling. Traditionally, push motives have been thought useful for explaining the desire to go on a vacation while pull motives have been thought useful for explaining the choice of destination (Crompton,1979). People have different purposes to travel. Some of them may attract by the destinations which are the pull motives. Others may go out for traveling because of their inner motivations and needs. Crompton identified nine motives for pleasure vacation, they were escaping from a perceived mundane environment; exploration and evaluation of self; relaxation; prestige; regression; enhancement of kinship relationships; and facilitation of social interaction. As noted by Pearce (2011) the tourist motivation deals with a special subset of the wider interest area of human motivation. Many expressions used in the study of tourist motivation such as the concept of benefits, values, and expectations. On the other hand, destinations depend on their primary tourism products as key pull factors motivating tourists to visit them (Bramwell & Benur, 2015). Many researchers such as Ryan & Prayag (2011) argues that images of a place can be used to

influence potential travelers by relating them to the motives and alternative selves that travelers want to enact at the destination. From that literature, the discussion about push and pull motivates is sustained in the tourism field.

Actually, it is hard to distinguish people who go traveling because of the pull or push motives without any further research. For example, according to the VCIOM (2020), nearly one half of Russians who traveled within their country over the past five years named sightseeing and exploration of new places as their usual travel purpose in 2019. These statistics only show an apparent purpose of why Russians travel domestically. It did not clarify that is the specific attraction or sightseeing attract the Russian to come or some needs of the Russian would be met during they explore new places.

McKercher (2016) modified the product taxonomy (Figure 1) from Kotler and Keller (2012) called a tourism product taxonomy. According to their hierarchy, each need can be satisfied by a product in the product family. Furthermore, any specific needs of tourists can be satisfied by specific tourism products (Cecilia & Zandivuta, 2018). If we regard attractions as tourism products, attractions may not only attract tourists but also satisfy their needs to some degree.

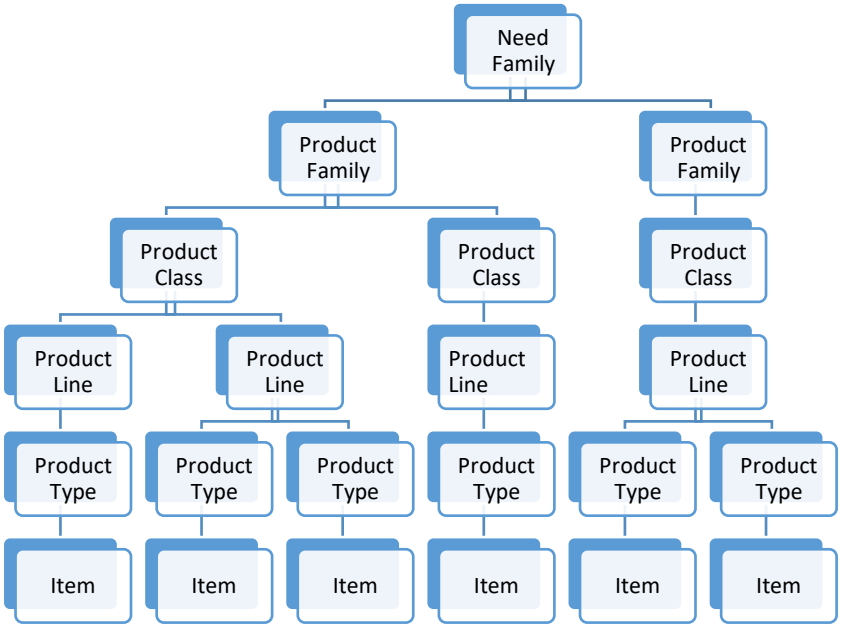

Figure 1. Product hierarchy **Source:** McKercher (2016) modified from Kotler and Keller (2012)

In addition, no specific product or cluster of products can satisfy all needs. Each destination can only match certain types of demand and hence tourism marketers need to appreciate travel motivations in order to develop appropriate offerings and brand destinations for the right target markets (Buhalis, 2000). A destination endowed with a wealth of resources may not be as competitive as a destination that is lacking in resources but that utilized the little it has much more effectively (Ritchie & Crouch, 2003). Therefore, this research investigates whether the destinations develop their competition by improving policies or constructing scenic spots that can be effective in attracting tourists. Or it may have another reason that because the marketing strategies match certain needs of the target groups so that the tourist capacity is increased. In short, the research question is do attractions attract tourists or simply satisfy needs?

Research Methods

To further understand whether attractions attract tourists or simply satisfy their needs, this study conducts a case study approach. It has been an approach of choice of qualitative researchers. And the significant advantages of the case study approach are flexibility, depth of investigation, thoroughness, responsiveness, and wide appeal (Savin-Baden & Major, 2013). This study conducts content analysis and comparison as an analytical strategy. Actually there three cases in this research. One is the destination country Iceland, the other two are source market China and the United States. Based on the research approach, the author will look deep at the destination and two source markets: China and the United States which were chosen for analysis. Iceland as the destination is located in Europe therefore it has similar accessible distances to China and the U.S. geographically. The reason why choose China and the U.S. as source markets not only they are the main source markets of the destinations as well as they spend top expenditure on outbound travel and tourism in 2019. From WTTC (2020) outbound travel and tourism consumption in China reached 262.1 billion U.S. dollars - the highest of any country. The United States came second in the ranking with a total outbound expenditure of 184.2 billion U.S. dollars (Figure 2). Through comparison of Chinese and American tourists' needs, tourist demography, and their consumptive habits, the different marketing strategies to these two source markets from Iceland Tourist Board will present.

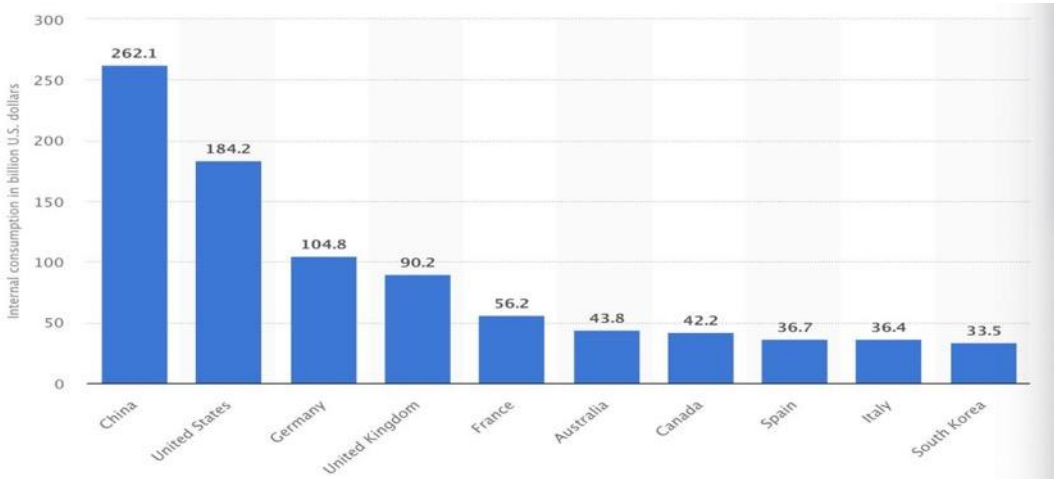

Figure 2. Outbound travel and tourism expenditure in leading countries worldwide in 2019

In the following section, the authors will analyze the qualitative marketing reports of Iceland.

Case Study

Iceland has been one of the best sellers in the Chinese outbound tourism market in recent years, one of the authors noted this through industrial exhibitions, travel fairs, and trips in Iceland. A significant increase in the number of tourists and the availability of products on the market can be seen through the B2C and B2B channels. Iceland wasn't that famous before 2000 and only became famous in China after Iceland's efforts to develop the Chinese market and attract Chinese tourists.

Overview of Icelandic tourism

It can be seen that the arrivals of foreign visitors to Iceland have increased significantly over the past decade. In 2019, there were around 2 million foreign visitors to Iceland, up from almost half a million 10 years ago (Figure 3). More than 18 nationalities visited Iceland as the main source of markets. Over the past decade, Iceland's main source markets have been the United States, the United Kingdom, Germany, and China (Figure 4). Figure 5 shows that both Chinese and American tourists visited Iceland with an annual increase of over 20% between 2010 and 2017. Iceland has been attracting more and more foreign visitors over the past decade. The author examined the market reports relating to Icelandic tourism with a particular focus on two markets of origin: China

and the USA, comparing the different target customers of the attractions in order to answer the questions “Do attractions attract tourists?” with a comparative approach.

China

Iceland is a remote destination for Chinese visitors due to its geographic location and no direct flights between Iceland and China. Visitors have to move from another country to arrive in Iceland. The destination is relatively difficult to reach. Actually, Chinese visitors only started visiting Iceland in 2008, so why they have increased dramatically over the past decade? Do Icelandic attractions attract Chinese tourists or they satisfy their needs?

Through our observation and analysis of qualitative market reports, the authors find that Iceland has invested in the Chinese market through technology improvement, language adaptation, and social media promotion, etc (Chinese travelers in Iceland, 2018). The Icelandic Tourist Board studied the profile of Chinese visitors and tried to understand the travel behavior and needs of Chinese visitors. They found that Chinese visitors are different from other international visitors, as they are the youngest (almost half of them are between 25 and 34 years old), and they need Wi-Fi wherever they visit, sharing their travel moments with friends through social media and instant communication. The average stay of Chinese visitors in Iceland is 6.1 nights and they spend an average of € 2,438 per person per trip. As Chinese holidays are limited, most visitors came to Iceland during the Spring Festival to see the Northern Lights, the summer holidays, and the October national holiday (Stofa, 2019). Furthermore, Iceland provides travel information and brochures in Chinese, which creates a friendly image towards Chinese visitors. According to an Iceland visitor survey of Chinese visitors, 90% said information about Iceland online is well covered. As more and more travel tips, package tours and blog sharing are available online, Chinese visitors can easily explore the destination and plan their trip.

Another strategy Iceland used to attract Chinese visitors was to hire the KOL Liu Haoran, a famous Chinese actor who is an intriguing highlight for destination marketing in China (Zhuo, 2018). This is one of the results of Iceland's DMO investment marketing in the Chinese market. Liu has posted many attractive photos on Instagram and other social media accounts to promote Iceland. These photos received positive feedback from his followers played a positive role in promoting Iceland's image as a tourist destination. Although the cost of his public relations team is very high, the data shows that the marketing effect has pushed the interest and awareness of the Chinese market towards Iceland, especially towards the pursuit of this destination by millennials. However, it cannot be denied that DMO is just one of the channels for attracting tourists. The quantitative relationship between travel bloggers, KOL, or destination ambassadors, and their market performance needs to be further studied, but it has certainly promoted the destination to some degree.

It can be seen that in the Chinese market, Iceland as a tourist destination is largely due to DMO marketing and investment. As an emerging market, the Chinese market has been carefully researched and purposefully built, thus Iceland attracted a large number of Chines tourists in recent years. As an adventurous destination, Iceland has its own unique, authentic, and irreplaceable tourism products and experiences, which meet the specific tourism needs of Chinese tourists, especially young tourists, not only exploring nature, enjoying the polar landscape and the aurora, satisfying curiosity and city escape, but also include intermediate level motives such as enriching personal life experience and self-actualization.

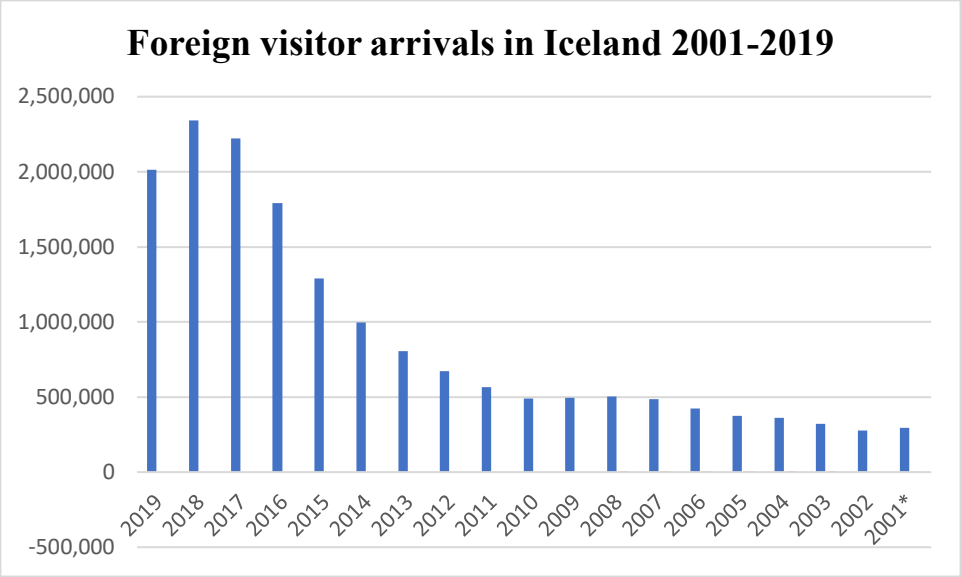

Figure 3. Foreign visitor arrivals to Iceland 2001-2019

Figure 4. Top source markets of Icelandic tourism

Figure 5. Market trend of Icelandic tourism: comparison of source markets increasing/decreasing rate between USA and China

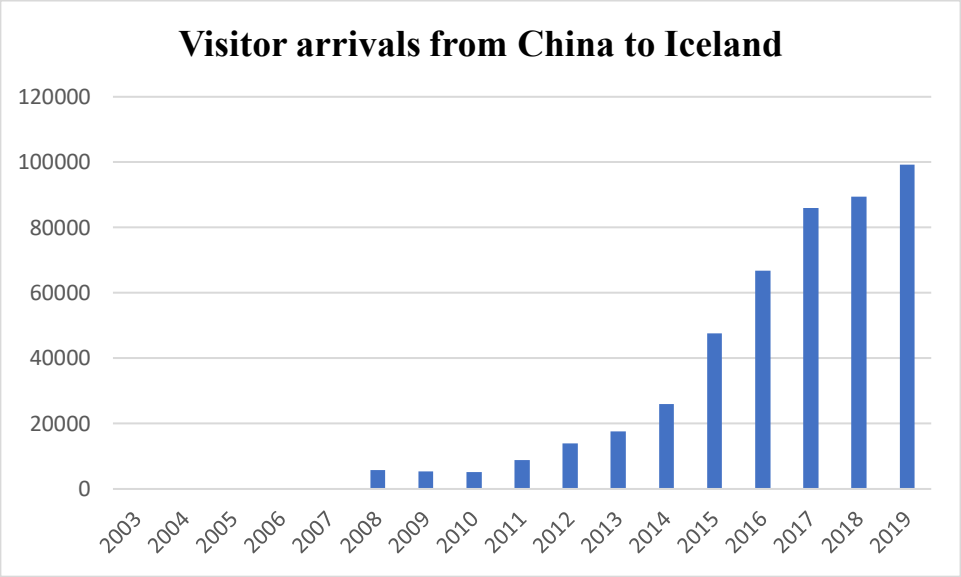

Figure 6. Visitor arrivals from China to Iceland **Source**: Iceland Tourist Board website

USA

The United States is the largest source market of Icelandic tourism. It has a long tradition of Americans visiting Iceland and has grown significantly over the past decade. There are sufficient direct flights between Iceland and the United States throughout the year, and seasonal flights to major cities are also available. The Icelandic Tourist Board has thoroughly researched the profile of each type of American visitor and has tried to meet their needs as consumers. They found that American visitors are more like other international tourists and more than half of them are middle-aged. The average stay of American visitors in Iceland is 5.4 nights in 2018 and they spent an average of €1722 per person per trip, which is higher than the total average of €1645, but much lower than the Chinese one. Most American tourists rent a car and travel as independent travelers. Unlike the majority of Chinese tourists who travel in groups for the first time in Iceland, American tourists are relatively more experienced and mature in international travel, and their classification is also very varied. There are three main types of American tourists: fun-loving globetrotting,

independent explorer, and cultural comfort seekers (US travelers in Iceland, 2018). Each type of tourist has their own travel needs, behaviors, characteristics. And they bring different values to Iceland. Thus, Iceland's tourism marketing strategy towards American tourists is much more complicated and specific.

As mentioned above, mature tourists have a clearer idea of their travel needs. American tourists pay more attention to environmental protection and the quality of travel services, instead of purely pursuing affordability. The search for a unique experience, interacting with locals and other tourists to build an unforgettable journey seems to be the motivations of most fun-loving globetrotters. Like Chinese tourists, they also seek the authentic Iceland tourism experience, such as adventure and nature, but are more prone to core motives such as novelty, relationship, and relaxation in terms of satisfying tourism needs. Intermediate level motives such as personal development and external level motives are less involved. In addition, tourists from senior US groups have their own unique characteristics. For example, they hope the journey is comfortable and are more willing to spend more to purchase luxurious, high-quality experiences. Their travel motives also focus on core needs such as relaxation, safety, and comfort. Under this premise, the Icelandic Tourist Board has advised the local tourism industry to cater to American tourists by creating unique local experiences, using storytelling that engages the local residents and the lifestyle of the destination, and emphasizing the importance of environmental protection, sustainability, and qualified services, etc. In this way, travel needs can be better met through their targeted marketing strategy and, as a result, attracting more American tourists to Icelandic attractions.

The following table compares the major differences of the two source markets based on the snapshots of Promote Iceland published in April 2019 and visitor surveys conducted by the Icelandic Tourist Board in 2018.

Table 1. Comparison between Chinese and American visitors to Iceland

Items	**China**	**USA**
Total Outbound Trips	136,5 million (2017) 6,9% est.YOY 2017-22	87.6 million (2017) 3% est. YOY 2019-22
Visitors to Iceland 2018	89,495 Chinese visitors 4,06% YOY	694,814 American visitors 20.5% YOY
Average length of stay	6.1 nights (2018)	5.4 nights (2018)
Average spend per trip visitor	2438 Euro (2018)	1722 euro (2018)
Share of guest nights	7% (2017)	25% (2017)
Likelihood of return visitors	86% (2018)	79% (2018)
Flights	No direct flight Transfer from third country	Direct flights all year 3.43 million seats 20% YOY
Seasonality	Summer 34% Winter 40% Spring 7% Autumn 19%	Summer 42% Winter 25% Spring 13% Autumn 21%
Holiday type	Adventure, nature, 90% holiday	70% leisure travel

Tourists	44.5% young (25-34 years old) 70% package tours/ first time group travelers 30% individual travelers	32% young (25-34 years old) Majority (35-64 years old)
Target	Technology user, Wi-Fi must Mandarin Chinese preferred Social media promotion	Fun-loving Globetrotter 51% Independent Explorer 14% Cultural Comfort Seeker 21%

Sources: The table is elaborated and retrieved from the following documents
https://www.islandsstofa.is/media/1/china-snapshot-2019-1.pdf
http://www.islandsstofa.is/media/1/us-snapshot-tg.pdf
https://www.ferdamalastofa.is/static/files/konnun2018/en/china.pdf
https://www.ferdamalastofa.is/static/files/konnun2018/en/unitedstates.pdf

Conclusion and discussion

The attractions are part of the stakeholder network coordinated by the DMO. As part of the DMO's partnership network, attractions can attract tourists. Thanks to the various roles of the DMO such as building the image and brand of the attraction, facilitating and stimulating the needs of the source markets, financing campaigns, and marketing initiatives. Thanks to these activities that DMO has conducted in the past, many attractions became famous, so the market was built.

DMO used to think that tourists visit a destination mainly for the attractions that attract more tourists. They "have visited there" because of the reputation of an attraction. They often mistakenly associate the most visited places as the main reason for the visit (McKercher, 2017). What this entails is expanding the reception capacity of some conventional viewpoints, because these same viewpoints can attract enough tourists and the number has become the main indicator for measuring the performance of DMOs. The reputation of the attractions or the image of the tourist destination built in the past automatically attracts a large number of tourists, without the need for DMO to spend great efforts to promote and build the image of the destination, therefore, more energy is put on improving and better diversify local services and products, enhance reception capacities and expand infrastructure and service resources. This type of attraction satisfies a need for "been there" tourists, that is, to broaden their horizons and add an attraction to their list of footprints.

This may be feasible for popular destinations and tourist attractions. It eliminates the need for upfront market building investments in the destination to explore new markets. It just needs to consolidate its supply chain and strengthen the management and upgrade of support hardware structures and software service experiences. It also meets the basic needs of "been there" tourists, this is described in Pearce's travel career model as core motives, such as novelty and escapism (Pearce, 2011). Traveling abroad, or to more luxurious destinations, such as Iceland, has more needs to meet. Since the cost and difficulty of going to these places are relatively high, it can meet the middle-layer motives such as self-development to some extent and more motives of the outer-layer such as romance (McKercher, 2017). On this basis it is possible to add new products during the trip to enrich the experience of the tourists and create new tourist requests to attract tourists who visit repeatedly, improving the reputation of the attraction through the positive feedback of the tourists through online platforms, social media or word of mouth. In the cases of Iceland, it is definitely a built destination in the Chinese market.

Due to the DMO's partnership with private and public stakeholders, such as tour operators, NTOs, inbound suppliers, and outbound organizers (Wang, 2011, p17), for lesser-known destinations, it is necessary to build the market and explore demand in order to better obtain their own market segments by clearly positioning themselves in the source market. It is necessary to first build the destination image, develop markets and channels, and allocate the corresponding supply

resources. It must be said that if the destination does not advertise and invest early in this way, tourists will not visit continuously and regularly. As there is no long-term development system, the destination will not become the first choice of tourists. In the initial phase of the market building, on one hand, DMOs can consider B2B channels, expanding the visibility of tourist destinations through existing market mechanisms, and cooperate with tour operators, travel agencies, and online platforms to launch new products and routes. Another way is to incorporate attractions into existing tours, connecting major and lesser-known destinations, dispersing tourists from overcrowded attractions to smaller attractions. On the other hand, B2C channels can also be used to advertise with the terminal tourism market, improve their brand image, and spread knowledge about the destination, so that the interest of visitors increases. Such attractions will also be taken considered in the destination selection process and finally included in the new travel planning.

It should be noted that DMO does not necessarily provide channels for multiple tourists to obtain specific information, but many intermediate channels, such as travel blogs, personalized travel providers, experienced tourists, content generators and information platforms, and many more. Many tourists can make a decision on their travel destination after further exploring the destination through other media and channels. Indeed, the traditional way of getting travel information and viewing attractions is being opened up by multiple media and channels. In many cases, the regeneration and overlay of information are gradually completed under the independent editing and exploration of experienced tourists and travel bloggers. Constantly updated blogs and first-hand travel tips have gradually replaced and incorporated the role of DMO. Tourists have started receiving a great deal of information on the platform, selecting attractions and products that meet their needs and, in many cases, can develop and customize new ones. It can be said that many tourists already know the attractions better than tourism professionals. This particularly highlights millennial young tourists and some backpackers, who are leading the travel market in new ways. However, DMOs can then identify destination brand ambassadors, as well as fund KOL and KOC to attract more tourists and increase market demand.

In addressing the ongoing COVID-19 pandemic around the world, it is also an opportunity for the sector to rethink its business model, addressing sustainability, digitization, and the tourism experience as a center of tourism development towards the future. It is a crisis that composes both threats and opportunities. Destinations can use this opportunity to transform from number-centric assessment into value creation (European Tourism Convention, 2020). In this way, tourism can be sustainable in the long term, balancing its impact together with other sectors and society at large. On the one hand, attractions can explore the needs of tourists, such as safety and health, greener travel, and the modern data-driven tourism experience, creating some innovative products and services to meet their emerging needs in the new normality. On the other hand, tourists can bring values to attractions in terms of a sense of sustainability and responsible consumption. It makes sense for destinations to select tourists who are responsible for the destination in terms of behavior and consumption and can spend enough to contribute to the local economy. Tourists can actually also meet the needs of attractions in order to achieve their sustainable goals, such as creating safer, more resilient, inclusive, and sustainable destinations and creating decent job opportunities, and catalyzing the economic growth of local destinations and communities. It is a two-way interaction in which common values attract each other to satisfy the needs of the other party.

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Bounded Hospitality

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Abstract

This paper explores the challenges of identifying 'appropriate' levels of hospitality in different settings. It highlights personal experiences of the authors at two very different tourism venues in New Zealand and The Netherlands. The paper highlights some key similarities and also differences which the authors have observed and suggests opportunities for further research using the Relations Model Theory.

Keywords: hospitality, boundaries, status, stranger, host, relations model theory

[WP]

Introduction

In comparing the Dutch and German terms for hospitality Nouwen (1975) notes that both "offer friendship without binding the guest and freedom without leaving him alone" (Nouwen, 1975, p. 51). However, the German *gastfreundschaft* also suggests involving the guest in the life of the host while *gastvrijheid* focuses on giving the guest freedom to choose their level of involvement while being hosted. The interpretive dimension of translating languages then uncovers similarities and differences in how people culturally define societal practices towards hosting strangers. Derrida (2000) also explores the concept of 'hostipitality' or the limits of hospitality.

The purpose of this working paper is to explore the methods and places that can help us gain insights into the shared understandings of individuals, businesses, and communities about hosting customers and strangers in spaces where there are perceived restrictions of access for certain humans. Research for a paper on changes in the deployment of Māori concepts in tourism strategy planning in New Zealand between 2001 and 2015 alerted the authors to challenges in creating common meanings around the idea of hospitality towards international tourists at an industry level (Albrecht, 2017; Spring & Losekoot, 2018; Martin, 2010). Tourism New Zealand (TNZ) identified *manākitanga* as "the core differentiating Māori value" to market New Zealand as a tourist destination (TNZ, 2016, p. 7). Often translated into English as meaning hospitality, Māori and other New Zealanders at times highlight the universality or uniqueness of *manākitanga* in expressing ideas of hospitality between hosts and guests (Ministry of Tourism, 2007; Tourism Industry Aotearoa, 2016, TNZ, 2016; Metge, 2015; Patterson, 1992). This suggests that localized usage of cultural concepts more readily convey discrete definitions of hospitality to one or more community or cultural groupings. Words denoting hospitality are imbued with cultural behaviour tied to specific places involving their own logic of how to transform the stranger into a guest, and what is expected of them and the host in what is (usually) assumed to be a brief encounter.

Tourism and hospitality businesses integrate their hospitality within a framework of commercial exchange. This involves sharing spaces and other resources restricted to recognized groups such as customers, staff, family and friends. That sharing occurs within a continuum where such sharing mirrors the conditions of being received as a stranger in a private house to being given the keys of that private space and where physical needs such as food are negotiated through request or are an unquestioned condition of the understanding between host and guest. Fiske's (1992) Relational Models Theory (RMT), and in particular, observations by Pinker et al. (2008) about its utility, may help those without much familiarity with Te Ao Māori to perhaps get a sense of Martin's (2010) concerns, and hosting customers and strangers in spaces where there are perceived restrictions of access for certain humans such as those where Māori customs and protocols supersede all other considerations involving hospitality. Using Nouwen's (1975)

conception of hospitality to cover the principle that it offers "a friendly emptiness where strangers can enter and discover themselves as created free" (p. 51) we can apply Fiske's (1992) RMT and construe this "friendly emptiness" as a distribution of the resources of the host community to strangers. Using RMT in conjunction with individual and cultural constructs of hospitality may help us identify the factors that can open up restricted spaces for strangers, and if those factors can be connected with one of the four modes of social interaction of the RMT.

While Bourtange provided a unique experience, the author noted parallels with Whakarewarewa Thermal Village, Whakarewarewa, Rotorua, New Zealand in the juxtaposition of the tourist offering within the physical and social spaces of a community residing in a bounded geographical area separated from other local neighbourhoods. Both experiences involved crossing a bridge into a space bounded by a barrier of water. Entry at the bridge to Whakarewarewa involved a fee whereas it was free to enter Bourtange. At Whakarewarewa, *manākitanga* within the spaces accessed by its bridge is extended to customers within a range of commercial products designed and delivered at a village level by representatives of the host community and then tourists have the opportunity to visit shops run by individual businesses and other areas designated for visitation. At Bourtange, you can cross over the bridge as a stranger without ever having to be a customer. If a stranger chooses to be a customer once past Bourtange's bridge then a person can eat, shop, sleep and participate in a number of activities while always having the opportunity to avoid commercial transactions with the community there. The caveat to these observations is that, to all intents and purposes, my Dutch family members acted as mediators between myself and the local community. Although I received hospitality through a range of encounters, I had no need to make sense of any element or having to adapt to or integrate within, any unfamiliar or unrehearsed aspect of hospitality outside of my "comfort zones".

This is not the case when I, as a Pākehā (New Zealand European), participate in an exchange of hospitality such as a tour or other formalized form of entry when visiting a geographically and culturally bounded Māori space such as Whakarewarewa Thermal Village. I am always aware of historical and continuing injustices to the indigenous people, the tangata whenua, of Aotearoa New Zealand. The researchers decided to start with thinking about processes connected to hospitality in a community-defined bounded physical space that separated from even other members of the same community in the same vicinity.

The social practice of hospitality in different places can be both reassuringly familiar and yet bewilderingly foreign to strangers in a new land. A failure to appreciate the significance of *mana* for Māori and its role in *manākitanga* may then impinge on a fuller understanding of what translates to hospitality in Māori society, and, consequently, New Zealand society. Therefore, for a foreigner to understand *gastvrijheid* in the context of hospitality they may need to understand how the Dutch conceptualise freedom. The meanings of words such as *gastfreundschaft*, *gastvrijheid,* hospitality, *manākitanga* are thus further linked to other words to express more fully what individuals and communities mean and do by them. Such clusters of words that are both memorable and relevant tend to inform social behaviour about what is expected, encouraged and sanctioned against when treating a stranger as a guest in your own place and being that guest.

Bourtange was built as a fortress in 1580 as part of successful strategy of the United Provinces, the nascent Dutch state, to capture the city of Groningen from Spain. Bommen Berend Day is a local holiday on the 28th August in Groningen that commemorates the defeat of "Bombing" Bernhard von Galen. In marketing Vesting Bourtange, a range of products have been developed that seek to stage food, beverage and tourist activities connected to the documented past such as The Fight where a visitor can shoot "cannons and imagine yourself on the ramp of the fortress with the troops of Bommen Berend approaching" or cosplay at an imagined medieval banquet where "the middle ages comes to life with peasants, townsfolk, and strangers joining you" (Vesting

Bourtange, 2020; n.d., p.12). Research can explore the tension between the extent the freedom of the guest is bound to the dictates of the host. Can a participant act the peasant at a staged event and take a bite of bread before dipping it in the common dish? Medieval books on etiquette noted that “peasants may do that, not "fine people" (Tannhäuser in Elias, 2000, p.55).

Conclusion

The authors approach this research with an open mind and seek to employ this paper as a way of gauging what strategies and tools are pertinent in a study of hospitality where the boundaries between commercial, communal, private and public spheres appear more nuanced when tourist destination status is more explicitly enmeshed in the demarcated identity of a community such as Vesting Bourtange and Whakarewarewa Thermal Village. New Zealand.

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Challenges Associated With International Travel Bubbles/Corridors During The COVID-19 Pandemic Crisis Of 2020

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Abstract

The 2020 outbreak of the COVID-19 has imposed the greatest challenge to the viability of the global travel industry in living memory. Unlike previous pandemics, COVID-19 has affected all sectors of the tourism and hospitality industry globally, integrating a downturn in travel to and from all countries. During previous pandemics, tourism recovery was largely market and perception driven. By contrast, the recovery of tourism during and after the COVID-19 pandemic, is predominantly determined by government policy, with emphasis on opening or closure of borders, quarantine procedures for arriving and returning travellers and social distancing regimes.

This paper examines the role of international travel bubbles/corridors as a key stage towards the resumption of international travel between participating destinations. It also discusses how COVID-19 has altered core paradigms of tourism, which have dominated tourism operations and thinking since the advent of mass international tourism since 1970

Keywords: travel bubbles, destination recovery, risk, pandemic response, travel advisories, quarantine.

[WP]

Introduction

Pandemics have disrupted travel and tourism for hundreds of years (Henderson 2007). During 2020, the global economy and especially the tourism industry, experienced unprecedented disruption due to the outbreak of COVID-19. Although COVID-19 is neither the most toxic or widespread pandemic in history, it brings with it a potent mixture of a moderately high mortality rate (2.7%) and a wide range of medical unknowns. (WHO 2020) The COVID-19 virus has proven to be highly infectious. Within the space of three months from November 2019, it spread from the first recorded cases in China, to infect populations in almost every country on earth.

At the time of writing (October 2020) COVID 19 has infected over 43 million people and it has killed over 1.16 million people (Worldmeters 2020). In the absence of a reliable and proven vaccine, infections increase globally by a rate of over 200,000 cases per day. Yet COVID-19 has proven less virulent that the Spanish Flu outbreak of 1918-1921 which killed over 50 million people out of 500 million cases (10% mortality rate) and less pervasive than H1N1, (swine flu) which infected 1.4 billion people in 2009-10. Swine Flu's disruption of global tourism was moderated due to a low mortality rate 0.03% and a vaccine that was an effective cure for 60% of patients. (WHO 2010)

The scale of the COVID-19 pandemic's impact on international tourism has been vast. International aviation Since March 2020 is down over 90% compared to the same period in 2019 (IATA 2020). Of the 350 million jobs attributed to tourism by the World Travel and Tourism Council in 2019 over 220 million jobs have been lost during 2020. (WTTC 2020) Cruise ships (with a few exceptions) have largely suspended operations from March 2020 until the end of 2020. Thousands of social, business and sporting events worldwide, were either curtailed, cancelled or postponed during much of 2020. (CLIA 2020) Most prominent among them the 2020 Tokyo summer Olympic Games, which Japan plans to host in July 2021.

A major distinguishing factor between COVID-19 and all previous pandemics over the past century has been the dominance of government policy in establishing restrictions on both international and intra-national tourism activity. These restrictions include (Beirman 2020):

1. Entry of tourists across borders and medically based conditions applying to entry. Some countries, notably Australia, New Zealand, Israel and Samoa have (with a few exceptions), banned inbound international tourists. Many more countries have banned tourism from selected countries deemed as high risk. Some countries including China and Australia imposed bans on outbound tourism.
2. Many national and state/provincial/prefectural jurisdictions have required external tourists to undergo a quarantine regime prior to official permission to enter.
3. Social distancing regulations within jurisdictions limit activity and capacity in commercial accommodation enterprises, restaurants, pubs, retail establishments, places of entertainment and dining, sporting, social and business events, conferences, public transport, tour parties, cruises, attractions and educational institutions.

All the above have served individually and in combination to restrict tourism activities in a wide range of countries during the pandemic. Consequently, subject to the severity and spread of the COVID-19 outbreaks, many countries have imposed severe restrictions on tourism entry and activity.

The COVID-19 pandemic challenged many core paradigms which have dominated tourism growth, business management, government policy and operations since 1970. Global mass tourism has been a high growth phenomenon since the introduction of wide body international jets in 1970. (Weaver and Lawton 2014, Cooper 2016)

These key paradigms include:

1. The democratisation of tourism is founded on sustained growth in global tourism numbers, which in turn makes tourism increasingly affordable to a greater portion of the world's population.
2. Tourism is a positive and resilient force for the global economy committed to the free movement of people and peaceful cultural exchange. If managed sustainably tourism can potentially address many of the world's environmental, social and political problems.
3. Tourism and hospitality enterprises could successfully operate as high volume and low yield enterprises. Apart from a few business collapses tourism businesses would remain viable on the proviso that they generated sufficient volume and turnover.
4. Governments consider tourism to be a desirable industry sector which advances national economies, infrastructure and regional development and create employment and positively showcase destination attractions (Beirman 2020).

The COVID-19 pandemic and the associated deep and prolonged slump in global tourism has undermined the validity of these and many other core paradigms shared to varying degrees by tourism industry associations and many tourism scholars over the past 50 years.

The research conducted by the author focusses on the staged restoration of tourism between countries. The lack of a global strategy for tourism destination recovery is largely due to the variable impact of COVID-19 on countries. The favoured recovery option to resume international tourism has been via travel bubbles/corridors/ corona-corridors which enable a pair or a group of countries to agree to conditional travel between them. This research will examine how these bubbles/corridors work with a focus on mutuality and the operational and policy challenges encountered by participating countries.

Methods

The research undertakes a content analysis of the status on declared travel bubbles and corridors between participating countries and regions. The research focuses on ten different international travel bubbles/corridors to assess a number of key factors (see appendix).

1. The extent of mutuality or reciprocity between the participant countries in relation to border opening and closing.
2. Mutuality or differentiation in relation to either quarantine free access or the application of quarantine restrictions.
3. Mutuality or differentiation in relation to social distancing requirements.
4. Mutuality or differentiation in heath and testing restrictions that apply to approved travel rights for travellers between participating countries.

The model for responses is as follows. An example in Figure 1.

Countries Participating	**Mutuality of Entry**	**Mutuality of Quarantine**	**Mutuality of Social Distancing**	**Mutuality of Health Testing Prior to Arrival**
Australia/ New Zealand	New Zealanders can enter Australia Except QLD, WA, VIC	New Zealanders Quarantine Free In NSW, ACT. SA, NT, TAS Not valid for VIC, WA, QLD	Social Distancing rules vary between Australian states	Required evidence of COVID-19 testing prior to arrival
	Australian banned from New Zealand	New Zealanders Subject to self -funded quarantine on return to NZ Australians banned from New Zealand	N.A. Australians banned from NZ	N.A Australians banned from NZ
Mutuality Score 1-5	2.5	2	2	2.5
Total Mutuality 9/20				

Figure 1. Australia-New Zealand Travel Bubble from October 2020

Travel bubbles are a dynamic concept and are subject to changes based on policy shifts, the status and severity of the pandemic in participating countries.

Discussion

Although travel bubbles/corridors are an important first step in the resumption of international travel during and post COVID-19 they can only be regarded as effective if they have a high level of mutuality especially in relation to open borders and the absence of compulsory quarantine requirements. The Australia-New Zealand travel bubble shown in this paper is clearly not mutually beneficial. Many travel bubbles in Europe have achieved high levels of mutuality, although the evidence shows that consequent spikes in COVID-19 cases have led to policy changes compromising their mutuality. Travel bubbles generate business in most sectors of tourism, especially international transport, accommodation, attractions and subject to social distancing events and hospitality services.

Conclusions and Implications

Barring the introduction of a globally effective and reliable vaccine, COVID-19 is likely to suppress global tourism recovery until well into 2021 and possibly beyond. Government policy is the key determinant of the re-opening of tourism.

Travel bubbles/corridors are a useful strategy in a staged recovery for tourism between participating destinations but will only succeed if there is a high level of mutuality which facilitates relatively free flow of tourism between participating countries. This working paper is the beginning of a more detailed and broader research program to track the effectiveness of travel bubbles as a viable strategy to restore tourism during and after the COVID-19 pandemic.

Appendix

Travel Bubbles to be assessed in follow-up research:

Australia-New Zealand, Maldives-China, Thailand-China, UK-Greece, Germany-Austria, UK-Spain, Singapore-Japan, Caribbean Bubble, Baltic Bubble (Lithuania, Latvia, Estonia), EU Bubble.

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Community-Related Factors Influencing 'Investment-Readiness' Of Local Government Areas In Regional Australia

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Abstract

This paper investigates the community-related factors influencing the investment-readiness of local government areas in regional Australia and how these may be measured. The research was conducted in the form of semi-structured interviews with key stakeholders as part of a larger project into an integrated tourism data platform. The aim was to better understand why some major tourism investment projects suddenly face unexpected community backlash despite the project being well aligned with council's strategic direction and otherwise ticking all the boxes. Preliminary findings suggest that one key explanation for this is a lack of community trust, caused by an ineffective (or missing) dialogue between council and community. Two indicators are proposed for how this community trust (or lack thereof) may be measured and improved, specifically by analysing the ongoing community engagement against the IAP2 Spectrum of Public Participation and comparing this against community satisfaction in regards to consultation and engagement.

Keywords: communities, destination, development, planning, tourism

[WP]

Introduction

Attracting quality tourism investment[1] is a key goal for many local government areas (LGAs) in Australia and significant amounts of time and effort are spent by regional and rural councils to ensure that they are 'investment-ready'. This term refers not only to infrastructure and land provision, but also to a whole range of approval processes, partnerships and capacity building. This paper looks specifically at the community-related factors influencing the investment-readiness of LGAs in regional Australia and how these may be measured.

Problem definition

The Australian Government provides a framework guide for tourism investment-readiness, which identifies local community engagement as a key priority and gives recommendations for how this should be approached. The guide advises that:

> *An ongoing fact-based conversation with communities about the potential benefits of tourism investment is an effective way of building community support for investment. If communities understand the benefits of tourism investment they are more likely to support proposals. An ongoing effort to build community awareness of the potential benefits of tourism related investment is required, particularly in locations with high tourism potential where there has been little recent investment or investment opportunities have not been fully realised. This activity needs to be seen as developing partnerships with local communities rather than just providing them with information (Allen Consulting Group, 2011, pp. 27-28)*

Our research suggests that tourism investors often follow this approach and that even high quality projects can progress well initially, only to unexpectedly hit community backlash at a later stage of the project when substantial time and resources have already been invested. This paper

[1] Defined here as tourism investment that aligns with the strategic direction of the respective LGA.

investigates how investors may be able to anticipate this scenario and what councils may be able to do to prevent this from occurring.

Literature review

The literature provides some insights into the underlying causes of this scenario. Conde and Le Billon (2017) for instance have identified several community-specific factors influencing resistance likelihood (Table 1). Particularly relevant for the tourism sector is that a 'trust in institutions' decreases the likelihood of resistance, suggesting that the level of community trust is an important aspect that is overlooked in tourism investment-ready guidelines.

Table 1: Community-specific factors for resistance likelihood in the extractive industries (Conde & Le Billon, 2017, p. 683)

Factors			**Resistance Likelihood**		
			↓	Mixed	↑
Community	Marginalisation	Economic		X	
		Social	X		
		Political	X		
	Mine Dependency	ASM		X	
		Labour and corporate support	X		
	Place and Territory	Prior-mining activities	X		
		Culture, livelihood & anti-extractivism			X
	Alliances			X	
	Trust	Institutional trust	X		
		Relational trust			X
	Participation	Community-driven			X

Councils have an important role in regard to community trust: not only are councils the intended representatives of the community, but they are also usually responsible for land rezoning, project assessment processes and building approvals under statutory land use plans and regulations (Driml, Robinson, Tkaczynski, & Dwyer, 2010). Council performance is generally measured in local satisfaction surveys, however, trust is not the same as satisfaction! The UK's Local Government Association (2017) emphasizes that 'often […] people do not trust their council. Even when they're satisfied with the services they receive, they feel the authority is bureaucratic and impenetrable – that they're being processed rather than engaged with as individuals' (p. 130). Local satisfaction surveys provide important data on the effectiveness of council processes but, in isolation, do not give an insight into the level of community trust.

Methodology

This research was conducted as part of a larger project into an integrated tourism data platform, with the intention to provide a measure of social license, development application and approval process for tourism investment that could be compared for local areas across Australia – in other words an index that could help avoid or address the scenario described in the problem definition above. The methodology involved a reiterative process of needs specification, literature and data availability review, long- and shortlisting of indicators with stakeholders, a case study of Victoria, and the identification of core indicators applicable nationwide. The consultations with stakeholders were conducted at various points in this process and involved two group discussions with council associations from each state, as well as six interviews with developers, tourism associations, council associations and government agencies. All consultations were conducted in the form of video or audio calls and the duration for each was approximately one hour. Identifying and testing the community-specific indicators for tourism investment-readiness was one of the

key elements of the primary data collection. Other important indicators for the index such as the local strategic alignment for tourism development and the development application and approval complexity were also explored and tested, however these are beyond the scope of this working paper.

Findings and Implications

Overall, the results of this paper support the government recommendations: major tourism developments rely on an effective engagement process that works carefully through the risks and benefits with all stakeholders (i.e. council, communities and developers). The quality of this engagement varies between LGAs - generally, the more effort is placed into a constructive dialogue, the more effective it is. However, it also depends heavily on the ongoing, more general engagement processes. For example, consulting a neighbourhood about a proposed change is more effective when council has already been speaking to people on a monthly basis. People know each other, the consultations have been designed accordingly and council staff are more likely to have the support of the community when making decisions (Local Government Association, 2017). Arguably, this could be what the authors of the investment-readiness guide mean by 'ongoing partnerships', however this terminology is misleading when applied to the council-community relationship. There is no such thing as 'one community', thereby making it difficult to select key partners that are truly representative. To add to this complexity, a single party may play multiple roles at different times (e.g. as both an employee of a tourism enterprise and a resident).

In summary, while community sentiment can be influenced by following the government recommendation outlined above, the level of community trust cannot. Critical for community trust are ongoing conversations between council staff and community and how well these are translated into policies and strategies. Given the highly qualitative nature of such an analysis, the question arises as to how this can be measured and benchmarked across the country. It is often argued that the best indicator of people's trust in government is the result of elections, however this may not be applicable here as the ongoing council-community relationship is driven by senior permanent council staff – not elected councillors. Data on community engagement and satisfaction are also fragmented across the country making it difficult to benchmark and compare.

The preliminary findings suggest two core indicators to measure the level of community trust:

1. The level of ongoing community engagement using the *IAP2 Spectrum of Public Participation* (IAP2 International Association for Public Participation, 2018); and
2. Community satisfaction in regard to consultation and engagement.

Many LGAs in regional Australia already measure these two indicators (at least partially) for other purposes and it may be helpful to integrate this data into the development of tourism investment-readiness strategies.

Disclaimer

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Contrasting Appreciation Of The Tasmanian Wilderness: Mediating The Chinese Visitor Experience From A Cultural Complexity Approach

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Abstract

This exploratory study focuses on the diverse appreciation of the Tasmanian wilderness in the eyes of Chinese visitors. In response against an essentialist approach to understanding Chinese visitors and in addressing the criticism that a more dynamic and fluid understanding of culture is mainly academic and not useful for the practice community, this study adopts a cultural complexity approach to understand Chinese interpretation and comprehension of wilderness. It suggests that tourism mediators can utilise the range of contrasting appreciation of a site to engage visitors and shape their experiences. By analysing posts on Cradle Mountain – a premier Tasmanian wilderness site – at a popular Chinese travel blog website, we have identified a range of 'reference points' that can be used in tourist experience mediation. We postulate that by invoking the range of them in the mediation process, together with local interpretation and knowledge, visitors can create more endearing and engaging experiences.

Keywords: wilderness, Tasmania, Chinese visitors, cultural complexity, reference point, appreciation

[WP]

Introduction

Tasmanians take pride in their island's pristine nature. The way that Tasmanians interpret and appreciate their wilderness however can be different from visitors (Ma, 2019). Instead of using the common static way of catering to Chinese visitors, this paper understands the cultural backgrounds of Chinese visitors through a cultural complexity perspective, i.e. culture is seen as a dynamic carnivalesque web of contrasting, complementing and contradictory social manifestations which is necessary for the functioning of any society. The myriad of social manifestations is a resource for members to express, interpret, control and navigate diverse situations and encounters, even when they are travelling (Ooi, 2019).

Such an approach contrasts against the essentialist and more static reading of Chinese visitors. While an essentialist approach offers clear directions on how to cater to them, it also often orientalises these visitors, and is disrespectful (Ma et al., 2018). The criticism of using a dynamic and fluid understanding of culture is that such an approach is not useful for the practice-community; we take up this challenge in this project.

This study seeks out the diverse ways that Chinese tourists describe and appreciate Tasmanian wilderness. Their diverse ways of interpreting the same site, albeit often under different conditions (e.g. weather, social company), lay out a range of 'reference points' for tourism mediators to invoke and communicate desired and layered interpretation, understanding and evaluation of the site while presenting to and/or interacting with them. It is not just about using one or a few of these reference points but to understand the range of them to help contextualise and shape the tourist experience with the visitors.

Reference points or touch points are cognitive and emotional resources that resonate and draw interpretative and evaluative responses from individuals (Rosch, 1975; Walmsley & Jenkins, 1992). Narrating a web of familiar reference points enables tourism mediators to weave a narrative that is more entwined in the visitor's worldviews and fit into their cognitive maps. It will also endear their

new tourist experiences into their own perspectives and understanding (Ooi, 2011, Ong & du Cros, 2012).

Notes on method

Data were collected through a popular Chinese travel blog website mafengwo.com. The website offers users a platform to post reviews, and many use it to communicate with other travellers who may be at the destination at the same time. 75 posts on Cradle Mountain, Tasmania were collected (by 9th September 2020). The posts, which are all in Chinese, are dated from 2014 to 2019. Our goal is to look at the diversity and richness of the reviews, rather than to force a more generalised and simplified view of Chinese visitor experience at Cradle Mountain.

After collecting the data, it was coded within the original Chinese into categories and sub-themes were identified to depict the core elements. Eventually all data were sorted and grouped by the categories and sub-themes, enabling us to identify, compare and reveal the diversity of how Chinese visitors describe their experiences and appreciate Cradle Mountain. Whole translation and interpretation steps were conducted during the writing process, mainly by Zhang who is a native Chinese speaker, and then revised by Ma, who is also a native Chinese speaker, and Ooi, who was taught Chinese Mandarin at school in Singapore. The interpretations aim to reflect the intended meanings, and for clarity, references to classical poetry and sayings were interpreted in a contemporary manner.

Findings and discussion

To demonstrate the type of data collected and how we intend to use the cultural complexity approach to support tourism mediators in their work, we will use two examples: animal droppings and Dove Lake.

With regards to the first example, there are many wombats at Cradle Mountain, and their droppings (together with other animals') are littered everywhere. CM014-1 wrote:

> *… I took the photo of the legendary cube-shaped poo [便便, Bian Bian] of wombats. It was very cute, hahahaha [laughing].*

This user mentioned the uniqueness of wombat droppings and being amazed by it. In this text, the user referred to the phrase *Bian Bian*, which is an endearing term for droppings. In contrast, some users were disgusted by the droppings. CM073-1 lamented:

> *When I entered Cradle Mountain, it looked beautiful. However, when I looked down on the ground, there was full of animal shit (粪, Fen). Based on the size, they looked like kangaroos' [sic].*

In this text, the user used *Fen*, which has a strong negative connotation, and is often used to refer to dog shit littered in public spaces in China. The expressions demonstrate that there is no singular appreciation of the animal droppings at Cradle Mountain. And the interpretations invoke different experiences. The contrast provides the opportunity for mediators to use them together as reference points to weave a layered story to engage visitors, stir a debate and deepen understanding of Tasmanian wildlife.

The second example is on how Chinese visitors describe Dove Lake which sits at the foot of the mountain. CMO43-5 described a deep experience:

> *I was walking in the virgin forest, and enjoying the spiritual cleansing of enjoying Dove Lake. The lake was like a mirror because there was no wind [潭面无风镜未磨, Tan Mian Wu Feng Jing Wei Mo], and the peaceful scenery looked like a painting. I was fully immersed in nature and was oblivious to my own existence.*

The phrases used refer to a classical Chinese poem. They characterise the Chinese experience of peace and in 'harmony with nature,' and allude to a transcendental experience. Besides the use of classical literature, there are other ways of depicting the lake in the most evocative manner. CM071-2 wrote:

> *Dove Lake looked different with the angles of the sunlight, so pretty. I saw the lake in grey, blue, yellow, and colourless. I have no idea what the lake will be like when it mirrors the snowy beauty around it during winter.*

And with references to experiences that are considered rare in China, CM018-1 and CM068-2 opined:

> *The water of the lake (Dove Lake) in the mountain (Cradle Mountain) is so clear that one can see the bottom [清澈见底, Qing Che Jian Di].*
>
> *… I was too thirsty when hiking. I bottled the lake water to drink ~ It was so sweet [甘甜, Gan Tian].*

The different and contrasting interpretations of Cradle Mountain, and as described through Chinese poetry, references to daily experiences back home (such as not being able to drink the water in the wild) and through common expressions offer a range of reference points that readily invoke and shape the tourist experience of the site. We postulate that by invoking the wide range of contrasting points (not just one or a few) in the tourism mediation process – together with local interpretations – visitors are encouraged to celebrate and appreciate Tasmania wilderness at a deeper level. The co-creation of the tourist experience can be nudged in the desired direction if we see the engagement with visitors and their cultural background as constantly open, dynamic and negotiable.

Implications

In using a cultural complexity approach, this study identifies a contrasting array of diverse interpretations and appreciation of Cradle Mountain by Chinese visitors. The goal is not to present a flattened view of the Chinese but instead to find reference points that would invoke responses and help manage the co-created tourist experience. The mediation process is dynamic, and for the case of tour guides, they are in a better position to use these reference points to dialogically help tourists construct the preferred experience.

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Couple Vacations: A Critical Need For Connection Experiences During Social Distancing

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Abstract

COVID-19 is significantly impacting and disrupting tourism. Simultaneously, social distancing requirements and its lockdown directives have taken a tremendous toll on people's relationships and their mental health and well-being. In this study, we explored the role of tourism in addressing couple's mental health problems. A study sample of 112 couples (n=224 individuals) was drawn from a dyad panel of American couples in a committed relationship. Our findings indicate that couples engage in more "connection experiences" when on vacation than at home. Specifically, while vacationing together, couples were more likely to engage in more shared activities, new experiences, fun, communication, and sexual intimacy (p-values < 0.001). Previous research suggests that engaging in shared novel activities is associated with higher relationship functioning and satisfaction. Thus, as the tourism industry strives to recover, they should continue to identify and market their critical role in providing novel environments and activities that stimulate arousal, individual growth, and strengthen relationships.

Keywords: COVID-19, healthy relationships, tourism, couple vacation, novelty, connection

[WP]

Introduction

COVID-19 is significantly impacting and disrupting tourism. At the same time, social distancing requirements and its lockdown directives have taken a tremendous toll on people's mental health and wellbeing. Much of the world has been "trapped" in their homes with loved ones. Although these measures are necessary to prevent the spread of the virus, various reports show an unfortunate increase of public health issues related to domestic violence, loneliness, anxiety, digital divide, and many other adverse outcomes. As travel restrictions are gradually lifted in 2021, tourism in its new forms can respond as part of the "new purpose economy."

Previous research has indicated those with stronger social connections are more likely to live longer (Holt-Lunstad, Smith, & Layton, 2010; Waldinger, 2015). The tourism industry can play a critical role in addressing public health problems by providing novel environments and activities that stimulate arousal, individual growth, and strengthen relationships (Durko & Petrick, 2016; Melton, Hodge, & Duerden, 2020; Shahvali, Jelodari, Dorfeshan, & Kerstetter, 2020; Shahvali, Kerstetter, & Townsend, 2019). In this research, we focused on the role of vacations in maintaining healthy family relationships, especially for couples.

Past family tourism studies have indicated there is a positive association between vacation, improved relationships, and subjective well-being (De Bloom, Geurts, & Lohmann, 2016; Fu, Lehto, & Park, 2014; Lehto, Lin, Chen, & Choi, 2012; Shahvali et al., 2019). However, what is not clearly understood is the mechanism that facilitates the improved relationship.

Given the tremendous felt need of novelty and change among families and couples, the "self-expansion model" (e.g., Aron & Aron, 1986; Aron, Lewandowski, Mashek, & Aron, 2013) is one useful theory that identifies a unique pathway in which vacations improve couple's connections. The self-expansion model postulates that individuals are motivated to enhance their identities by accumulating novel experiences, knowledge, perspectives and other resources, often through close relationships. Couple's enhance their individual identities and their relationship through participating in "self-expanding activities" that are novel, challenging, interesting, fun, and

arousing in nature (Reis & Aron, 2008; Reissman, Aron, & Bergen, 1993). However, in many long-term romantic relationships, self-expansion often dissipates as the initial novelty of falling in love (aka, the honeymoon phase). The lockdown and the boredom associated with it has created further barriers to participation in self-expanding activities. Thus, now more than ever, partners need opportunities to engage in self-expansion activities to avoid boredom and maintain healthy relationships.

"Couple vacations" and the novelty and challenges associated with them provide a unique opportunity for couples to engage in shared "self-expanding activities" and "connecting" away from the "usual." In this study, we quantitatively explored whether couples participate in more "connection experiences" during vacations compared to their daily life activities; "connection experiences" identified as feeling loved, feeling close to others, feeling cared for, and/or valued.

Methods

A diverse sample of 112 couples (n=224 individuals) was drawn from a panel of American couples in a committed relationship who do not have any children living in the home, and have gone on a vacation lasting three nights or more at least twice in the previous year. Couples had different sexual orientations and were married or cohabitating for at least 12 months at the time of data collection. Data was collected Janruary through March 2018 (pre-COVID-19).

Connections experiences of couples were measured using Connection Experiences of Romatic Couples on Vacations (CERV), a set of items complied by Shahvali, Kerstetter, and Townsend (2019; see Table 1). Due to the dyadic nature of the data, we assessed independence in partner scores using Interclass Correlations Coefficient (ICC) (Kashy & Ackerman, 2017). Moderate to large ICC scores ranging from 0.29 to 0.68 for each item signaled non-independence of responses of partners. We adjusted for the non-independence of responses by averaging responses for each couple (i.e., couple or dyad score). To identify if couples participate in more connection experiences during their vacations, we conducted a series of paired t-tests.

Results

As illustrated in Table 1, results indicate that couples recruited from across the US experienced significantly more opportunities to connect during their vacations in comparison to a typical week at home (i.e., Grand Mean of 82 *vs.* 65; $p<.001$). The connection experiences that couples engaged in significantly more during vacations compared to their daily life, included: communication, shared activities, having fun together, and sexual intimacy (p values < .001).

Table 1. Connection experiences of romantic couples on vacations and during a typical week in daily life

Connection experiences with partner during vacations and in daily life*	vacations	typical week	t** (p-value)
	range, mean (SD)	range, mean (SD)	
We engaged in activities together.	25-100, 92.92 (11.21)	05-100, 72.08 (25.59)	10.9 (.000)
We talked.	20-100, 90.58 (13.71)	21-100, 85.53 (17.40)	4.9 (.000)
We had fun together.	59-100, 94.63 (08.76)	09-100, 79.42 (21.84)	9.8 (.000)
We respected each other's decisions.	25-100, 91.97 (12.60)	21-100, 88.56 (15.45)	3.7 (.000)
We learned of things we have in common.	07-100, 79.00 (23.50)	00-100, 62.42 (30.30)	8.8 (.000)
We experienced new things together.	14-100, 88.14 (16.49)	00-100, 49.86 (29.80)	16.4 (.000)
We offered different opinions.	00-100, 62.25 (30.95)	00-100, 60.55 (28.30)	0.8 (.432)
We spend quality time together.	35-100, 95.41 (08.56)	05-100, 81.21 (21.59)	9.4 (.000)
We tried new food together.	00-100, 74.78 (30.26)	00-100, 43.49 (32.84)	13.2 (.000)
We did things that were a little daring.	00-100, 53.93 (32.00)	00-100, 32.55 (30.13)	10.1 (.000)
We had sex.	00-100, 72.36 (32.00)	00-100, 55.52 (34.12)	7.4 (.000)
We showed affection by kissing, touching or holding hands.	02-100, 84.87 (22.29)	00-100, 74.40 (28.52)	6.2 (.000)
	Grand Mean = 82	Grand Mean = 65	t(223)=17.7 (.000)

* The scale ranged from 0% (Never or Rarely) to 50% (About Half the Time) to 100% (Almost all the Time).
** df = 111

Conclusion and implications

In a time of critical need for novelty and connection experiences, as travel constraints are removed or negotiated by families and couples (e.g., going on "staycations"), our findings suggest that vacations can provide couples more opportunities to "connect" than in their daily lives.

Thus, while identifying how the industry is keeping safe, social distancing protocols in place, tourism businesses should continue to identify and market their critical role in providing novel environments and activities that stimulate arousal, individual growth, and connection experiences.

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COVID 19 - Mass Gathering Events and Attendee Safety Protocol for Turbulent times

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Abstract

This paper forwards a psychosocial perspective of event safety management. In a time of social and economic upheaval - exasperated by the Covid-19 pandemic, safety has become increasingly significant in the vocabulary of researchers, managers, funding agencies and public bodies involved in the provision of events. The work documented here appraises the role of those with responsibility in managing people and their safety at mass gathering events, i.e. police, event managers and medical teams. It does so through a focus group review process with members from each of the aforementioned groups, and with reference to the analytical frame of the Ottawa Charter (1986). The work contributes to knowledge of event and crowd management, advancing the concept of transformative civic responsibilities while reframing aspects of the event experience to encourage trust and resilience in both attendees and host populations. The work here acknowledges the importance of mass gathering events (MGEs) at a time of social-economic upheaval following Covid-19.

Keywords: COVID-19, mass gathering events, safety, psychosocial, civic responsibility

[WP]

Introduction

Robertson, Hutton and Brown (2018) consider the importance of civic and social responsibility for mass outdoor events in times of socio-economic turbulence. No time is this responsibility more needed than in the turbulence that has been precipitated by Covid-19. As response to this, public events - as with all other mass activity, have been cancelled or postponed allowing for an extended period of time to pass. However, the influence and importance of events has not gone away and their safety is no less an imperative.

Safety has become increasingly significant in the vocabulary of researchers, managers, funding agencies and public bodies involved in the provision of events. Accordingly, this research project comes at a time when there is an acute need for appropriate application of psychosocial understanding and biophysical knowledge for the safe management of the social environment of tourism, tourists and communities. Accordingly, this work reviews the role of those with responsibility for managing people and their safety at events. These are event managers, police and medical teams', each of whom may have different perceptions of safety whilst managing large events. It does this with reference to the analytical frame of the Ottawa Charter (1986), the international agreement organised by the World Health Organisation (WHO) with an objective of 'Health for All'.

The Ottawa Charter retains a vital standard in explaining a holistic vision for social health based on creating people-based resilience (Middleton, 2008), supportive of youth (Steinebach & Langer, 2019) and the wider health needs of the population (Thompson et al., 2018). Moreover, its framework continues to be relevant in designing effective goals for social programmes (Fry & Zask, 2016). These are also the foundations of what Robertson, Hutton and Brown (2018) describe as the transformative civic responsibilities that can be attached to MGEs, generally, and when working with crowds and ensuring crowd safety, specifically.

This case example contributes to knowledge of events and crowd management for events, advancing the concept of transformative civic responsibilities (for social health) while reframing

aspects of the event experience to encourage trust and resilience in both attendees and host populations. This, the researchers advance, is a response to civic need, and contributes to the civic responsibility that – we infer – should be a contingent for all MGEs at a time of social-economic turbulence, and at which socio-psychological understanding is particularly important

Methodology

A case example is used in this document to reveal how shared knowledge may be generated to open possibilities for participants to rethink and reinterpret behaviour in a supportive and trusting environment, allowing individuals to clarify and share perspectives on the chosen topic. A shared cooperative process is established through the adoption of a multi-stakeholder focus (i.e. multi-lens focus) and is animated through focus group discussion.

The focus group method allowed three groups of experienced event personnel; event managers, police and medical personnel to provide insights into event safety through the lens of the three different groups, respectively. The focus group environment facilitated and generated shared knowledge and openened possibilities for the participants to rethink and interpret behaviour in a supportive environment; allowing individuals to clarify and share perspectives on the chosen topic (Tong et al 2007). The question topics centered on the participants' understanding of safety at events based upon their professional experiences and the related situational contexts.

In forming the methodology, the researchers reflected that actions are often intuitive, and that participants may not be consciously aware of how they obtained knowledge from their experiences (i.e., they may describe the entire scenario overall but may exclude important nuances acted upon). Accordingly, participants were asked to work retrospectively from an outcome (positive or negative), step by step, to the first aspect of the event that alerted them that they needed to take notice/action. Then the participants would progress to the steps in-between.

Findings

Participants in this study identified many risks to event safety, including lack of risk assessment, challenges in communication, and lack of ownership of risk and poor planning. Even though these risks were similar for each participant, the group identified both their own perspective of risks and their own ways of managing them. Event safety stakeholders were thus able to identify the interests of both the audience and the wider event community, with the goal of working together in an effort to foster a safe, supportive and trusting environment for all (Adongo et al., 2019; Nunkoo & Ramkissoon, 2012; Siegrist & Cvetkovich, 2000).

Harm minimisation space strategies (Earl, Parker, Tatrai, & Capra, 2004; Hutton, 2018) that are set in isolation are often less effective than safety strategies and policies that are used within a combined approach. The combined effort cited in this case not only fostered collaboration in assessing risks, but also nurtured the development of frameworks to reduce harm (Hutton et al, 2012). Moreover, this process enabled a rethinking of the personal skills required (for crowd management and other vital people-based activity) to integrate community knowledge and embed responses supportive of both attendees and the local population. Accordingly, this provides positive agreed responses rather than potential reactive and negative ones determined by less well-informed precedent.

Discussion

The case project addresses a specific need (identified in discussions with the event managers, event medical professionals and police personnel) for an established and rigorous approach that responds in real time to changes in the wider event and which has strategies and techniques that can be applied to minimise and modify those behaviours to reduce risk and harm. Designing a safe event requires a complete understanding of event management and audience behaviour. This understanding enables the event organiser to monitor a broad range of factors at the MGE in real

time. Then, when any factor or combination of factors reaches a critical point, the event manager acts to pre-emptively influence and modify audience behaviour before negative and/or unsafe behaviours are initiated. In a time of social fragility protocols such as those which allow for real-time flexibility are determined by trust and shared knowledge. In considering trust it is also important to understand distrust and factors that might lead to the erosion of trust (Elangovan, Auer-Rizzi, & Szabo, 2007). Such knowledge comes from a higher level of integration and communication between the stakeholders with responsibility for crowd safety during an event than is sometimes afforded to them. It is proposed that such integration requires a framework of understanding. Here, the frame is the Ottawa Charter.

The Ottawa Charter

The Ottawa Charter provides a lens to discuss event safety. The five key strategies for health promotion in the Ottawa Charter which direct this lens refer to building healthy public policy; creating supportive environments; strengthening community action; developing personal skills; and reorientation of health services (Thompson et al., 2018). With respect to creating supportive environments, the Ottawa Charter considers that all environments should care for our physical, social, spiritual, economic health needs and – more surprisingly, the needs of political health.

However, current event safety policies generally focus on curtailing the activities of individuals and do little to reduce the burden of harm on the wider community. These types of policies often only relate to the health and safety of the event goers and workers at the event. The creation and adaptability of a single multi-organisational response that includes police, event managers and medical providers would enable better communication reach and better coordination between all parties as well as sending one clear message to event goers (Hutton, 2018). This would affect more appropriate policy.

An important outcome of a single policy is the opportunity for consistency in the incident and health-related documentation at an event, which would lead, thus, to the collection of more evidence-based data that further informs and supports the management and development of strategies supporting event safety. Consistency – and the increased amount of data can assist in the evaluation of event safety approaches at events and provide a more reliable analysis of the effectiveness of safety policies and practices on the health and safety of audience members and workers at events (Hutton, 2018). This approach also assists in maintaining good collaborative practice amongst all participating organisations (Hutton et al 2011).

Conclusion and implications

Mass gatherings have multiple positive social impact and health benefits for attendees (Wood, 2018, 2019). Further, outdoor music festivals and other mass gathering events (MGEs) are impactful on the capacity of social settings (places and people) to be resilient to change (Gibson & Connell, 2015; Gibson, Waitt, Walmsley, & Connell, 2010; Sanders, Laing, & Frost, 2015; Mahon & Hyyryläinen, 2019).

Accordingly, the work here acknowledges the importance of MGEs at a time of social-economic upheaval, such as that instigated by global warming and Covid-19. It suggests that concomitantly there are opportunities for those with responsibility for their safety to co-produce event experience in ways that encourage safer experience, social resilience as well as social fulfilment for attendees and related communities. This, the researchers advance, is a response to civic need, and contributes to the civic responsibility (Bianchi & Marcus, 2013, Robertson, Hutton, Brown, 2018) that – we infer – should be a contingent for all MGEs at a time of social-economic turbulence, and at which socio-psychological understanding is particularly important.

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COVID-19 Impacts On Recreational Tourism In EU Countries

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Abstract

Europe is the most visited region worldwide, in many EU countries tourism forms a significant part of GDP. Within Europe, France, Spain, Italy, Germany and UK were hit hardest by the first wave of the COVID-19 pandemic. Among those, France, Spain and Italy are also international renown tourism destinations. Especially the tourism sector is very vulnerable to COVID-19 containment measures including closure of tourism infrastructure as well as regulations prohibiting movement of citizens or accommodation bans. The authors conducted an intensive literature review to classify COVID-19 impacts on recreational tourism according to experiences from past pandemics. Six types of impacts were identified: economic, financial, socio-economic, social and psychological impacts. In subsequent analyses the authors will apply these classifications on restrictions imposed in EU countries to give an overview of the areas where significant damages will result. In a third step the authors will classify possible responses of tourism businesses to these restrictions to develop creative solutions for the hospitality industry.

Keywords: COVID-19, recreational tourism, hospitality industry crisis, Europe, tourism

[WP]

Introduction

According to UNWTO (2020a), Europe is the most visited region worldwide with 50% of total tourist arrivals in 2018. More than 80% of the tourism spending in the EU is devoted to recreational and leisure tourism (World Travel & Tourism Council, 2019). Tourism is one of the most important industries in Europe in economic and employment terms as well as through its social and environmental implications (Eurostat, 2020).

It is expected that a crisis situation will be critical for tourism in Europe with high economic and employment damage. Past experiences from pandemics show that tourism suffers severely. During the SARS pandemic, global tourism arrivals declined by 1.2 % (Wilder-Smith, 2006). For COVID-19 prognostics of the WTO point to an overall decline of international tourism arrivals between 60 and 70 %, resulting in lost export revenues of approx. 1 trillion USD (UNWTO, 2020b). It is important to classify impacts of pandemics to detect which sectors need support from relief packages. Coronavirus viruses are considered a major global health threat (Goeifenbier et al., 2016). As these authors state, globalization contributes to the increase of this threat through a number of reasons: 1. increase of travel volume and frequency; 2 seasonal mass tourism and 3. more elderly and people with immune problems travelling.

Literature review

Impacts of pandemics on travel and tourism

Previous research found that crisis situations have a strong impact on travel and tourism. Different impacts are: economic, financial, socio-economic, psychological or social. UNWTO classifies the COVID-19 in impacts in the categories: fiscal policy, monetary policy, jobs & skills, market intelligence, public-private partnerships, restarting tourism, domestic tourism, others (UNWTO, 2020b). This classification is limited to the measures available to governments to offer immediate relief. Pandemics also have longer lasting impacts related to well-being or include other social consequences. Table 1 presents a literature review of past pandemics classified by type of impact.

Table 1. Literature Review

Type of impact	Authors, Year	Type of crisis and geographic area covered	Description of impact
Economic	Henderson 2003, Hai et al. 2004, Cooper 2005, Beutels et al. 2009, Min et al. 2011, Ooi et al. 2013	Different Crises, 2001 – 2009, China, Japan, Malaysia and Taiwan	Severe fall in inbound tourism with negative effects on hotels, carriers, travel industry. Negative effects on outbound tourism. Decline of GDP in affected countries. Duration of effects up to one year
Financial	Chen et al. 2009, Chen, 2011, Page et al. 2012, Joo et al. 2019, Kim et al. 2020	Different epidemics and crises (SARS, MERS, H1N1, terrorism, economic crisis), Taiwan, South Korea, GB, US, 1999 - 2016	Negative stock performance of tourism sector. Decline of tourism. Loss of revenue for the tourism and tourism-related service sectors.
Socio-economic	Pine & McKercher 2004, Novelli et al. 2018	Different epidemics (SARS, Ebola), China, The Gambia, 2003, 2014-2016	Declining tourist arrival, hotel closures, negative media coverage resulting in high unemployment.
Psychological	Hung et al. 2018, Kenyon & Gilbert, 2005	SARS, 2003; Swine Flu, 2009, HongKong, Foot & Mouth Disease, Great Britain, 2001	Mandatory quarantine in hotels, isolating guests, psychologically impacting the hotel's image. Mass slaughtering and burning of animals led to negative image on some rural destinations.
Social	Senbeto & Hon, 2020	Different crises, HongKong, 2003-2015	Changing tourist structure, purpose of visit, expenditure structure.

Methods

For this study, we conducted a thorough literature review on several academic databases for the terms “pandemic”, “epidemic”, “outbreak” and “tourism impact” in title or abstract. The search yielded a total of 303 results. We scanned the results and excluded duplicates as well as everything that did not focus on impacts to the tourism industry. In the end, 16 empirical articles remained to classify the impacts on the tourism industry.

In a second step, we analyzed governmental orders to provide information on the specific impacts in the hospitality industry as well as current newspapers (grey literature) in different languages (Spanish, English, German, Italian, French). The information was gathered during March – April 2020.

As a third step, we will analyze creative and innovative responses by tourism businesses to develop recommendations for the industry.

Results: Impacts on the tourism industry

At the time of writing, Italy, Germany, France and Spain were the most affected EU-countries. All implemented severe confinement measures to prevent a break-down of their health system. These measures impacted the tourism industry considerably. The following table 2 classifies the observed impacts according to the same system as table 1. So far, we did not observe socio-economic, social or psychological impacts.

Table 2. Impact on tourism industry

MEASURE	ITALY	GERMANY	FRANCE	SPAIN	IMPACT
Travel for business restricted	**X**	**X**	**X**	**X**	Economic
Travel for tourism banned	**X**	**X**	**X**	**X**	Economic
Bans restricting movements of citizens (confinement measurements) downturn of demand	**X**		**X**	**X**	Economic
Mandatory refund or voucher for cancelled trips (due to EU legislation)	**X**	**X**	**X**	**X**	Financial
Total cessation of activity of travel and tourism companies	**x**	**x**	**X**	**X**	Financial
Severe financial losses	**X**	**X**	**X**	**X**	Financial
Tourist infrastructure (hotels, restaurants, camp-sites, attractions) mandatory closed. Reduced offer	**x**	**x**	**X**	**X**	Financial
Mandatory quarantine for incoming travelers	**x**	**X**	**X**	**X**	Social
Temporal or definitive dismissal of employees in tourism companies	**X**	**x**	**X**	**X**	Social
Definitive closure of touristic businesses	**x**	**x**	**X**	**X**	Social

Actu.fr (2020), Baden-Württemberg (2020), Boerse-online (2020), Boletin Oficial del Estado a,b,c,d,e,f,g (2020), El Dia Digital.es (2020), Federalberghi(2020), France Diplomatie (2020), Hosteltur a,b (2020), Il vostro giornale (2020), La Vanguardia (2020), Les Echos (2020), Ouest France (2020), République française (2020), Soziable (2020), Tagesschau (2020a/2020b), Touring Club Italiano (2020), Tourismus NRW (2020), RFI (2020)

Conclusions

Past literature on pandemics shows clearly that tourism industry is very vulnerable to pandemics and recovers slowly. The current Covid19 pandemic is especially damaging to the industry since it hits globally at the same time. Hospitality industry, restaurants and other touristic industries will have to implement measures to recover the called “new normality” after COVID19. This new normality will require changes in the rules of play and innovative ideas in order to guarantee COVID19 free spaces.

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Danish Destination Management Organisations' Response To COVID-19: An Overview

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Abstract

This working paper outlines the rationale behind a comparative study among Danish Destination Management Organisations (DMOs) focusing on their responses to the Covid-19 crisis – during lockdown, after re-opening and backtracking due to a new outbreak. The study is expected to shed light on how DMOs act during times of crisis and what drivers and barriers exist in managing the strategic role of DMOs. Moreover, the authors suggest a research design to unveil the DMOs' strategies, functions, and structures to examine benefits and disadvantages regarding the DMOs' contributions towards adaptability and agility. The study is expected to provide new insights on what initiatives implemented by the DMOs are deemed most effective to adapt to the changing operating environment amid crises beyond their control.

Keywords: DMO, crisis management, strategic leadership, implementation, COVID-19

[WP]

Introduction

The tourism industry, including Destination Management Organisations (DMOs), is facing new challenges in the form of various crises (Borzyszkowski, 2013): terrorist attacks, natural disasters, and disease crises, like the current Covid-19 pandemic. Covid-19 has had a significant impact on the tourism industry: due to social distancing, closing borders, and consumers urged to stay indoors, tourism-related industries are regarded to be the hardest hit (Segal & Gerstel, 2020, UNWTO, 2020). Covid-19 poses a unique threat since there exists '*a lack of references in previous downturns*' (UNWTO, 2020).

During times of crisis, DMOs support the stakeholders of the destination. UNWTO (2019, p.16) indicates that Key Performance Areas in destination management at the DMO level include Strategic Leadership, Effective Implementation, and Efficient Governance. Strategic Leadership places focus on setting forth policy, which is based on decision-making in tourism for facing challenges and crises (2019, p. 17). UNWTO identifies that the effectiveness of destinations is possible through the ability to face new challenges and adapt to these to increase the competitiveness and sustainability of destinations. However, if the DMOs previously had to deal with challenges in areas such as destination marketing and management, these days they need to deal with uncertainties of re-opening and eventual backtracking, and demand forecasting with new restrictions and thus decisions related to these (Constantin, Saxon, & Yu, 2020).

The Danish DMOs is the focus of this proposed study. To exemplify the Covid-19's impacts on the Danish destinations, in March 2020 Denmark has registered a 42% decline in tourism accommodation stays compared with March 2019, where overnight stays are down by 51,5 % among international and by 34.8% among domestic tourists (VisitDenmark, 2020). A study[2] of the first pandemic's effects after the lockdown has revealed major concerns among Danish destinations' stakeholders, namely: economic impacts, cancellations, lack of guests, uncertainty

[2] Conducted in collaboration between Wonderful Copenhagen and Danske Destinationer, a trade association for the strongest destination organisations in Denmark.

about how long recovery will take, and a general concern regarding how the stakeholders will survive (Danske Destinationer, 2020).

When re-opening became possible, it pointed in a positive direction, as Denmark was among the first European countries aiming to put the lockdown into gradual reverse. This was done mostly in the attempt toward normalisation of travel to and from Denmark.

Yet, Denmark had to backtrack in August 2020, ordering sharper restrictions for many sub-sectors including dining and entertainment. According to the experimental statistics[3] from Statistics Denmark, the most recent results are rather alarming for destinations, as it has been revealed that the service sector is hit hardest again (Statistics Denmark, 2020). Service businesses rank highest in October 2020, with 4 per cent of businesses indicating 'to some extent' or 'very high risk' of liquidating the businesses over the next three months. Looking deeper into the sector, around 44% of travel agencies are at risk if the status quo persists for the next three months, whereas for restaurants it is 20% and for the hotels, it is 13%. This points towards the uncertain future of tourism in Denmark expressed by tourism stakeholders and concerns of when they can get back to normalcy, which supports the recent UNWTO's SWOT conclusions, in which '*unknown form of the 'new normal'*" is listed as a threat (2020, p.23).

The question remains, however: to what extent the destinations aim at putting efforts to create new normal and re-imagine tourism economy vs. merely getting back to the '*business-as-usual-please*' model. In the case of Denmark, even though DMOs discussed initiatives on re-targeting summer season initiatives at domestic tourism, the majority of political discussions were still aimed at lifting the border-closing restrictions to again welcome the most valuable source markets - Germanic and Nordic after the lockdown, which was actively practiced over summer 2020. Yet, the latest national restrictions of October 2020 again put stop to welcoming tourists to Denmark, which makes the future of destinations rather unpredictable. It affects both the current way of informing tourists, who had already booked their stay in Danish destinations and, in turn, impacts the development of the model for the future 'new' recovery.

Little evidence exists at the moment that Danish DMOs are considering ways of rethinking tourism business models to help destinations become more sustainable. This leads us to the proposed research question: How do the Danish DMOs display strategic leadership in response to the Covid-19 crisis?

Literature review

DMOs play an important coordinating role in destination planning and development (Bieger, 2008; Ritchie & Crouch, 2003). Studies of ways to coordinate destinations inevitably necessitates the identification of actors and organisations able to undertake this task. The DMO is recognised as the appropriate organisation to undertake destination management. The more effective the DMO's coordination within the destination, the greater the cohesion between different stakeholders will be (Volgger & Pechlaner, 2014), and consequently, the greater will be the possibility that the DMO can act as a coordinator and liaise.

The above is to be implemented through a strategic plan, which serves as a fundamental framework for DMOs to systematise their areas of action, resources, and objectives (UNWTO,

[3] The term *'experimental statistics'* refers to the insights and indicators of economic and social trends, which deviate from standard data and publications, which live up to a more exhaustive quality assurance. Yet, according to Statistics Denmark, *'COVID-19 is currently creating a substantial demand for timely data to reflect its impact on society. Experimental statistics are not part of the official production of statistics but can be very valuable nevertheless, when you want a timely, innovative and reliable trend of development.'* (Statistics Denmark, 2020).

2019), and becomes particularly important in the times when DMOs must display organisational resilience (OR) to manage crisis events, since it is linked to operability (Scarpino & Gretzel, 2014, p.23). Scarpino and Gretzel (2014) discuss that OR presents the opportunities for DMOs in improved alignment of crisis management planning with long-term sustainability. They warn, however, that '*some organisational characteristics (size, funding or organisational structure) may influence development and adoption of a resilient CM strategy for DMOs and their stakeholders*'.

Vargo and Seville (2011) argue that crisis management and strategic planning, despite having much in common, *'are typically carried out in isolation from one another, if they are carried out at all'*. They identify the key enablers of effective crisis strategic planning, namely: 1) culture, 2) decision-making, 3) situation awareness, and 4) leadership, and suggest a Model for Effective Crisis Strategic Planning, which is diagnostic and shows possible actions towards a more effective planning and increased adaptiveness amid and after the crisis. To assess DMOs' response to Covid-19, Vargo and Seville's (2011) key enablers will be used as a framework for the study.

Method

The first step of the data collection is a netnographic (Kozinets, 2015) study observing the statements of DMOs published on online news media including social media from March until the end of October 2020. The purpose of the netnographic study and content analysis of the collected data is to gain insight into the expressed concerns and suggestions by the DMO and to explore topics for the second step. The second step is semi-structured interviews. The purpose is to capture the complex dynamics and underlying rationale behind the DMOs' reactions towards the Covid-19 crisis. The interviewees will be the CEOs of the DMOs since they are responsible for the policies of the DMOs. The interviews will be recorded, transcribed, and coded manually using initial coding (Saldaña, 2015). Initial coding allows the researchers to remain open towards the data and various interpretations of it. Between first-cycle and second-cycle coding, analytical memos will be written to further reflect on the data. NVivo software will be utilised for second-cycle coding.

Expected findings and future research

The question raised by this study addresses the ways Danish DMOs respond to and manage the Covid-19 crisis. Once the data are collected and interpreted, it is critical to consider the following:

1. Investigation into and identification of key determinants of agile/resilient DMOs.
2. DMOs' best practice of not merely returning to 'old' habits, but rather adapting to 'new normalcy', through re-strategising and re-tooling their crisis management planning.
3. Ways of implementing knowledge translation and the contributions that researchers can bring to the practice of DMOs to make them more resilient for crises.

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Demographical Change And Future Of Tourism: Preliminary Findings Regarding The Tourist Experiences Of Generation Z

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Abstract

This research focuses on understanding Generation Z's tourist experiences. In the research, the tourist experience has been conceptualized as a phenomenon that differs from tourists. Therefore, interpretive qualitative research techniques were used. In Turkey, studying in the province of Kırşehir, between the ages of 20 and 24, 40 university students of generation Z were asked to describe their tourist experiences using a structured form. The data were analyzed by summative content analysis. The students in the sample think they spend a lot of time planning their travels. They are traveling for escape and they think that their years as a student are an opportunity to travel. It appears that they travel with low budgets but have developed strategies to cope with this situation.

Keywords: destination, students, tourism economics, tourism geographies, transformation

[WP]

Introduction

The ability to realize the changes and transformations occurring in the tourism industry is critical for creating effective tourism strategies. However, it is not possible to achieve any success unless we give an efficient response to the change. Accordingly, understanding the demand patterns of future generations will make it possible to understand their behavior and attitudes related to tourism, thus making it a topic worth researching (Caber et al., 2020). In this sense, it is seen that the focus of recent tourism research is on young travelers, especially those born after 1996 called Generation Z (Corbisiero & Ruspini, 2018; Haddouche & Salamone, 2018; Monaco, 2018; Robinson & Schänzel, 2019).

There are 6.624.078 people in the age range of 20-24 in Turkey. These figures show that Generation Z makes up the %17 of the total population. Although the studies related to the tourism demands and qualities of Generation Z increase day by day, it is also possible to mention some research gaps. The most striking one of them is related to the tourist experiences of the Generation Z. In this sense, it is seen in the relevant literature that experience is not addressed as a process, but in relation to a specific subject or space. Based on this, in this study, the tourist experiences of Generation Z in Turkey were considered as a process containing the components of planning, travel, experiences in the destination, homecoming and recalling, and involving the change of geography. In this sense, this research focuses on understanding the planning of travel as a part of tourist experiences of the university students in the sample group making up the Generation Z in Turkey.

Material and Methods

The factors subject to the experience vary depending on the tourists. Even if the place, goods, or service experienced is the same, the processes of perception and interpretation are different. In this sense, every experience is unique. Hence, the research is in line with the interpretive approach. Based on this acceptance, the research is designed employing qualitative research instruments and techniques.

The sample of this research is 40 university students in the age range of 20-24 who traveled individually or with other students. 29 of the students are girls, 11 of them are boys, and all of them study at Ahi Evran University. The structured form is used in collecting the data related to

the tourist experiences of the students. This study is limited to the planning stage of the tourist experience. Summarizer content analysis is used for the evaluation of the data. Separate codes are made for every phase of tourist experiences of the students and the themes are produced using these codes (Fig.1). In this way, travel planning processes are resolved by determining the components of each phase of the experience.

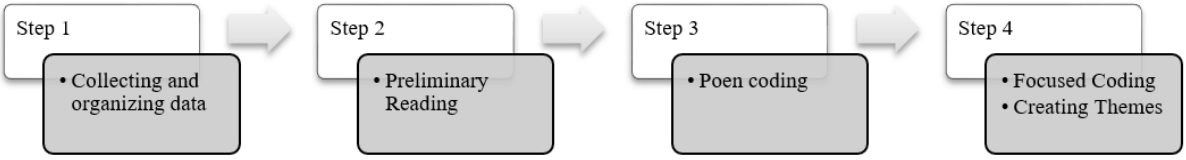

Figure 1. Coding Process

Findings and Discussion

The provinces that the students traveled are visualized in Fig 2. Students have visited 20 provinces. The most preferred province is Antalya. Then comes Istanbul and Nevşehir provinces. The factors affecting students' travel planning are given in Figure 3.

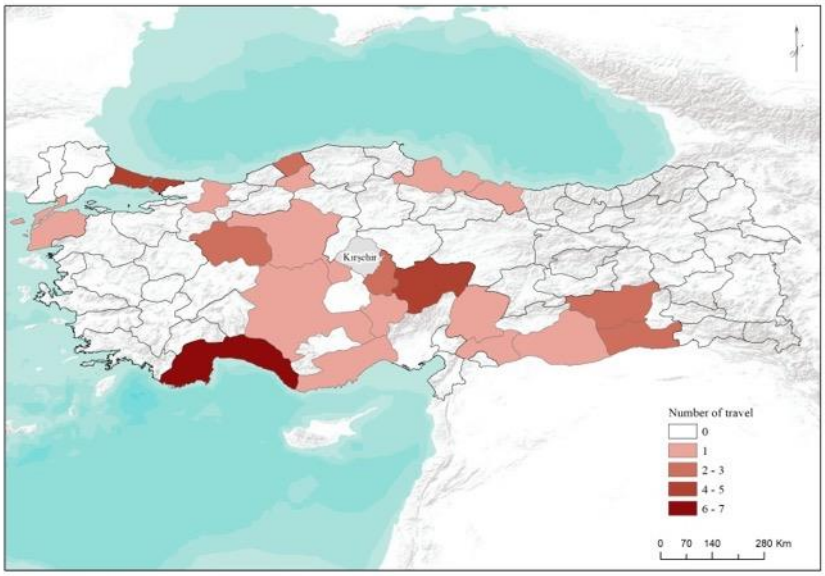

Figure 2. Provinces Traveled by Students

The planning process in the tourist experiences of the students in the sample consists of three components (Figure.3). These are travel decision making, motivations and budget planning. Most of the students stated that travel decisions are not instantaneous, but are made by thinking about them for a long time.

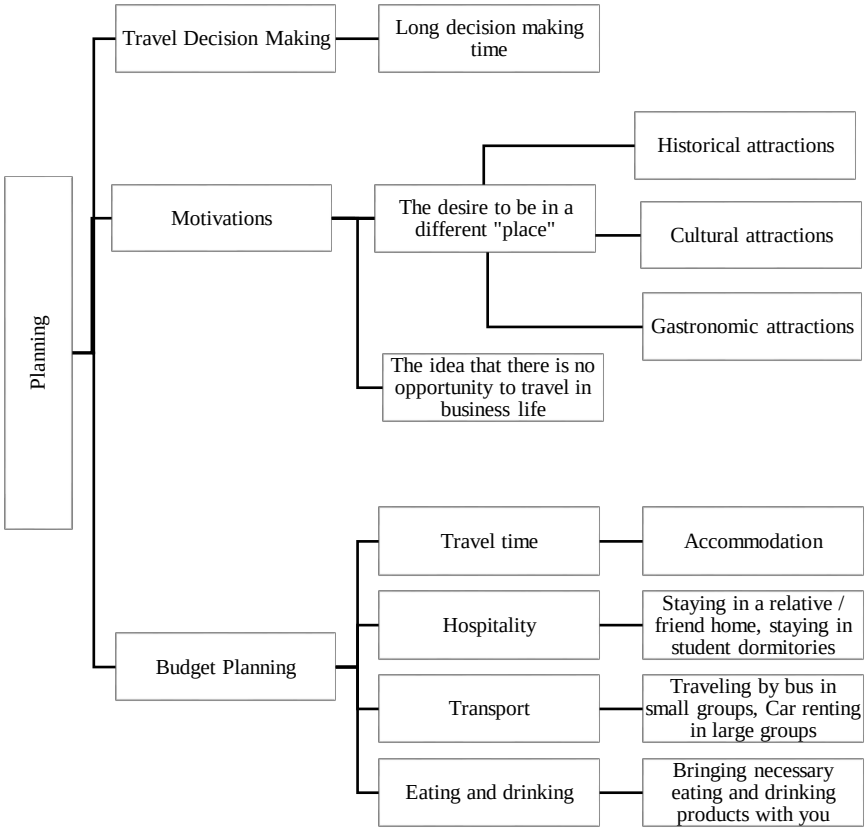

Figure 3. Affecting Factors to Travel Planning

Research findings showed that the processes of destination experiences and homecoming experiences of students are closely related to the emotions and 'sense of place'. The experiences at the destination were described by students as an escape from the daily life and from the culture of place where they reside. In addition to that, participants think that they will not have a chance to travel in the future because they will start working. In this sense, they think that the best time for travelling is while they are students. When people visit new places, sometimes they experience something that goes beyond the physical and sensual qualities of a place. This is usually described as 'sense of place' or 'genius loci' (Hosany et al., 2020). It is accepted that emotions (Cohel & Areni, 1991) play a key role in understanding the tourist behaviors and experiences. In the literature, the travels of Generation Z are not only seen as an escape from the daily routine. Besides, they are seen as instruments related to the culture, discovery, and construction of identity (Monaco, 2018).

Sarıkaya and MacLennan (1997) found that the determining factors in the destination selection of young people are services, entertainment and drinking facilities, available recreation and sports activities. However according to the findings acquired from the research, the tourist experiences of students are much more closely related to the historical areas, traditional architecture, cultural characteristics. The students consider these travels as an opportunity for the self-discovery experiences such as getting tattoos and drinking alcohol. This result is remarkable in terms of showing the differentiation in the interests of students and young tourists as members of Generation Z. It is accepted that young tourists are increasingly inclined to choose tourism forms that will provide them with 'high valued', unique experiences. Living with the locals and having more and deeper contact with the local cultures are among the most striking motivations (UNWTO, 2016; Xu & Tavitiyaman, 2018). It is stated in the European Travel Commission (2020) report that Generation Z is greatly interested in the localism and authenticity.

According to the research findings, the most striking characteristic in terms of tourist experiences of students is their travel budgets. The travel budget is a direct determinant of all the processes such as the travel decision, planning, transportation system and vehicle, accommodation, and food, and beverage. The students stated that their travel budget is low. They developed some struggle strategies to travel with a limited budget. Staying at a friend's or relative's house to lower the accommodation expenses, bringing the necessary products to limit the food and beverage expenses are some of them. Robinson and Schänzel's (2019) research on the tourist experiences of the Generation Z shows us similar findings.

Conclusion

Travel characteristics and tourist experiences of Generation Z, which is conceptualized in youth tourism, are interpreted as the basic factor that will determine the tourism geography of the future on a global scale. There is a need to conduct research that will address the tourist experiences of this Generation Z as a process.

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Design Thinking & Subject Review – Reflection On The Applications Of Design Thinking In Hospitality Education

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Abstract

With the continued growth of the hospitality education sector, higher education providers are constantly reviewing subject content and delivery to ensure the quality and relevance of the curriculum to meet students' expectations. This working research paper attempts to reflect on how Design Thinking could be applied within the context of such hospitality curriculum subject reviews. Though a new concept applied to education, Design Thinking is a mindset but also a structured framework for gathering information, generating potential solutions and refining ideas. This paper highlights the benefits of its use and an opportunity to review the curriculum utilising the five-step process: Discover, Define, Ideate, Prototype and Test. Findings determined that though the main Design Thinking concepts were applied during the process, a key element during the initial phase, Empathy, lacked focus on the end-user, the students, which resulted in an end-product that could have been better crafted to meet the students' needs. This reflection may be of interest to academics as it provides another perspective and framework to aid in the successful review of the curriculum within education, highlighting the importance of each stage, starting with the student in mind. Further research could help to strengthen the understanding of the application of Design Thinking in a hospitality education context.

Keywords: education, hospitality, innovation, teaching

[WP]

Introduction

Design Thinking is a relatively new problem-solving process within the context of education, which originates from design and architecture, but widely used in business and management. This working paper offers the perspective of hospitality education and reflects on how Design Thinking can be applied in this domain, specifically focusing on curriculum review and improvement. Though the researchers were aware of other approaches used in education such as the Behavioural Approach, the Managerial Approach, or the Systems Approach, for example; the authors found Design Thinking's iterative process, a repeated cycle, in which the researchers seek to understand the user, a method to be explored. Specifically, on how it could be applied to hospitality education curriculum design, with its focus on the end user. The researchers provide a short theoretical background on Design Thinking and its application within Hospitality Education to date. The authors then present their reflection on the application of Design Thinking using a subject review as a case study where Design Thinking was applied.

Theoretical Background

Dodd (2020) defined curriculum design as the planning, organisation, and design of learning strategies and processes, towards defined learning outcomes. Common approaches to planning or evaluating curriculum, used by educators include, among others, the Behavioural Approach, which is a means-end approach; the Managerial Approach, which dictates that the curriculum is designed by the school administration; and the Systems Approach, which examines how schools and curriculum relate to each other (Mohammed, 2013). These approaches to curriculum design have differing strategies or priorities, and more than one can be applied within the educational design processes. Design Thinking was only added as a further option for education design at a later stage, given its origin in the architecture and design fields (Luka, 2014).

Design Thinking is a process for problem-seeking and problem-solving. Design Thinking can also be presented as a mindset in addition to a framework for gathering information, generating potential solutions and refining ideas (Luka, 2014). Often represented as a three to seven-phase process, Design Thinking is non-linear (Goldschmidt & Weil, 1998) as steps can happen and lead back to previous stage of the process. Brown (2008) showcased the process in a circular manner to represent the non-linear aspect of Design Thinking. d.School and IDEO were the first to describe Design Thinking as a five-step process, including Discover, Define, Ideate, Prototype and Test (Bartlett et al., 2017). These steps are often found with slightly different names (e.g.: Empathy for Discover; Synthesis for Define; Implementation for Test) though their meaning is always significantly similar. In the past few years, findings present the application of Design Thinking in community, district, school and teacher-centred designs (IDEO, 2017). These applications include curricula design, changing learning spaces, improving school's practices and many others.

When exploring literature related to Design Thinking applied within the context of hospitality education, there are limited sources, which further fuels the needs for research in this area (Sándorová et al., 2020). In 2017, a symposium explored different approaches to hospitality and tourism management education; one such paper looked at how Design Thinking could be used to enhance students' 21st century skills, particularly in the use of complex problem (Verschuren, 2019 as cited by Weijschede et al., 2017). The article highlights how Design Thinking can be used throughout a students' four terms, application used to scaffold and apply to "real-time wicked problem,' whereby the design process can be utilized effectively (Weijschede et al., 2017). A recently published study looked at Design Thinking within the context of tourism education, one of its objectives was to identify the positives and negatives of Design Thinking within the learning experience and teaching method. The biggest advantages identified were "fostering creative thinking, problem-solving skills, cooperation, communicative skills, as well as enhancing motivation, activity and enthusiasm" (Sándorová et al., 2020, p. 7).

In summary, there is a clear limitation to this literature review, as the available sources are dated and provide only limited insights into Design Thinking application in hospitality education. The aim of the working research paper would be to provide additional support and insights into hospitality curriculum using design thinking.

Discussion

The literature review highlights that Design Thinking is a relatively new concept within hospitality education. To showcase the application of the Design Thinking process in this subject review, Figure 1 provides a visual representation of the various iterations taken through the process and highlights the ebbs and flows of how Design Thinking was applied through the review. The authors also realised that the way they had used Design Thinking throughout the process had been quite *messy*. Figure 1 showcases that steps were not necessarily taken in the order as outlined in Bartlett et al., (2017), but followed many iterations, which does not go against the nature of Design Thinking but may mean that repetition occurred needlessly.

The participants of this subject review included the Program Manager, as main stakeholder, all the lecturers and trainers for this unit, across two campuses in Australia, the Learning & Teaching Committee, as approver of the changes proposed, and the students themselves as the final 'users' of the subject. The entire process took nearly a year to complete, starting in early 2019 and finishing in December 2019, for application of the revised subject in the first term of 2020. The process followed numerous informal meetings between all academic stakeholders, to share ideas and create prototypes of the final review. The students were included as well, though at a later stage in the process.

The first phase of Design Thinking, *Empathy*, is critical in understanding the user's needs (Edutopia, 2018). The Design Thinking Bootcamp Bootleg (Standford d. school, 2017) also

highlighted that by engaging with people directly, this would allow the researchers to gather information on how the users think and the values they cherish. What was first evident when the authors reflected on the project timeline was how the focus on some stakeholders (e.g.: lecturers and TEQSA) was greater than others (e.g.: students).

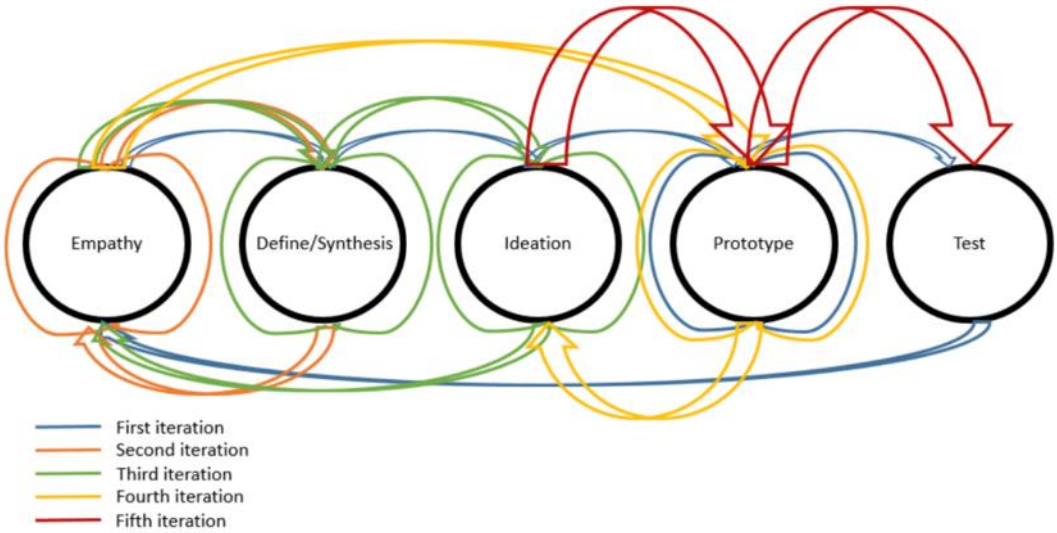

Figure 1. Design Thinking iterations within subject review

Based on these iterations, issues were raised about the descriptive nature of content and changes proposed, indicating the project had entered the *Define* stage of the Design Thinking process. However, the team had to go back to the *Empathy* stage as, though problems had been identified, a meeting took place between the Program Manager and student representatives, which provided a different perspective. It could be argued that by splitting the *Empathy* step in this process, only partial insights into the users and their needs were identified prior to the problem being defined; leading to concerns that key insights may have been overlooked early on. Without the understandings gained during the *Empathy* phases, the process would lack the solid foundation to achieve a solid design (Stanford d.school, 2017).

In hindsight, the use of an empathy activity, such as empathy mapping, would have assisted to better develop an understanding of the students and lecturers, of the learning environment, and of the behaviours, aspirations and concerns of the students. This in turn would have allowed the project leader and Program Manager greater insights into the users with an empathetic lens (Optima, 2018). Upon further reflection, moving past the define stage and into idea generation where one transitions from “identifying problems to creating solutions for your users” (Standford d.school, 2017, p.6), the working group met several times to brainstorm and discuss variations of the content with the defined problems in mind. Though no idea generation tools were used *per se*, unknowingly effective idea creation evolved due to continue open conversations and brainstorming within the project group. What the authors found most important within this phase was maintaining an open mind or a beginner’s mind (Standford d. school, 2017) open to fresh thinking, and hearing and integrating all key stakeholders' thoughts and opinions, while keeping focus on the goal of the subject review itself.

For the final steps, *Prototyping* and *Testing*, the working group presented the theoretical component to the University’s Learning & Teaching Committee for review, as well as to an external stakeholder to obtain greater feedback on the new content. The revised prototype was then presented to the lecturers again, who agreed with what was put forward. Once again, students’ feedback was not considered when refining the solutions. The same could be said for the practical

aspect of the subject, where while the lecturers were very engaged and included in the final stages of the design process, the students again were not. By not fully considering the users the students, the authors believe that the project team could have created ideas, prototypes and ultimately a revised subject that better meet the students (Brown, 2008). The outcome of the review could have potentially provided a different end-product to the students, who in the end will deem if the curriculum is of quality within their educational context.

Conclusion

This working paper provides a reflection on the use of the Design Thinking process within a hospitality education context. The aim of the paper was to ascertain how Design Thinking could be applied within the context of hospitality curriculum in this case, its capabilities and limitations when applied in a subject review. The findings indicate that though all steps of the Design Thinking process were present, the outcome would have benefited from a change of focus in terms of its main stakeholders, the students. This suggests that its benefits are evident in application of the curriculum review process; however, it is not clear if this is specific to hospitality or arguably education. Nonetheless, Design Thinking is still a framework that could be integrated into hospitality education to support enhanced learning and teaching, with all end-users in mind. Further research could help to strengthen the understanding of the application of Design Thinking, in a hospitality education context.

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Digital Business Ecosystems And Knowledge Transfer - The Destination Berlin

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Abstract

This study investigates the potentials of knowledge creation in tourism destinations through platform-based information systems within the framework of digital business ecosystems (DBE). In this context, this study aims to uncover socio-technical mechanisms to enable digital platforms as collaborative tools for systematic knowledge-creation among tourism actors in the destination Berlin.

Keywords: digital business ecosystems, knowledge creation, mental models, digital platforms

[WP]

Introduction

To explore knowledge creation mechanisms is increasingly relevant in times of crisis and meets current research agendas. Given this, calls arise to analyze systemic relations of the holistic processing of information and knowledge. Great hopes are associated with the evolution of intelligent and digital information systems - afterwards platforms - in the tourism sector (Trunfio & Campana, 2019). Such a platform could give stakeholders a more holistic perspective on inter-systemic or cross-sectoral relationships and interdependencies (De Reuver et al., 2013) and enable more conscious and sustainable decision-making on this basis (Del Veccio et al., 2016).

To conceptualize the systemic and dynamic nature of knowledge creation through platforms, the perspective of *Digital Business Ecosystem* (DBE) has found growing attention in the literature (Boes et al. 2016; Thees et al., 2020). In analogy to biological systems, DBE essentially cover all relevant actor-systems in interaction with the focal tourism system (including also B2B and B2C), coordinated by platform infrastructures (Annanperä et al. 2016). Despite its high practical relevance, the formation of theory around DBE and the role that platforms could play in it has not yet progressed far in tourism (Baggio & Del Chiappa, 2013). Therefore, this study uses the case of Destination Berlin and its developing DBE to explore socio-technical success and inhibiting factors for platforms in their aptitude to propel processes of collective knowledge creation systemically.

Literature review

Patterns of tourist mobility, production and consumption are highly complex today and generate manifold externalities for third parties (Gretzel et al., 2015). These externalities lead, for example, to spillovers, interdependent decisions or complementary resources, which characterize the DBE (of a destination) as a kind of *resource-pool* (De Reuver et al., 2013).

The resource-pool potentials can be activated by cooperative relationships among DBE-actors (Gretzel et al., 2015; Thees et al., 2020). In the case of a destination, this entails the touristic service providers and their suppliers, customers, as well as stakeholders from other systems such as environmental, institutional actors etc.

The use of platforms consequently can change the interaction-dynamics of the actors in the DBE (Baggio & Del Chiappa, 2013; Trunfio & Campana, 2019). As empirical studies from the IT-industry show, platform-based information systems can favor a highly flexible activation and deactivation (*plug and play*, PnP) of relationships in the exchange of resources (Gretzel et al, 2015; see Isckia et al., 2018). This interplay can support the establishment of new communities via the platform. In a tension-field of cooperation and competition (Gretzel et al., 2015; Boes et al., 2016; Annanperä et al., 2016), these flexible communities enrich the platform's database dynamically with a range of

technical knowledge (Isckia et al., 2018). This knowledge can then manifest in new digital artifacts, technology-based innovations and business models/startups, which in turn produce new externalities for the resource-pool in an upward development-spiral (Baggio & Del Chiappa, 2013).

Smart business models relying on digitally enhanced knowledge creation have hardly been developed in tourism and insights from the IT-economy can only be applied to a limited extent on SME-dominated sectors such as tourism (Annanperä et al., 2016). The use of platforms in tourism is thus limited to a focus on efficiency costs, the scope of sales, and quality assurance, whereby the development of knowledge and innovations was of less importance (Hjalager, 2010; Trunfio & Campana, 2019). Literature offers explanations for this, above all, on a technical and social-psychological level.

Methodology

Berlin (Germany) was determined for the case study as capital areas empirically show the highest potential for the diffusion of intelligent platforms and thus serve as experimental labs for DBE. To date, the destination already hosts numerous initiatives for the development of a smart city environment. Cluster initiatives have been recently established in various fields to support digital business and platform-driven activities.

The study focused on the mental models of key players in the Berlin DBE in order to explore socio-technical success- and inhibiting factors for platform implementation. Mental models are embedded within the (partially subconscious) structures of the individual actors due to various socialization- and learning-processes over time and represent a system of basic assumptions guiding his/her perception and action-orientation (see Argyris & Schön, 1978). As these models are analytically accessible through their effect on constructing narratives, a qualitative-narrative research approach was chosen, building upon guideline interviews with a selection of central destination actors. The interviewees' selection was based on a variance sampling that comprised a total of 13 interview partners in 2019. The interview-guideline encompassed questions on four complexes (framework-conditions, knowledge-sharing, networks and ICT-platforms). The subsequent analytical objective was the extraction of the *mental models* from the transcripts to isolate the substrates of the respective knowledge-base in the Berlin DBE. To this end, the GABEK methodology was used (see Thees et al, 2020).

Results

Berlin can be described as a developing DBE with a major repository of knowledge and know-how. In contrast, this repository is also described as confusing and lacking proper organization, categorization and prioritization to serve the diverse resource needs of the various tourism segments. The majority of interview statements focus on the transfer instead of the creation of knowledge. A transfer is predominantly realized in informal ways such as events or in formal ways such as in-house training, counseling (i.a. through tourism associations) and mentoring by external specialists. Significant resource deficits are complained about, particularly when building IT-competences in conjunction with tourism product knowledge. The integration of respective resources is broadly perceived as a big challenge for HR-development and training in the Berlin DBE - especially since the tourism associations, which use to play a critical role in knowledge transfer here, are said to fight with IT-related competence-deficits themselves. The interviewees recognize digitization of cooperative relationships as a driver for DBE-development and for knowledge/information transfer in and between the ecosystems' parallel subnetworks of mixed configurations for which specific modes of knowledge-absorption apply and for which sophisticated control-mechanisms for knowledge-transfer are demanded.

As a major potential of the Berlin ecosystem, knowledge exchange should be enabled in a context-sensitive way to provide valuable input in the b2b-area for its sub-networks' specific needs. In this context, digital knowledge platforms are to find actors' acceptance only if they manage to provide

tailor-made solutions for specific problems of the Berlin tourism sector. To this end, these platforms shall not only organize and index knowledge but also link this knowledge to relevant problems to a context-specific, smart and dynamic extent. Here, the identification of complementary knowledge resources and the maintenance of exclusive access by legitimated network-partners is at the center of the discussed platform functionalities.

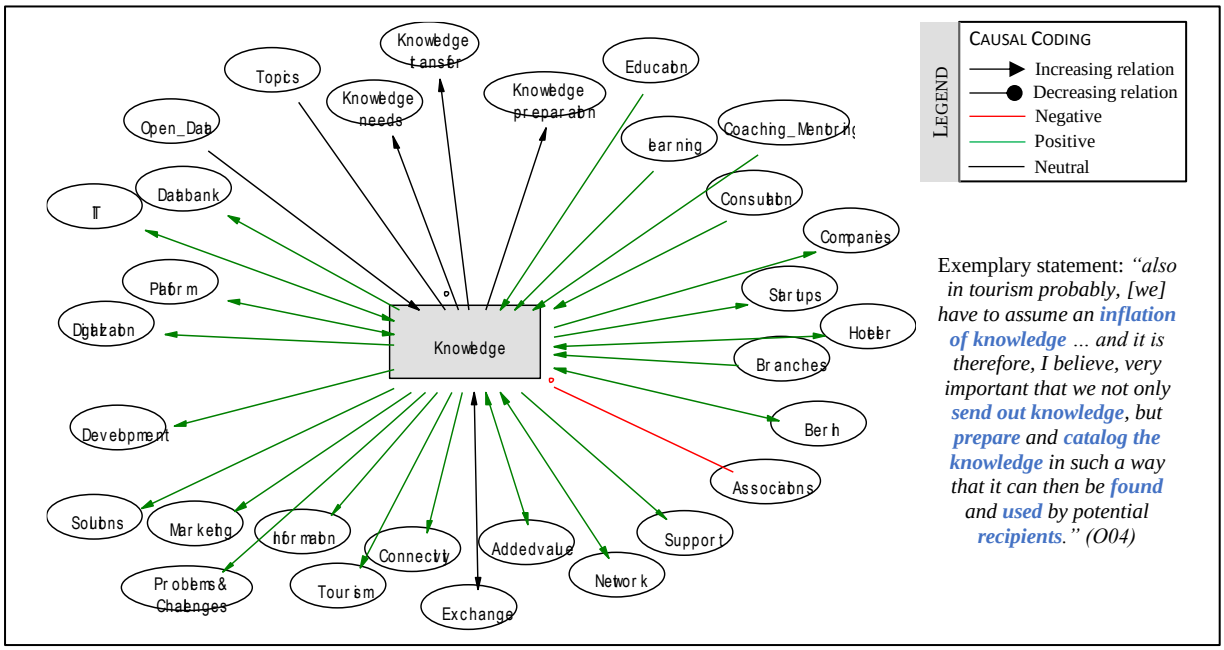

Figure 1. Causal relations towards 'Knowledge' in the DBE Berlin.
Source. Extraction from Winrelan/GABEK©

Thus, collective intelligence platforms could provide a *spinoff-function* for new task-specific stakeholder forums, optimized by artificial intelligence. This yields to promote a targeted, cross-sectoral brainstorming and a subsequent establishment of cooperative relationships. Digitization of cooperation, however, is still confronted with the preference for personal contact. Other statements describe functionalities and mechanisms similar to idea-creation, problem-solving, crowd-sourcing and co-creation platforms. Those functions stress the objective of intelligently matching external resources such as knowledge/competences, funds, etc. from a digital community (e.g. customers, service providers, experts) with given or newly discovered ideas, problems or tasks. Future platform architectures in the Berlin BE also need to sustain dynamic relational database and smart processing functions to support these primarily problem-based options. The difficulty of effectively bridging the developer and the market part of the two-sided platform currently challenges implementing these ideas (see Isckia et al., 2018).

Digitization often initiates new relationships with complementary partners, but the subsequent intensification of relationships and a sharing of information and knowledge is usually bound to non-digital media (e.g. phone) - especially in transregional and international relationships. Feedback and exchange of experience among networks of different geographical scope and configuration (network-mix) are essential for bringing variable resources and ideas together (e.g. for startups or bundling of IT- and tourism competences). The interviewees expect the platform-supported exchange to simplify and dynamize the identification process for complementary partner resources beyond direct mediation by associations and improvements in the challenging communication process. This especially applies to the need for network coordination to limit lone-fighter mentality and optimize absorption and management of knowledge from the same or other industries (especially IT, finance, etc.).

Discussion and conclusion

The results paint a picture of a Berlin DBE in which the actors symbolically *"do not see the forest for the trees"* and respectively overlook complementary knowledge resources. Due to the constitution of the dominating mental models, the potentials are often only recognized or sensed diffusely but are ultimately not translated into meaningful actions. This constitution of the existing knowledge thus inhibits new knowledge absorption (a.k.a. path dependence).

Part of this picture is that knowledge creation is conceived primarily as transferring data and information, which takes place often in traditional ways. To expand the knowledge-infrastructural and knowledge-process capabilities of the Berlin DBE, a stronger awareness towards systematization and conversion of knowledge is required as well as a willingness to share knowledge via platforms. Helpful in this regard is a platform with the ability to combine context-sensitive pattern recognition, such as the deep-learning of language processors, with the reconstruction of latent mental models, as it was done with GABEK in this study. This could provide an emulation of human sensemaking and enable more targeted recommender systems to facilitate a transition from a primarily information-transfer oriented to a dynamic knowledge-creating DBE. Such a system also assists in building a collective resilience towards crises to come.

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Domestic Tourism Development And Regional Settlement Regeneration

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Abstract

Prior to the COVID-19 pandemic, tourism in Aotearoa New Zealand was widely seen as an essential factor in regional development. In the COVID-19 era there is a debate about the medium- to long-term future of international tourism. The economies of regions and settlements that had been significantly dependent on international tourism have been very badly affected. Places more dependent on domestic tourism also face an uncertain future. They do, however, have the advantage of being open to domestic tourists, who, denied their own international travel, are spending some of the funds they once spent overseas across New Zealand, travelling domestically. In light of this re-arrangement, local tourism organisations have initiated place-related promotion strategies designed to attract domestic tourists. We report the early stages of a qualitative social research study of such place promotion in Timaru in the South Island of New Zealand, funded by the Building Better Homes, Towns and Cities: Ko ngā wā kaingā hei whakamahorahora New Zealand National Science Challenge. We are examining new thinking about tourism futures and what is needed to raise the town's profile as a domestic tourism destination.

Keywords: COVID-19 communities, development, planning, qualitative research, tourism geographies

[WP]

Introduction: small-town domestic tourism development before COVID 19

Prior to the emergence of the COVID 19 pandemic, tourism in Aotearoa New Zealand was widely seen as an essential factor in regional development (Shone et al., 2016; Pearce, 1993). This was particularly the case in high amenity mountain and coastal locations that were marketed primarily to international audiences (Pawson and the Biological Economies Team, 2018). Using a combination of private sector investment, central government and regional tourism marketing, and regional tourism development effort, a network of prominent international tourism destinations was created, linked by well-travelled air, land and sea routes. Places that were not on those routes experienced much less international tourism. Mindful that tourism development had the potential to supplement existing economic activity and bolster a range of local recreational activities and hospitality services, local authorities in those marginal places experimented with ways of making more of both international and domestic tourism (Dance et al., 2018; Mackay et al., 2018).

At the time of Covid 19's arrival, we had just completed a qualitative social research study of tourism development in one such place, Timaru, a district of 48,000 residents, in the South Canterbury region of New Zealand's South Island. The work was funded by the Building Better Homes, Towns and Cities: Ko ngā wā kaingā hei whakamahorahora New Zealand National Science Challenge (Perkins et al., 2018 and 2019. Also see Hills et al., 2020). Timaru was chosen as our study site because it had once been a very popular domestic seaside tourism town (Dance et al., 2018), but had, since the 1980s, during the period of international tourism growth, become somewhat marginal in tourism terms. After a period of initial fieldwork in Timaru, and noting that tourism development was an issue of concern locally, we formulated the following research question: how can local government and allied tourism development agencies and actors realise the potential of a currently underdeveloped visitor economy and in turn provide a greater range of

recreational and allied services to visitors and locals? To answer this question, we relied on conceptual frameworks developed in the fields of regional studies and rural and small-town regeneration (Powe et al., 2015) focusing particularly on tourism-led regeneration (Perkins et al., 2019). Data used included secondary descriptive statistics, media reports, policy documents and 35 interviews with local administrators, politicians and policy makers, chosen because of their involvement in debates about and/or the advancement of, tourism development.

In the research we found that as for other similar jurisdictions, political support for tourism development initiatives varied within the local council and also from election to election. Tourism was often only one of a number of potential regional development options, alongside a plethora of other economic functions in the primary, secondary processing and service sectors (Shone & Memon, 2008). Local public financial resources and skilled local personnel to plan and facilitate tourism development were in short supply. Private sector capital to invest in tourism activities and allied hospitality and accommodation services was limited. There was often disagreement about the best organisational structure for local tourism development. These factors combined to create uncertainty about objectives and the continual messy re-arranging of the administrative entities and personnel responsible for local tourism development (Shone et al., 2016). We concluded that for tourism development to thrive in places such as Timaru, stronger emphasis must be placed on improving collaborative and integrated governance and leadership, and increasing local skill levels and financial resources. There is an important role to be played by central government in the ways it supports local government in these matters.

The COVID 19 era and tourism development

It was in this context that the COVID-19 global pandemic made its presence felt. Aotearoa New Zealand closed its borders, thus choking off the supply of international tourists and their spending. The initial very strict lockdown also denied New Zealanders the opportunity to travel inter-regionally thus, initially, interrupting domestic tourism flows. There are predictions of widespread dysfunction across the entire national economy for several years, at least. At the time of writing, the border remains closed and there is a debate about the medium- to long-term future of international tourism in New Zealand (Tourism New Zealand online, 2020). The economies of regions and settlements that had been significantly dependent on international tourism, such as Queenstown (Hollingsworth, 2020), have been very badly affected.

Places much more dependent on domestic tourism also face an uncertain future: but they have the advantage of being open to domestic tourists, who are spending some of the funds they once spent overseas across New Zealand, travelling domestically (Thornber, 2020). Local tourism organisations have therefore initiated tourism and place-related promotion strategies designed to attract domestic tourists. In a country like Aotearoa New Zealand, where regional competitiveness is deeply ingrained in a neo-liberal polity, it is inevitable that these campaigns will reinforce regional differences and development trajectories. What is also certain is that the degree to which regions and settlements have previously organised to administer domestic tourism development, and the fractures that exist within that organisation, will influence the outcome of their efforts.

COVID 19-influenced small-town domestic tourism development: emergent research

The dramatically changed circumstances facing Timaru as a result of Covid 19 are likely to be similar to those in other, marginal districts. Our case study of Timaru's response is therefore relevant to those wanting to understand the experiences of an array of regional and rural districts and their urban centres. In Timaru, COVID 19 is encouraging thinking about new ways of developing tourism. This is involving a recalibration of local priorities and plans with respect to tourism development and the transformation of the visitor economy. Already, the management of tourism development has moved from in-house District Council control to the District's arms-length economic development agency, and given a new name: Venture Timaru Tourism

(https://www.vttourism.co.nz/). The Timaru District Council mayor has established a “re-ignition panel” aimed at re-igniting the local economy which includes the visitor sector in the development of a new website entitled “Escape”. In light of these changes we have now turned our attention to local thinking in Timaru about tourism futures and what is needed to raise the district’s profile and reputation. Still operating within the conceptual framework of regeneration studies, we have initiated a study of new tourism-related place promotion associated with the “Escape” website and the emergence of Venture Timaru Tourism. Our method at this early stage of our work involves a hermeneutic study of place promotion text and imagery. This material will form the basis for future interviews with local stakeholders ranging from economic and tourism development professionals, the designers of place promotion text and imagery, tangata whenua (local Māori with jurisdictional oversight), business owners and managers, and the leaders of community interest groups. Of particularly interest to us is the continuing focus on domestic tourism development and the search for new ways of promoting and organising such work in the COVID-19 era.

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Emotional Contagion In Group Tourism Experiences: Preliminary Findings Of Item Generation

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Abstract

Emotional contagion, or the process of when the emotions of an individual or group influence another person's emotion, is an important phenomenon relevant to group tourism experiences. The aim of this study is to develop a scale to measure emotional contagion in group tourism. Using Rossiter (2002) construct definition and Churchill Jr (1979) scale development procedures, an initial pool of items was developed to measure emotional contagion in group tourism. The study was set within the context of diaspora experiences where emotions are particularly accentuated.

Keywords: consumer behaviour, emotions, interviews, qualitative research, tourism

[WP]

Introduction

Emotions play a crucial role in tourism experiences with the emotions of one tourist potentially transferring and influencing the emotions of other tourists in group settings through a process of emotional contagion (EC). While there is considerable knowledge about EC in various consumption contexts, such as social media (Ferrara and Yang, 2015, Adam et al., 2014), the service industry (Woo and Chan, 2020, Ustrov et al., 2016, Du et al., 2011), workplaces (Jung and Yoon, 2019, Barsade et al., 2018) and education (Houser and Waldbuesser, 2017), there is limited research on EC within the context of tourism. In addition, as most tourism experiences are undertaken within a group where tourists interact with another (Lin et al., 2019), EC is worthy of investigation. As there is no scale for EC within the context of group tourism available for tourism researchers to employ, the aim of this study is to fill a gap in the literature through the development of a reliable and valid scale to measure EC in group tourism. The aim of this paper is to operationalise EC in group tourism and to present a set of initial items to measure EC in group tourism experiences.

Literature review

EC which is defined as 'a process in which a person or group influences the emotions or behaviour of another person or group through the conscious or unconscious induction of emotion states and behavioural attitudes' (Schoenewolf, 1990, p.50) is a phenomenon which has received much scholarly attention in organizational psychology as its importance. For example, Schoenewolf (1990) focused on the influence of EC on people's emotions and behaviour and Barsade (2002) concluded that EC occurs in groups changes people's moods leading to an influence on group cooperative behaviour. Barsade et al. (2018) explored the key role of EC in organizational life, including in relation to: (1) team processes and outcomes; (2) leadership; (3) employee work attitudes; (4) decision-making; and (5) customer attitudes. In an organizational context, moods are transferred from leaders to employees, among work teams and frontline employees to customers. These mood transference leads to affective convergence (Barsade et al., 2018). As a result, this can influence employee work attitudes and interaction with customers.

Hatfield et al. (1994, p.5), who defined primitive EC as 'the tendency to automatically mimic and synchronize facial expressions, vocalizations, postures, movements with those of other person's and, consequently, to converge emotionally', emphasized the process of unconscious EC and considered mimicry as the key driver of EC. Hatfield et al.'s (1994) unconscious EC process has been investigated in many studies. For example, Pugh (2001) found that banking service

employees with their smiles enhanced customers' positive affect when customers were found to be ‘catching’ banking tellers’ smiles, while Dallimore et al. (2007) found that during a complaint situation, angry outbursts by consumers have potential to initiate the EC process, and service providers are susceptible to “catch” consumer anger through EC. Hatfield et al.’s (1994) EC process was applied in Becker et al.'s (2014) study to explain the relationship between teachers' emotions, their instructional behaviour, and students' emotions in class.

From the literature review, we can conclude that EC is a conscious and unconscious process of transfer emotions from one person or group of people to another. However, there is limited knowledge on EC in tourism. The contribution that this study, makes is to fill a gap in knowledge through the development of a reliable and valid scale to measure EC in tourism. This measure will effectively assess how the emotions of one member influences another member’s emotions within a group tourism setting and how emotions of others (tour guides, hosts) influence tourists’ emotions.

Methodology

This study has been set within the context of diaspora tourism experiences which are rich of emotions (Huang et al., 2013). The diasporic tourism experiences are unique as the diasporas have feelings attached and connected with destinations and attached with local people at destination (Huang et al., 2013). The Vietnamese diaspora in Australia were chosen because there is limited knowledge on Vietnamese diasporas’ travelling to their homeland. Other diasporic communities have been studied such as Chinese (Li and McKercher, 2016), African (Mensah, 2015) and Transylvanian Saxons (Iorio and Corsale, 2013) with regard to tourism. However, little research has been conducted on the Vietnamese diaspora tourism (Nguyen et al., 2003).

This study has been used a combination of qualitative and quantitative research approaches and data collection methods. The qualitative study was conducted to explore for initial items of EC in the context of the group tourism followed by the quantitative phase to test the reliability and validity of the scale. This presentation will report on the qualitative phase of the study which involved in-depth interviews with 12 Vietnamese Australians about their diasporic tourist experiences to Vietnam. The interviews focussed on the emotions they experienced when travelling with other people and how other people’s emotions had an influence on their own emotions. Research participants were recruited through the snowballing technique. While not reported on in this paper, a subsequent quantitative phase will involve an online survey of Vietnamese Australians (n=500) who have travelled in a group in/to Vietnam within the last two year. Data analysis will test the reliability and validity of scale.

Conclusion

The preliminary findings of the in-depth interviews and the initial items to measure EC in group tourism will be presented at the conference.

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Examining Host-Tourist Relationships In Research-Related Tourism

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Abstract

The study examines the perceptions of an indigenous host community in the context of research-related tourism (RRT) in Fiji. A qualitative methodology including interviews and participant observation was adopted for data collection and analysis. The main findings highlight that RRT possesses socio-economic and environmental benefits for the host community, notably increased income, improved infrastructure, perceived livelihood improvement, and the acquisition of knowledge. Negative impacts of RRT were identified regarding to issues of benefit sharing, reciprocity and transparency.

Keywords: research tourism, host perceptions, host-guest relations, South Pacific, host gaze

[WP]

Introduction

Research entails studying natural, socioeconomic or cultural phenomena, for example, through ethnographic fieldwork, sampling of flora and fauna, and visits of ongoing research projects. This usually requires the researcher to travel to a specific research site within or across national boundaries. Indeed, researchers, academics, students and consultants are increasingly on the move. This may include domestic and cross-border travel to conferences, or to conduct study programmes, fieldwork and other research-related or knowledge-driven activities. Research tourism has been broadly defined as "professional travel of useful discoveries" and located within the alternative tourism paradigm, demonstrating strong linkages to educational, scientific, and volunteer travel (Benson, 2005, p. 133). RRT is thus presented is presented as a broad mix of research-related activities such as fieldwork, conferences, professional internships, scientific meetings and academic staff exchanges (Holden, 2015).

Whilst existing studies show that such research-oriented travel can positively influence the tourism development in a destination (Slocum et al., 2015), the perceptions of the host (researched) community has received little attention within the scope of RRT. This study thus explores the impacts of research-related tourism on the local community and how 'the researched' perceive different types of research-related tourists, such as students, volunteers, and researchers.

Conceptualisation and data collection

Concepts

The conceptual framework draws on existing research of host-guest relations, host perceptions, and the 'host gaze'. In the context of tourism to economically less developed countries, tourists are often characterised as being 'advanced', 'superior', 'dominant', 'intruding' and 'exploiting the locals', who in turn are characterised as primitive, pristine, exotic, authentic and inferior in comparison to the tourist and their culture (Dolezal, 2015; MacCannell, 1992). Therefore, such encounters often contribute to tourism's negative insinuations, and include the consumption of exotic culture, commodification, commercialisation, loss of human bonds, and other tangible and intangible forms of exploitation.

Such negative environmental, social and cultural costs may be offset by the perception of economic gains from tourism activities (Dyer et al 2007; Harrill, 2004). Studies further highlight a

strong and positive relationship between community members' perception of tourism development and community participation (Nzama, 2008). Positive impacts of tourism such as improvement in the quality of life, better social amenities, creation of opportunities, societal peace and exposure of the community to different worldview and perspectives are a result of the productive interaction between the community and tourists (Eshliki & Kaboudi, 2012). When the host- guest interaction is perceived as rewarding (benefits outweighing costs), there is an increased motivation to interact (Triandis, 1977). This assessment depends on the cultural similarities and dissimilarities between the hosts and visitors. Furthermore, the perceived value and significance of resources, based on cultural beliefs and norms, such as money, information, feelings, goods and services, influence the nature of (or the level of) interaction (Reisinger & Dimanche, 2010).

In overturning John Urry's (2002) seminal concept of the tourist gaze, Maoz (2006) put forth another aspect for analysing the host-guest encounter, thereby introducing the conceptual relevance of the 'local gaze'. The 'local gaze', also known as 'host gaze', as a concept, is made up of stereotypes and images about the tourist and tourism dimensions (Trupp, 2014) and is also based on previous encounters and experiences with tourists (Chan, 2006).

Methods

This research was based on the local indigenous community of Votua lying on the coral coast of Viti Levu in Fiji, a site location where RRT is practiced on a regular basis. Votua sees a mix of local and international research tourists, namely university students, academics and scientists, volunteers, organisations and consultants. The present research employed a qualitative approach, including 20 semi-structured interviews with community members, five focus groups, three *talanoa*[1] sessions and different types of observation over a period of three weeks, conducted by one of the authors. The introduction to the village started with the welcoming ceremony and the presentation of *a sevu sevu* (a large root of '*Yaqona*' - piper methysticum and known in Polynesia as '*kava*') to the village chief as a sign of respect to the title and seeking permission to enter the village. Followed by the formal induction into the village, a tour of the village helped in understanding the spatial and socioeconomic structure of the village and households. Mornings were spent observing the daily routine of the villager, both on the weekend and week days, followed by observation of specific work related to ongoing or previous research. Participation in everyday activities also took place during the frequent visits to farms, where the researcher was involved in the process of picking vegetable for the host family. Places covered under previous research were also visited and the use of the resources by the community members, procured and developed through the previous research projects was also observed. Thematic analysis was utilised to develop themes.

Findings

Perceived Benefits

The community members' perceptions were based on the monetary and material benefits received through RRT. Income was generated through research tourists' stay in the village and services provided for them, e.g. accommodation, food, guides, translation, facilitating access to information, and entertainment. Furthermore, some community members were employed under these projects for a short duration.

The perceived improvement of QOL through research-related tourism was a direct result of the research projects which enhanced the existing social infrastructure by providing, for example, clean drinking water, better sanitation and reduced pollution. Supplementing income positively

[1] *Talanoa* – face to face conversation, both formal or informal

affects the material, community, health and safety, and well-being domains of QOL (Kim, 2002). Moreover, perceived personal benefits from tourism propitiates the effect of the economic aspect of QOL (Movono & Dahles, 2017; Woo, Uysal, & Sirgy, 2018). A recent study on QOL in Fiji however finds that local community members did not perceive benefits from tourism as equal exchange for the time, resources and assets used by the community members (Matatolu, 2018). This difference was based on the prioritised QOL elements for the study which include faith, family and farming, where tourism is seen to negatively affect these variables.

Another positive example concerns the results of the Wai-Votua research project – conducted by The University of the South Pacific (USP), National Institute of Water and Atmospheric Research (NIWA) and NZ Aid – which led to improved water supply, waste water management, marine biodiversity and reduced disease outbreaks. The success of such projects under local participation enhanced pride in the community and had a positive impact on people's perception of QOL. The participation of local community members in these projects further strengthen co-operation and community relations and thus social capital which is based on trust, reciprocity and solidarity (Kay, 2006).

However there are observable differences in wealth of community members. Those members who have better housing and more economic security are not the ones who participate in RRT, but those who worked abroad or in senior positions with government services.

Perceptions towards Different Types of Researchers

Interviewed community members favoured researchers who could provide funding, materials and experiential knowledge. Participant Soso (Male, NGO worker) while speaking on researcher requirement for the village suggested:

For the solutions we need money and the village does not have the money. So, who so ever can provide materials and money and help us, we would prefer them. But we need more experience and knowledge, we have the manpower in the village.

This viewpoint indicates a preference for organisations and senior staff (professors and scientists) as they were seen to be more experienced, possessed access to funds and could offer better benefits. Whilst this was a rather unanimous stand, some interviewees preferred students due to the fact that they came in large numbers and thus were a better choice economically for the village. However, no member of the community who was part of this research suggested volunteers as their preferred choice for researchers. This can be inferred as host participants' focus on the material and economic gains from RRT. On inquiry regarding their choice of researchers, Vaca, a female participant who worked as a babysitter in the nearby resorts stated:

I think Organisations, as they most bring help to us. Help in term of whatever we have to do, better information, the village needs more resources and funds, and we need Organisations that can provide with more such things.

Whilst other research tourists (RTs) provide some economic gains, volunteers do not benefit the community either monetarily or materially. As ingrained in the host gaze, there is a strong expectation that tourists – including research tourists – contribute to the village economically. Such contributions however hardly derive from volunteer tourists in the village.

Problems of RRT

Members of the community highlighted issues related to researchers' lack of reciprocity, transparency and participation. Interviewed community member opined that researchers used community knowledge and resources and then never revisited or communicated again. Moreover, findings from their research were not normally shared with community members. As highlighted by Levi Strauss (1969), reciprocity is the norm for all human relationships. Such reciprocal relations are also highlighted in Pacific methodologies (Nabobo-Baba, 2008). In the Fijian context,

reciprocity indicates recognition and honour. Therefore, time, energy and knowledge given by the community must be reciprocated (Nainoca, 2011). If the researcher fails to reciprocate, he or she will not be respected.

Issues related to transparency related to both handling of the research and funds within the community and unequal benefit sharing deriving from research projects. Some of the interviewed community members were unaware of the contributions by RTs. There was no information regarding RTs' purpose, background, and no discussion on the kind of benefits or funds they were contributing to the community. Participant Marika (Male, Farmer), voiced the issue related to the lack of transparency within the village and stated:

> *To me as I'm just here I don't actually know what they bring to the village. I'm there to welcome, I don't have an idea what they get [provide] to the village*

Furthermore, the concept of equitable sharing of income generated through RRT is not clearly defined. When facilities are utilised by RTs, the traditional rules allow the chief to decide the work allotment. In terms of providing accommodation and food, only households with additional space, cleanliness, and better conditions for toilets and bathrooms are preferred. This excludes other households from benefits-sharing.

The issue of transparency with NGOs is related to fund management and unequal benefit sharing. As pointed out by one of the elder participant from the community, Bale (Male, Retired government worker):

> *Most of the research that have been done are on the marine conservation and reef regeneration…and some of them earn millions of dollars for that research but we don't get anything out of it. Just $500 (FJD) per month from the rent for the research on the qoliqoli other than that nothing. They make themselves rich but they don't pass the benefit.*

The interviewed members of the community felt that these organisations use the name of the village to secure funding but they do not clearly state the amount that would be used on the community. They use the resources but there is no substantial benefit that the community derives out of it (Adan, 2015; Tortajada, 2016).

Conclusion

From a community perspective, the main interest in participating in RRT is connected to money and material benefits such as employment and improvement of QOL. These findings highlight that RRT is similar to other forms of tourism, where local community motivations are based on key factors such as creation of job opportunities, revenues and QoL (Meimand, et al., 2017), yet there are differences how the local community members perceive the various types of research-related tourists.

The conventional host-guest relationship is often perceived as materialistic and short-term (Fennell, 2006). Whilst this notion of a primarily economic interest in the host-guest relationship also prevails in research-related tourism, it nevertheless involves elements which are characteristic of Pacific values, such as generosity, long-term relationships and reciprocity (Berno, 1995). Furthermore in the case of host-RTs relationship, the reciprocity varies based on the classification of RTs. In RRT, the community's reciprocal expectations from students and volunteer RTs is different from those of academics, scientists and organisations.

The challenges and issues with RRT are related to its functioning. In the absence of a guiding set of rules, there is a lack of transparency resulting in a feeling of distrust within the community. These issues point towards no single point of contact for RTs, and in most cases, the community being unaware of the reason for RTs' presence, especially if they are visiting individually. With no formal arrangement, this often results in unequal participation and benefit sharing.

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Frontline Professionals' Knowledge And Awareness Of Biosecurity Risks In Nature-Based Tourism And Outdoor Recreation

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Abstract

This working paper introduces the second phase of a qualitative study of biosecurity risks in nature-based tourism and outdoor recreation in Aotearoa New Zealand. The phase one context for the study was reported to CAUTHE in 2020. Specifically, in this paper we report an analysis of interviews with frontline tourism professionals (guides and related tourism facilitators) designed to gauge their knowledge, and their perceptions of their clients' knowledge, of biosecurity risk with respect to nature-based tourism and outdoor recreation activity. Our research shows that frontline tourism professionals are willing to participate in post-border biosecurity risk mitigation (through the provision of information to tourists), but are often challenged by low levels of biosecurity-explicit knowledge (Mackay et al. forthcoming). Increasing the biosecurity knowledge-base of tourism professionals is therefore important.

Keywords: biosecurity, tourism, outdoor recreation, New Zealand, awareness

[WP]

Introduction

Biosecurity surveillance at air and sea ports is designed to protect Aotearoa New Zealand's natural and agricultural environments from the harmful introduction of invasive pathogens (McNeill et al., 2011; Delane, 2019). In a 2020 CAUTHE paper entitled *Assessing Biosecurity Awareness in New Zealand's Agritourism and Nature-Based Recreation Sector*s (Mackay et al. 2020) we described the relationship between tourism, outdoor recreation and biosecurity, and outlined our proposed research.

In this second report on the research, we discuss the results of our first round of qualitative interviews with frontline professionals (tourism guides and related facilitators) conducted immediately before New Zealand's early-2020 COVID-19 lockdown. The focus of these interviews was on outdoor recreation guides awareness of the environmental impacts of tourism, and within that broad context, the positioning of biosecurity issues, concerns and mitigation actions. The central research question was: *what is (or could be) the role of frontline tourism professionals in the dissemination of biosecurity knowledge to tourists?* Our analysis shows that while most frontline tourism professionals are keen to participate in post-border biosecurity risk mitigation through the provision of information to tourists, many of them are often challenged by low levels of biosecurity-explicit knowledge.

The impetus for the project was Wilson et al.'s (2019, p.43) call for research into "…the role played by tourist mediators (guides, businesses etc.) in respect to tourists' biosecurity awareness, including their perceptions of tourist interest/disinterest in biosecurity". Wilson et al.'s (2019) call was driven by an understanding that guides are a key source of tourist information and play an important mediation role in respect of tourist behaviour within various environmental settings. The project sits within the tourism theme of the Better Border Biosecurity (B3) research programme – a multi-partner, cooperative science collaboration that researches ways to reduce the entry and establishment of new plant pests and diseases in New Zealand (https://b3nz.org/home).

Methods

Semi-structured interviews were conducted in-person or on-line using Zoom with 13 tourism professionals in March 2020. Each interview was transcribed and once completed was analysed thematically. The first set of themes were focused on professionals' interpretations of biosecurity and tourism. The second set of themes focused on their perceptions of clients' understanding of the relationships between biosecurity and their tourism activities. Those we have interviewed either manage or guide visitor activities taking place in urban, conservation and aquatic environments, including sightseeing, walking, hiking, cycling, kayaking, fishing, birding and outdoor education. A process of manual thematic coding was used to analyse the interview data, discover and explore themes, and arrange the research findings.

Findings

Awareness of environmental impacts of tourism and outdoor recreation

We started each interview with a conversation about the environmental impact of tourism and the issues associated with tourist activities in the outdoors (PCE, 2019). Our interviewees noted a direct link between physical environments and the tourism and recreation activities they host, including a clear connection between the *quality* of recreational environments and client *satisfaction* (Manning, 2011).

Interviewees described both environmental impacts generated *by* tourism and outdoor recreation activity (e.g., carbon associated with flying, the use of vehicles, damage to environments) and environmental impacts *on* the tourism experience (e.g., the pollution of waterways associated with freedom camping, overcrowding and noise at popular sites). Interviewees also reported undertaking a range of mitigation measures in respect of the impacts of their own activity, including instructing clients on how to behave and changing business processes.

Beyond these tourism-related issues, the two key environmental issues identified as being topics of conversation with their clients were the impact of dairying on the environment and predator control. Our interviewees noted that many environmental issues were not immediately obvious to tourists, and a significant amount of the information delivered by them addressed the reasons for issues being problematic within the New Zealand context (e.g., the need for predator control for biodiversity protection).

Threats to biodiversity were perceived to be both significant and long-standing and, although interviewees appeared intuitively to be aware of underlying biosecurity risk, the relationship between *biodiversity* and *biosecurity* was often not explicitly expressed.

Awareness of biosecurity risks associated with tourism and outdoor recreation

When prompted to talk about biosecurity, the responses offered by interviewees were associated mainly with border inspection and control. Television programmes such as *Border Security* were mentioned as an important source of information, but had a narrowing effect on the perception of the issues involved. In the main, the connection between biosecurity and threats to agricultural and other primary production was strongest.

Seldom mentioned by our interviewees were domestic *transfer pathways* (Wilson et al., 2019) of already existing biosecurity threats within New Zealand and its many island nature reserves, other protected areas and tourism hotspots.

Our interviewees also pointed to their clients gaining some understanding of biosecurity when they encountered signage in particular places relating to mitigation associated with high profile risks. Most commonly mentioned were didymo or "rock snot" (*Didymosphenia geminata*) and its transfer from river to river on fishing gear and boats (Beville, 2012); and kauri (tree) dieback as a result of pathogens (*Phytophthora agathidicida)* being transferred on footwear while walking (Scott and Williams, 2014). Beyond this, however, there was minimal understanding of which

species and pests represent the full spectrum of organisms that represent biosecurity risk in New Zealand.

Many interviewees reported that participation in the interviews had alerted them to a wider range of biosecurity issues than previously considered. While most intuitively understood their own role in respect of managing their client's behaviour and promoting environmental protection, this did not specifically encompass issues and impacts relating to biosecurity.

Interestingly, none of the interviewees had heard of the Biosecurity New Zealand campaign that has adopted the slogan *'biosecurity team of 4.7 million'* (New Zealand's total population), although approximately half thought it was a good idea and appreciated that – as guides and tourism facilitators – they had an important role in mediating experience to help manage biosecurity risk.

Concluding remarks and implications

Effective guiding involves the deployment of interpersonal skills, to both manage behaviour and engage with clients, and is underpinned by the guides' own knowledge and understanding of environmental contexts, the activity being undertaken and their clients. A guide's ability to facilitate 'hands-on' experience, including interpretation of what clients were seeing or experiencing is important. This is, however, much easier when environmental issues, impacts or mitigation procedures were obvious to their clients. Biosecurity – despite often representing a key underlying factor – was often invisible, or was several steps removed from any impacts that could be observed.

Environmental awareness (and concern) was not uniform across the environments and activities examined. The focus for many was on biodiversity in conservation areas and on issues and impacts arising from historic events (e.g., the introduction of predators and their impact on native birds) rather than the potential for new threats associated with the introduction and transfer of invasive species along domestic pathways. 'Biosecurity' was commonly explicitly associated with activity at the border – and with agriculture – rather than as the harbinger of the other biodiversity issues faced today and often associated with conservation, although in the case of some species there is a most definite cross-over, for example Myrtle Rust (*Austropuccinia psidii*), which attacks conservation and plantation forest species.

Our interviewees told us that participating in this research increased their awareness of biosecurity issues not previously considered. Willingness to participate in biosecurity risk mitigation, however, is challenged by the current low levels of biosecurity-explicit knowledge. Up-skilling tourism professionals in this area of engagement will require the development of resources that are easy to understand, accessible, current and relevant to activities, specific environments and impacts that might be observed or experienced.

We have now started a final round of interviews (n=12), this time with agritourism operators (i.e., people engaged with tourists and outdoor recreationists in production/agriculture environments) to gain a better understanding of their perspectives and roles in biosecurity. Interviewing this group will further advance our increasing understanding of frontline tourism professionals' knowledge and awareness of biosecurity risks in tourism.

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Future Of Sport Tourism Functional Collaboration: A Relational View

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Abstract

Functional collaboration is considered as a necessity to the development of sport tourism. It might be more essential strategy after COVID-19 in order to recover the contribution of sport tourism. Functional collaboration between national tourism organisations (NTOs) and national sport organisations (NSOs) is advancing in Bangladesh, yet some problems with functional collaboration occur. Analysing qualitative data–interview and documents, this paper outlines and classifies the success factors and barriers to functional collaboration between NTOs and NSOs under the lens of relational view. This manuscript contributes to sport tourism scholarship by providing an extensive list of both barriers and success factors to NTOs and NSOs functional collaboration to guide future research in sport tourism functional collaboration.

Keywords: sport tourism, functional collaboration, success factors, barriers, national tourism organisations, national sport organisations

[WP]

Introduction

The successful development of sport tourism is dependent on the involvement and commitment of various stakeholders (Wäsche, 2015). NTOs and NSOs are the prime responsible authorities in heterogeneous fields– tourism and sport respectively (Weed, 2003) because the development of tourism and sport is their fundamental idiosyncratic goals respectively (Wäsche, 2015). Various forms of collaborations among sport and tourism stakeholders would be necessary after COVID-19 to recover sport tourism. Functional collaboration is a form of collaboration that refers to the specific functional areas or activities selected and performed by stakeholders together (Preece, 1995). Although previous research (Devine et al., 2011; Wäsche, 2015; Weed, 2003) cited some factors affecting sport tourism collaboration at organisational level, hitherto, no research has, to author's knowledge, examined success factors and barriers to functional collaboration between NTOs and sport-based NSOs. As scholarly work is focusing on the necessity and the success or failure story of sport tourism collaborations (Devine et al., 2011; Weed, 2003), it is significant to explore an extensive view on what factors cause the sport tourism functional collaborations successful or failure. This study provides a comprehensive understanding of success factors and barriers, which is critical in order to facilitate NTOs-NSOs functional collaborations to be developed and advanced with greater efficiency and effectiveness. In addition, this study contributes a comprehensive view of NTOs-NSOs functional collaboration's enablers and barriers through the application of an established theory (relational view) which is needed in sport tourism studies (Weed, 2009).

Literature review and theoretical framework

Success factors and barriers

A number of factors affecting sport tourism collaboration are explored by several prior research such as communication, government support (Wäsche & Woll, 2013), trust, commitment (Levet-Labry & Schut, 2014), common aims, culture, communication, trust, stakeholder power and leadership (Devine et al., 2011). Prior researchers agreed that these factors are important (not equally) for collaboration effectiveness and the absence of these factors causes collaboration failure or obstructs the smooth advancement of collaboration. For example, lack of trust , common goal (Jiang & Ritchie, 2017) and sufficient communication (Io, 2018) causes collaboration disruption or failure. Furthermore, there are also some obstacles to sport tourism collaboration

such as different ideologies, historical conflict, lack of initiative, high cost and limited effort and time (Deery & Jago, 2005; Wäsche, 2015; Weed, 2003). Although the aforementioned factors were sporadically mentioned in sport tourism literature as success factors and barriers to multiple stakeholder's collaboration context in organisation level, there has been limited research that provides the comprehensive analysis of barriers and success factors to sport tourism functional collaboration. A single study examining both the success factors and barriers is able to provide a more nuanced view (Walker et al., 2013). This study is significant in order to provide a more nuanced and deeper understanding on the barriers and success factors through the inclusion of multiple NTOs and diverse national and international level NSOs.

Theoretical framework

This study adopted the relational view (Dyer & Singh, 1998) that is often used in literature as extended resource based view theory (Dollinger et al., 2015; Mesquita et al., 2008). The relational view states that organisations can achieve collaborative and competitive advantage from collaborative resources jointly created by collaborating organisations or stakeholders (Dollinger et al., 2015; Dyer & Singh, 1998). 'The relational view provides a good fit with the collaborative arrangements studied, as the organizations are trying to establish an ongoing relationship that can create value that otherwise could not be created by any of the organizations independently' (Walker et al., 2013, p. 589). The relational view proposes four enablers (relation-specific assets, knowledge-sharing routine, complementary resources and capabilities, and effective governance) and four barriers (assets interconnectedness, partner scarcity, resource indivisibility, and institutional environment) to collaboration (Dyer & Singh, 1998; Walker et al., 2013). In addition, lack of four enablers can also be the barriers to collaboration (Dyer & Singh, 1998; Walker et al., 2013). This relational view is an appropriate lens to conduct an empirical investigation to identify and classify the success factors (enablers) and barriers to sport tourism functional collaboration.

Methodology

This study investigated the success factors and barriers to functional collaborations between NTOs and NSOs employing 26 interviews with the top-level officials from the NTOs and four NSOs in Bangladesh. The popular NSOs, including cricket, football, hockey, and boli-khela (local wrestling) that have tourism potential in Bangladesh (Hoque, 2016) are included in this study. The interview schedule consists of three broad questions including 'please tell me about actual and potential functional collaborations between NTOs and NSOs in terms of marketing, finance, product development and other', 'what are important factors positively affecting the success of NTOs-NSOs functional collaborations?' and 'please tell me the obstacles you see in building or continuing that collaborations'. The first question was to understand the nature of functional collaborations. The other two questions were structured on the basis of two broad propositions of the relational view– facilitators and hindrance of collaborations in order to achieve the objective of this study. This study also collected and analysed annual reports, website information, memorandum, and news clippings in order to verify and enrich interview data. All interview and documentary data were inputted in NVivo 12 for analysis. In data analysis, the sub codes and codes (for example, subcodes– 'cordial attitude', 'actions justifying promise' and 'completing assigned duties' for the code– 'commitment') were identified by focusing on the barriers and success factors related propositions of relational view. All the codes were examined to group under the themes of relational view (for example, 'commitment' under 'relation-specific assets') (Walker et al., 2013).

Results

The success factors and barriers to functional collaboration between NTOs and NSOs are listed in Table 1.

Table 1. Success factors and barriers to functional collaboration between NTOs and NSOs

Success factors	Barriers
Relation-specific assets	**Asset interconnectedness**
Commitment	Even centric attitude
Trust	**Partner scarcity (None)**
Knowledge-sharing routine	**Resource indivisibility (None)**
Communication & Coordination	**Institutional environment**
Win-win interests	Bureaucracy
Group decision making practice	Do-it alone attitude
Well understanding of duties and sport tourism concepts	Age of organisation
Complementary resources and capabilities	Selfishness
Group decision making	**Lack of relation-specific assets**
Human resource	Lack of commitment
Effective governance	**Lack of knowledge sharing routine**
Agreed goal	Lack of communication
Top-level management support	Lack of realisation
Transparency and accountability	Lack of study on sport tourism impact
Written document	**Lack of complementary resources and capabilities**
	Lack of capacity
	Lack of master plan
	Limited budget
	Insufficient manpower
	Competition over resources
	Lack of effective governance
	Lack of institutionalised attitude
	Lack of sport tourism policy
	Lack of efforts
	Goal incongruence

Conclusion

This study contributes to sport tourism collaboration literature by addressing Dyer and Singh's (1998) future research agenda that 'given the poor track record of many alliances, researchers might examine, in detail, the factors that impede the realization of [functional collaboration]' (p. 676). Furthermore, this research adds to the facilitating processes of the relational view in terms of sport tourism functional collaboration, in particular the functional nexus between NTOs and NSOs. The comprehensive view of success factors and barriers along with new insights (i.e., written document, win-win interest, transparency and accountability, do-it alone attitude, age of organisation, lack of study, and lack of master plan) is the major contribution of this study. This study is significant to sport organisations, tourism organisation, government, and policy makers because the findings may assist them to decide the areas that need support and guidance and to design strategies for advancing the relevant success factors to achieve sustainable sport tourism functional collaborations.

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Getting Deeper In Experiential Learning: A Phenomenological Study On Tour Guiding Students

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Abstract

Using phenomenological analysis, this study attempts to understand the influence of experiential learning on undergraduate tour guiding students and the reflections of the gained skills on their career. Findings reveal that students have gained personal, social and professional achievements by the virtue of their experiential learning. Moreover, the study argues that tours are important tools in experiential learning that have a transformative influence on the prospective tour guides.

Keywords: experiential learning, phenomenology, tour guiding, campus tours

[WP]

Introduction

While there are no adequate studies on the experiential learning in tour guiding education, it is known that this learning style has benefits for students of accommodation and tourism education such as improving interpersonal communication skills, meeting a real customer, improving their creative and critical thinking and gaining real-world experience that would be helpful during future job searches by the applications within experiential learning applied (Papamarcos, 2002, p. 32). Similar skills are also required for tour guiding students. Having graduates of tour guiding getting to work with reliable narration skills shall provide them with an advantage to communicate with their guests and obtain customer satisfaction. With reference to this need, a Campus Guidance Project was conducted in order to let students in the tour guiding department gain experience and to improve the curriculum in line with the results of the project. The current study that was conducted within the scope of the project in question.

Theoretical Framework

In the current paper, the tour experiences of guidance students were grasped in consideration of experiential learning theory. The experiential learning theory defines learning as “the process whereby knowledge is created through the transformation of experience.” (Kolb, [1984] 2015, p. 49). Instead of grasping and measuring the learning process just as an “ability to recall and apply important concepts”, experiential learning provides a subjective way for performance evaluation (McMullan & Cahoon, 1979, p. 453).

Tour guides assume the roles of ‘mediator’ (de Kadt, 1979) and a ‘cultural ambassador’ (McKean, 1976) at the same time, and these key features address the interpretative factors forming the guest experience (Ap & Wong, 2001, p. 552). For this reason, learning by means of experience is functional for the tour guiding students in terms of both taking lessons from their own experiences and being aware of the active role on their part to form an experience in a tour practice. Besides, examining the tour guiding, which constitutes the centre of experience, with the theory of Kolb (1984) that grasps the students' perception of themselves and their relationship with the external environment holistically, provides an efficient theoretical basis compliant with the interpretative features of it. Investigating the process in question with the phenomenological approach that centres on the experiencing subject allows reflecting the opinions of students for whom the main change was aimed directly in the study. Having students heard whilst determining the efficient ways of learning experience would definitely contribute to higher education (Fink, 2003, p. 6).

Tour guiding and the interpretation process can be considered as an interwoven education activity (Christie & Mason, 2003, p. 1). The tours and the travel practices can also trigger the

change and transformation on tour guides. Once this effect of the change is taken to the education area, the tours become functional tools (Grant, Heirich, Martin & Van Eck, 1981) in the education of guiding students. Thus, this paper reveals the educative and transformative influence of tours on the prospective tour guides.

Methods

In this study, 14 male and 7 female students participated as campus guides. The students were trained primarily about the two big campuses of the university, campus life and being a student in Eskisehir. Then students participated in a tour covering both campuses, under the leadership of professional tour guides. In order to develop particularly rhetorical, communication and interaction skills of the students, students were trained by a creative drama trainer. With a social behaviour and protocol rules training that was provided to the students later, the students obtained information regarding the social behaviour rules required for the tour. Finally, the students received a 2-day diction training in order to develop an efficient and strong narration skill. Students who took part in the project guided 4842 high-school students and 110 teachers who came from 35 different schools between 04.04.2016 and 06.05.2016.

A phenomenological approach was adopted in this study in order to reveal the subjective side of the experiential learning experience of the students who participated in the campus guidance project.

In this research, as being aware of the risk that students who were the participants might not express their inner world openly to their teachers, students were asked to complete an open-ended questionnaire in which they could express themselves with a nickname to be determined by their own choice in June 2016. In educational research, open-ended questionnaires are a rich source of information (Johnson & Christensen, 2008, p. 177) because they present the participants' answers in writing with their own words.

After four years, authors of the project reached out to the same students again. Students filled out another open-ended questionnaire in the same vein with the previous questions. They were asked to use the same nickname.

Results

The data were manually analysed identifying key themes. The analysis steps determined by Hycner (1985) were simplified and followed up. Experiences that the campus guiding students gained from the tours they participated in within the scope of the project were examined under the main themes of personal, social and professional achievements. Personal achievements, which is the first of these main themes, was divided into two sub-themes: becoming aware of personal inadequacies and increased personal skills. Invigorating ties with social milieu and the increase of social capital were considered as sub-themes of the social achievements while becoming aware of professional inadequacies, acquiring professional skills and increased commitment to the profession were grouped as sub-themes of the professional achievements.

Discussion and conclusion

Findings of this study showed that tours are important tools in experiential learning that may have a transformative influence on the students. Although students did not use all the stages equally, they completed all of the four stages of Kolb's experiential learning: they planned (concrete experience), acted and implemented their plans (reflective observation), observed the effects of their tours (abstract conceptualization) and then they reflected back on their experiences (active experimentation) as a reconstruction of this social situation's meaning (Zuber-Skerritt, 2012). At the final stage, where they finalized their learning process in active experimentation (social action), they had acquisitions other than personal achievements, such as meeting new people and gaining professional achievements. During this process, they constructed their experiences

through narratives and story-telling in their performances and wrote about those experiences in which they made a connection between their personal and social knowledge.

Second phase of the research revealed that the students could benefit from the project greatly. Moreover, they could carry the skills that they gained during the project to their career. On the other hand, working life enabled them to see their deficiencies as well. Students pointed out their lack of knowledge about technical details that they encounter in their day-to-day work such as information about roads and signing guide contracts.

The experiential learning in the campus guidance has been effective in shaping the skills that will be used in social life besides personal development and allowed for the creation of social bonds. As experiential learning imposes an active role on the students participating in the learning process, the teamwork, leadership, verbal and written communication and listening skills develop in this active environment and contribute to students' critical thinking and problem-solving skills (Gremler et al., 2000, p. 43). The preliminary findings make an important contribution to the tourism literature and the practice of experiential learning in tourism.

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Healthcare Education Tourism: An Exploratory Study Of Student And Graduate Occupational Therapists In New Zealand

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Abstract

Cultural competence is a key part of working in healthcare and is increasingly a focus of healthcare education. International clinical placements, service-learning and volunteering have all been posited as potential avenues for the development of cultural competence in healthcare students. This paper introduces an exploratory, interdisciplinary study into what we conceptualise as 'healthcare education tourism'. 15 semi-structured interviews were conducted with Occupational Therapy students and graduates from New Zealand who self-identified as having undertaken a clinically relevant period of international travel. Preliminary thematic results reveal complex intersections between clinical and cultural learning, with distinct differences between the accounts of students and graduates. The diverse experiences giving rise to this learning reveal challenges in distinguishing between educational tourism, volunteer tourism and international service-learning. The study provides insight into the pedagogical value of these varieties of tourism and their relevance within contemporary global healthcare education.

Keywords: educational tourism, volunteer tourism, healthcare, clinical learning, cultural competence

[WP]

Introduction

This paper presents an exploratory, interdisciplinary study of what we refer to as 'healthcare education tourism' – a subset of educational tourism that has specific relevance for healthcare students but which is not restricted to clinical placements. Healthcare education tourism groups together diverse practices through their common ability to foster clinical cultural competence. The study provides an original perspective on this tourism niche, contributing to knowledge on tourism and healthcare education.

Literature review

In an increasingly globalised world, healthcare professionals are expected to demonstrate cultural competence and an appreciation of diversity in their practice. International travel has been posited as a potential avenue for the development of cultural competence in healthcare students, as well as for broader personal and professional development (Kohlbry, 2016; Lee, 2004; Simonelis, Njelesani, Novak, Kuzma & Cameron, 2011).

Tourism intersects with the demand for culturally competent healthcare practitioners in various ways. International clinical placements for healthcare students, such as internships or credit bearing service-learning, can be categorised as a form of 'education-first' educational tourism (Ritchie, 2003). In addition, volunteer tourism caters to the gap year market, allowing travellers with no formal healthcare training to experience clinical environments in order to confirm their vocational direction or gain a competitive advantage in accessing tertiary education. This form of healthcare volunteer tourism in resource poor countries has sparked debate regarding the ethics of such practices and the possible need for industry regulation (McCall & Iltis, 2014; Sullivan, 2018).

In this research, we conceptualise healthcare education tourism as primarily a form of educational tourism (Ritchie, 2003). Healthcare education and learning may be either primary or secondary motivations for the trip, and it is also possible that the clinical relevance of the travel is only recognised retrospectively. We suggest that healthcare education tourism can be subdivided into

clinically relevant international volunteer tourism, service-learning and internships, which may take place in a variety of healthcare, education and community contexts. Approaching tourism from the perspective of clinical relevance highlights the range of experiences available to healthcare students.

Research investigating healthcare education tourism has been conducted mainly with students based in Australia, Canada, United Kingdom and United States, but there is a lack of scholarship in the New Zealand context. New Zealand is considered a bicultural society, which embodies a partnership between indigenous Māori and Pākehā (New Zealanders of European descent), although ethnic and linguistic diversity is growing (DeSouza, 2008). This makes New Zealand a particularly interesting context in which to explore clinical cultural competence. Indeed, the very term 'cultural competence' is positioned alongside a competing, more politicised notion of 'cultural safety' within New Zealand healthcare and education (DeSouza, 2008; Jungersen, 2002).

Methods

This research employed an inductive, qualitative approach in order to understand the meanings attributed to experiences of healthcare education tourism by students or graduates in their own words. The central question guiding the research was: 'To what extent does international experience foster cultural competence, personal growth and clinical skill development in student healthcare professionals in New Zealand?'.

15 participants were recruited, comprising 7 students and 8 graduates, using purposive sampling through Otago Polytechnic's School of Occupational Therapy. All but one of the participants were women, reflecting the gender bias present in the profession. The students' international experiences spanned 14 countries and mainly involved volunteering in a variety of healthcare, community and educational settings. The graduates had either undertaken a school or community placement in Rarotonga as part of their degree or a hospital internship in India shortly after graduating.

Semi-structured interviews were conducted during April and May 2020; as these interviews coincided with New Zealand's COVID-19 lockdown, they took place online via video-conferencing software. On average, the interviews lasted between 30-60 minutes. Audio-recordings were transcribed and then a two-page narrative summary of each interview was created and sent back to the corresponding participant along with the full transcript to be checked for accuracy. A thematic analysis of the data was then carried out using the approach outlined by Braun and Clarke (2006).

Preliminary findings

Our preliminary thematic analysis reveals complex intersections between clinical and cultural learning through healthcare education tourism, with distinct differences between the experiences of students and graduates.

Clinical learning was described by both cohorts in terms of developing communication and group work skills. In addition, for the students, exposure to novel therapeutic settings that were inaccessible to them in New Zealand was significant. These fostered broadened knowledge of health conditions and disabilities, and development of rudimentary therapeutic skills. The graduates' accounts focused more on adaptability in the face of limited resources or language barriers, and on how the travel experiences prompted reflection on their clinical practice in New Zealand. The more advanced final year students and graduates also appeared to be more conscious of their clinical skill deficiencies that sometimes prevented them from participating fully in their placement.

The international experiences were described by both cohorts as prompting reflection on their own culture, beliefs and values, and engendering more openness towards cultural difference. An

appreciation of diversity and empathy with clients was presented as important within a healthcare context. In addition, the graduates were able to draw on their experience as practitioners to reflect on how Occupational Therapy is practiced and taught in different socio-cultural contexts, and the comparative strengths and weaknesses of other healthcare systems. The experience affirmed the type of clinical practice that they wanted to develop going forward. The graduates were also better able to connect their cultural learning overseas with New Zealand's bicultural context and its implications for healthcare practice.

Conclusions and implications

This study contributes to the growing body of evidence that international travel fosters the development of cultural competence in healthcare students. Its originality lies in the exploration of allied health students and New Zealand context, both of which are underrepresented in the literature.

The research advances our understanding of educational tourism from the perspective of what constitutes clinical value in healthcare education. Our analysis of independently organised volunteering alongside clinical placements endorsed by tertiary education providers showcases the diversity of experiences that might fall under the umbrella of healthcare education tourism. While this diversity is a strength of the research, it is also limiting as it meant that we were unable to assess the impact of the placements on communities and patients in each destination.

It is hoped that this research will contribute to advances in healthcare education in relation to cultural competence and also to the development of high-value educational tourism that meets the needs of healthcare professions. With the prospect of significant transformations to international tourism and education ahead due to COVID-19, there is a need to evaluate further tourism's relevance for global healthcare education.

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Identifying Visitors' Travel Patterns From Social Media Posts

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Abstract

Understanding visitors' travel pattern is important because it could help to identify destination hotspots and design better strategies for tourism management. Traditionally travel patterns has been studied by surveys or interviews, however, nowadays, social media offers higher volume, better spatial and temporal resolution data to model patterns and learn the spatial travel behaviours. In this work, we rely on social media Weibo to demonstrate the ability of using social media, to identify not only destination hotspots but also the popularity of destinations based on visitors' travel itineraries. Specifically, we employed the density-based clustering method to cluster destinations and adopted the social network analysis to recognise the popularity of the destinations. Furthermore, the spatial travel behaviour was analysed by core-periphery theory, and several unique travel patterns in the destination network have been recognised. Besides analysing the core-periphery structure of the destination network, we also found that distance and difference in the type of attractions influence visitors' travel patterns.

Keywords: travel patterns, social media, weibo, social network analysis, centrality, core-periphery

[WP]

1. Introduction

The tourism industry has been on hold due to the COVID-19 pandemic. According to the UNWTO latest World Tourism Barometer, the tourism industry lost 440 million international arrivals and about US$ 460 billion in export revenues international since January to June 2020 (World Tourism Organization (UNWTO), 2020). However, with the improvement of containing the virus, some countries start to ease restrictions on travel. Regardless of the format and speed of recovery, understanding where people travel and what they want to experience remains important for the tourism industry.

China was the top tourist market for Australia, and tourism incoming was one of the important sectors for Australia economy. Particularly, in 2019, there were 1.3 million Chinese tourists in Australia, which contributed 12.4 billion dollars to the Australian economy (Tourism Research Australia, 2019). However, due to travel restrictions under COVID-19, Chinese arrivals into Australia decreased by 90% in February 2020, compared with the same period last year (Australian Bureau of Statistics, 2020). The impact on the national economy is substantial. Discussions on how to recover tourism are ongoing (Tourism Australia, 2020; Yang, 2020). Therefore, to be ready to embrace international tourist's in post-pandemic, gaining insights into Chinese visitors' dispersal and travel preferences is of importance.

While the travel activities slowly resume, the importance of understanding the visitors' travel behaviour is crucial to help the tourism industry recover. Traditionally, the movements of tourists are modelled with surveys or interviews (Becken, 2004; Leiper, 1989; Lew & McKercher, 2006; McKercher & Lau, 2008; Mings & Mchugh, 1992; Oppermann, 1995; Vu, Li, Law, & Zhang, 2018). In a broad scale, Leiper (1989) found the destinations connections among the countries for arrivals; Within one destination, McKercher & Lau (2008) modelled four types of tourists' movements to present variations in the distances that tourists' moved from their accommodations; Oppermann (1995) introduced to model visitors' travel patterns through their itineraries in five patterns type: single destination, base camp, destination area loop, open jow loop and multiple destination areas loops.

With the advances of new technologies and new data sources tracking visitors' movements can be done even in real-time and with a better resolution from the spatial and temporal perspective (Chen, Becken, & Stantic, 2020b). For example, tracking trajectories can be done with a GPS device (Shoval, 2006), bank transactions (Sobolevsky et al., 2015) or mobile phone data (Calabrese, Diao, Di Lorenzo, Ferreira, & Ratti, 2013). However, the data source above could be expensive and hard to obtain. For example, the GPS device requires pursing the device, and the volunteers need to take it while travelling; the bank transaction requires permission and collaboration agreement with different banks.

Social media, as the new data source, is receiving increasing attention to model visitors' travel patterns (Ardito, Cerchione, Del Vecchio, & Raguseo, 2019; Chen, Becken, & Stantic, 2020a; Cvelbar, Mayr, & Vavpotic, 2018; Salas-Olmedo, Moya-Gomez, Garcia-Palomares, & Gutierrez, 2018). However, popular social media in the "western world" has a limited number of Chinese users due to the language barrier and therefore obtaining Chinese tourists' opinion especially in a national geography scale, is challenging. For example, 77% of Chinese visitors surveyed in Australia claimed that they could not speak English well or not at all (Tourism Research Australia, 2014). On the other hand, Weibo can be an excellent source to obtain visitors' opinion because Weibo is one of the popular social media in China with more than 400 million monthly active users, and majority users are from mainland China (Weibo, 2018).

In this work we demonstrate the ability of using data from social media to identify the popularity of attractions and analysis the travel patterns in the destinations, we use Chinese visitors' travel patterns in Australia as a case study by exacting travel itineraries from Weibo. We adopted the application of network theory to tourism geography and applied social network analysis to identify popular tourist destinations in Australia and exam the destination network to recognise the spatial travel behaviour Specifically; the following three research objectives will be addressed:

1. Identifying visitor destinations from Weibo data.
2. Finding travel trajectories among the destinations.
3. Assessing the travel patterns by social network analysis.

2. Methods

2.1 Data collection in social media

Weibo data contains useful information for identifying visitors travel patterns. For example, userID (to identify unique users), geo-coordinated data (latitude and longitude where posts were generated), timeline (when the post was generated). According to the Application Programming Interface provided by Weibo where programs can be created to retrieve data under conditions (Sina Weibo, 2012), Weibo data can be retrieved by keywords and by geo-coordinated data. However, due to the size of the Australia region, it would be complicated to include whole Australia region for data collection. Therefore, we decided to use keywords to search for data. Analysing visitors' travel patterns, social media posts with geo-coordinated data are needed not only to identify the destinations but also visitors' trajectories. We began with identifying a list of Weibo users that have posted about one destination while visiting the destination, then specifically designed python programming to trace these users in an appropriate timeline.

To being with, We used Sydney in Chinese language (悉尼) as a keyword to start the data collection. We understand that not all Chinese visitors will include Sydney as a destination, but Sydney has been identified as the most visited place in Australia (Tourism Research Australia, 2019) therefore it is a suitable keyword, to begin with, data collection. TRA also found that the peak visitation about Chinese visitors in Australia is from January to March and the longest visitors type of visitors (VFR) stayed the longest with 45 days on average; Therefore we went for the longest average, and other visitor segments then fit comfortably. We used the userIDs to trace the

user, 45 days before and 45 days after the user's first post appeared in Sydney, which cover the timeline 16th Nov 2018 – 15th of March 2019.

Data collection consisted of four main steps, as shown in Figure 1, at first "Sydney" was used as a keyword for searching data in the Chinese language (悉尼). Secondly, only posts made in the Sydney area are included. By doing the first two steps, 23,146 posts with geo-coordinates were collected from 1,275 unique users. The last step involved filtering data to those posts only generated from Australia, which resulted in 17,197 posts being further considered. When tracing the travel itineraries from the above data, a list of destinations will be recognised by a clustering method (details provided in section 3.1). Since our interest is related to identifying visitors travel trajectories, only users that posted in a minimum of two destinations will be considered.

However, the final data sample may still include non-Chinese visitors who used Weibo in Australia and travelled to at least two identified destinations during the assessed timeline. But we have done two steps to increase the possibility of a post is from visitors. First, posts must be made within the proposed timeline when the peak time for visiting. Second, the user must post from a minimum of two places. More comprehensive methods to distinguish visitors and locals from social media is needed.

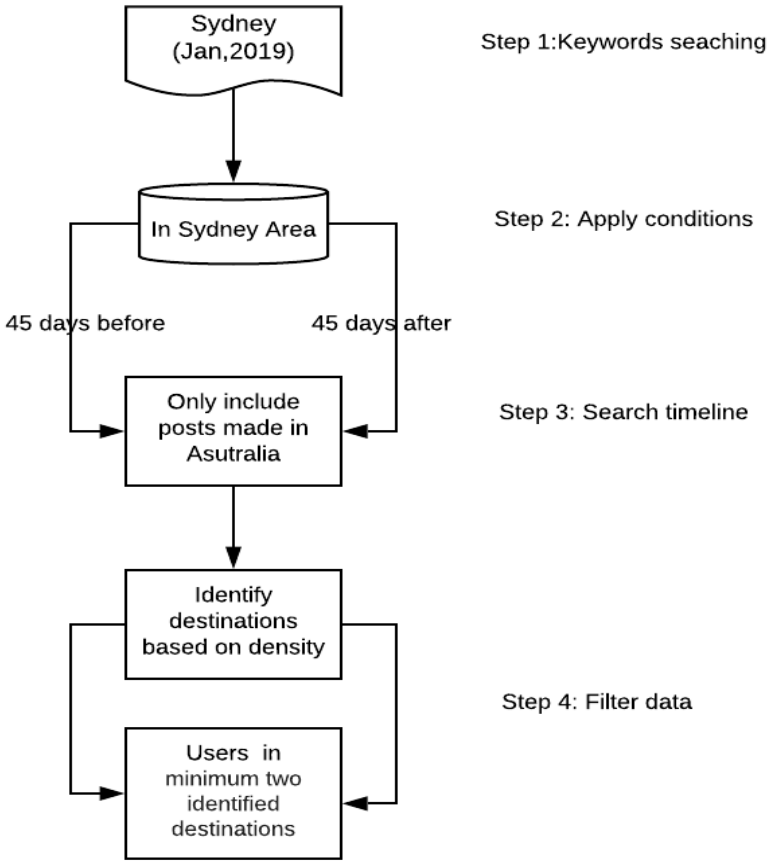


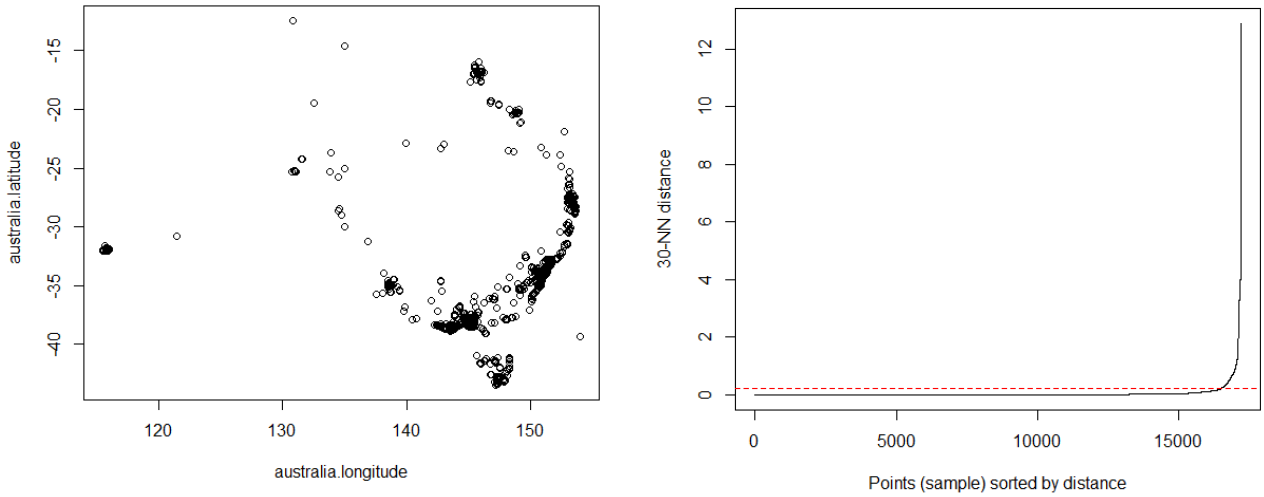
Figure 1. Data collection steps and criteria for filtering data

2.2 Identifying visitor destinations by Density-based clustering

Forming a set of groups is called clustering, where the methods are usually applied to discover structures in data by grouping their similarities. Density-based clustering method specifically identify clusters by the density of the regions (Hahsler, Piekenbrock, & Doran, 2019). There are many different density-based clustering algorithms, but based on the data set, DBSCAN algorithm (Density-Based Algorithm for Discovering Clusters in Large Spatial Database with Noise) is the

most suitable method. DBSCAN not only can identify clusters by high destiny but also identify irregular shapes and discard the sparse noise points that don't relate to any clusters (Daszykowski & Walczak, 2009).

To perform DBSCAN, two important parameters needed to be considered. *Eps* - the radius that decides the neighbourhood points and *minPts* - the density threshold which determines the minimum dimensions of the data set. *Eps* was calculated in *R-studio* by *dbscan* library (Hahsler et al., 2019). *Eps* can be detected by counting distance to k^{th} nearest neighbours with decreasing orders and look for the swift turn from the plot, which can be performed by *kNN* method (k-nearest neighbours algorithm) (Hahsler et al., 2019). We plotted the distribution of all posts in Australia (Figure 2a) and the distances of all posts by *kNN* to find value for *eps (*Figure2b*).* The sharp turn from *kNN* plot identified *eps* as 0.2. After checking the posts distribution and noise data, we identified value for *minPts* as 20. Using the *eps* and *minPts* value, 19 clusters were recommended.



2a. distribution of the posts in Australia

2b. *kNN* determine the value of *eps*

Figure 2. Process of clustering destinations by DBSCAN algorithm.

2.3 Social network analysis in modelling travel patterns

A network can be understood as a set of nodes and links between the nodes, for example, graph *G* = *(V, E)* where V is set of nodes, and *E* is set of edges, (Casanueva, Gallego, Castro, & Sancho, 2014). There are directed graph and undirected graph, for example, in directed graph G, $v_i \longrightarrow v_j$ is a different path with $v_j \longrightarrow v_i$, where undirected graph would consider the two paths are the same. In this paper, we consider the network as a directed graph since visitors travel sequences among destinations is important.

Network analysis is important to understand the relationship linking different objects, and from a social perspective, by analysing the destination network, it is possible to find the travel patterns among different destinations. Particularly by studying the characteristics of the network, dominant destinations and travel flows can be discovered (Asero, Gozzo, & Tomaselli, 2016). In tourism study, network analysis has been used to measure the relationships in information/knowledge, people, stakeholders, groups, as well as destinations (Zeng, 2018). Especially, analysing the connections of destinations by social network analysis (SNA) has been receiving increasing attention (Baggio, Scott, & Cooper, 2010; Benckendorff & Zehrer, 2013; Chung, Herzberger, Frank, & Liu, 2020; Encalada, Boavida-Portugal, Ferreira, & Rocha, 2017; Hou, Cui, Meng, Lian, & Yu, 2019; Liu, Huang, & Fu, 2017; Mariani, Baggio, Fuchs, & Höepken, 2018; Raisi,

Baggio, Barratt-Pugh, & Willson, 2020). In this wor, destinations are nodes and while the connections among the destinations reflect the travel patterns. Centrality is one of the most important measurements to understand the importance of the network, such as examine what nodes or paths are influential in the network. There are different type of centrality measurements. For example, degree centrality measures the number of connections a node has; if a node has more links than others, the node is dominant in the network. By studying the character of the destination network, visitors' travel behaviour can also be recognised.

However, a node with a high degree centrality does not always mean that it connects with the entire network and sometimes high degree centrality only comes from few nodes that have many connections (Wang, Li, & Lai, 2018). Eigenvector centrality measures not only high degree centrality but also identifies adjacent nodes that have a high degree of centrality (Baggio, 2020). Therefore, eigenvector centrality will be used to assess whether a destination is in core or periphery level in the destination network. Methods to classify the levels of destinations adopted from the literature where authors took the absolutely dominant node value of eigenvector centrality as the core, then calculated the mean of all other nodes eigenvector centrality; If the node's eigenvector centrality is higher than the average, the node is semi-core; otherwise, periphery (Wang et al., 2018).

In this work, we also adopted a similar method to identify the core, semi-core and periphery destinations by eigenvector centrality. Additionally, the destination network will be visualised through a force-based algorithm (Cherven, 2015), which pulls destinations closer when they are frequently connected; While pushes unrelated destinations further apart to analysis the travel patterns.

3. Results

3.1 Identifying visitor destinations from Weibo data

Based on the DSBCAN algorithm, 19 clusters as popular destinations were identified. And we assigned the closest city to the name of the clusters. The recognised destinations are Sydney, Melbourne, Gold Coast, Great Ocean Road, Brisbane, Cairns, Canberra, Adelaide, Hobart, Airlie Beach, Launceston, Uluru, Byron Bay, Perth, Coffs Harbour, Darwin, Townsville, Coober Pedy and New Castle, shown in Figure 3.

Figure 3. Distribution of the nineteen identified destinations based on DBSCAN

3.2 Modelling travel flows from visitors' posts

To model the travel patterns, we designed three criteria for data analysis. At first users' that posted from only one destination are discarded since there won't be trajectories to follow. Secondly, one user could post multiple posts from the same destination, so only the first post that appeared at the destination is included. When a user posted in Sydney then Melbourne, and again back from Sydney, the user is considered travelled to three destinations (directed network).

519 unique users with 319 unique travel itineraries are found following the above steps. The itineraries recognised from Weibo shows that Chinese visitors visited a maximum of ten destinations (within the identified nineteen destinations). As shown in Figure 3, it appears that most visitors like to travel to three destinations, with 176 users and 77 distinct itineraries.

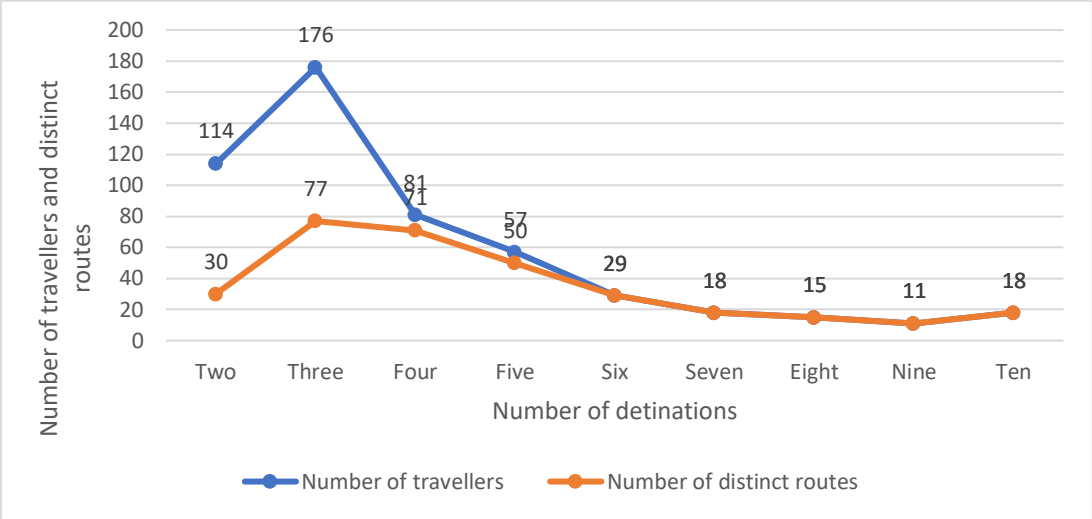


Figure 4. Number of travellers (users) and distinct routes discovered in different lengths of itineraries

We generated the travel itineraries into destination pairs in order to exam the connections of the destinations. For example, if there are five visitors who travelled from Sydney – Melbourne - Brisbane, then two different destinations pairs will be generated. For instance, Sydney-Melbourne with five volumes; Melbourne-Sydney with five volume.

Figure 4 presents the travel flow between the destinations with a *Chord Diagram* visualisation by *PowerBI*. Colour represents different destinations, and the pairs between destinations stand for the travel flow between the destinations with the volume defined by the wideness of the flow. Not surprisingly, Sydney contains the most connections as the search keyword, following by Melbourne. But more visitors travelled from Sydney to Melbourne (142) than from Melbourne to Sydney (129). Gold Coast is the third most connected destinations, the strongest connections with gold coast are Byron Bay (36), Sydney with 35 and 33 to Brisbane. Most departure from Brisbane went to Gold Coast, followed by Sydney and Byron Bay. Great Ocean Road stands as the individual destination because the larger number of posts, not surprising that it connects mostly to Melbourne (75) and 25 times connections with Sydney, but Great Ocean Road is also found to have a small but still relationships with Adelaide (3), Byron Bay (2) and Cairns(1).

3.3 Assessing the travel patterns by social network analysis

The above sections display the distribution and connections for the different destinations. However, how the travel structure presents the travel behaviour of Chinese visitors in Australia is not yet explained. In these sections, social network analysis will be applied to exam visitors' travel behaviour. Table 1 shows the centrality of the destinations. Degree centrality is applied to exam the popularity of the destinations through the number of connections a destination has. In

contrast, eigenvector centrality is used to discover how well a destination is connected in the whole network and destinations are classified with core (red colour letter), semi-core (blue colour) and periphery levels (green colour) in Figure 5.

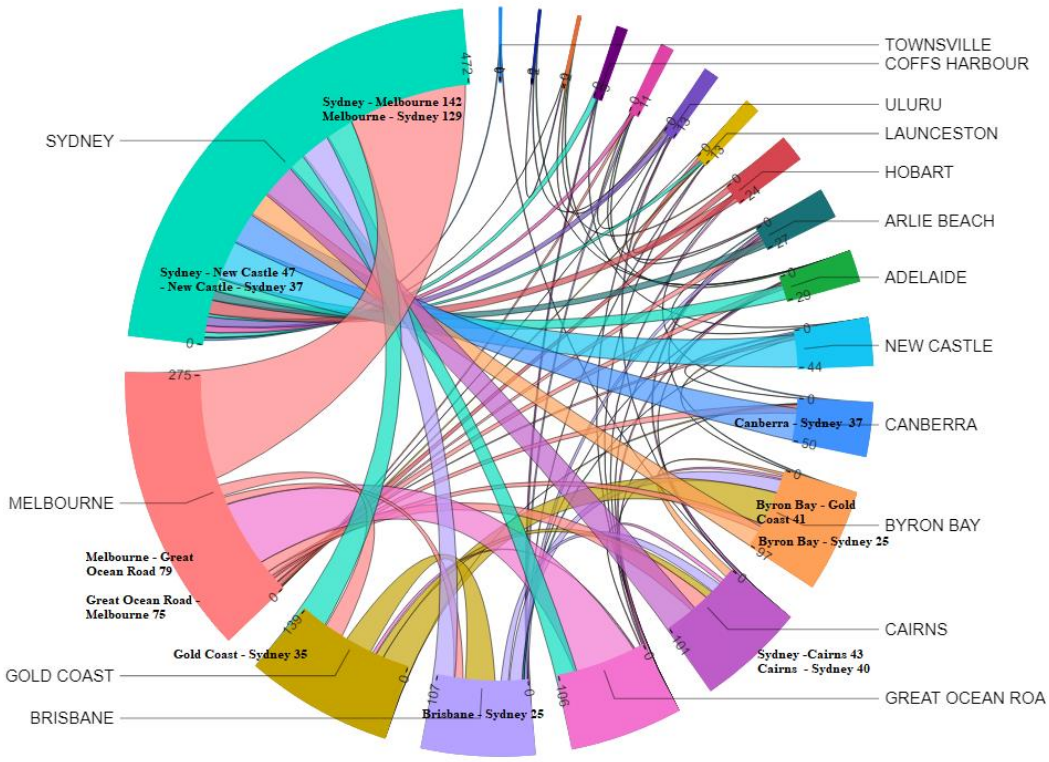


Figure 5. Travel flow between destinations in Chord diagram

Table 1 shows that Sydney has the highest connections as the search term. Therefore, its eigenvector centrality will be identified as the core. The mean of the rest of destinations the eigenvector centrality is 0.459425. As a result, Melbourne, Great Ocean Road, Cairns, Brisbane, Gold Coast, Byron Bay, Arlie Beach and Perth are classified as semi-core because their eigenvector centralities are higher than the mean and the rest of destinations are classified as periphery.

The difference in degree centrality and eigenvector centrality is shown in Table 1. Although Canberra, New Castle, Adelaide, and Hobart have relatively high degree centrality (mode than 55 connections), due to the lower eigenvector centrality, they are classified as periphery destinations. On the contrary, Airlie Beach and Perth only have a small number of connections, but they are classified as semi-core destinations, which means Airlie Beach and Perth are widely connected in the network or closely connected with core/semi-core destinations.

The force-based algorithm applied in the destination network is shown in Figure 5 by Gephi (Gephi, 2009). The node colour is in line with Table 1, red represents core destinations; blue stands for semi-core and green is periphery destinations. The size of the node is proportional to the eigenvector centrality, and the thickness of the line is linear to the number of connections between destinations.

Table 1. Degree centrality and Eigenvector Centrality for different destinations

Destinations	Degree Centrality	Eigencentrality
SYDNEY	885	1
MELBOURNE	596	0.929608
GOLD COAST	277	0.659774
GREAT OCEAN ROAD	230	0.793144
BRISBANE	226	0.746456
BYRON BAY	200	0.647862
CAIRNS	188	0.767546
CANBERRA	99	0.42103
NEW CASTLE	96	0.312705
ADELAIDE	59	0.432112
HOBART	57	0.335954
ARLIE BEACH	51	0.544013
LAUNCESTON	28	0.339487
ULURU	28	0.276627
PERTH	25	0.455243
COFFS HARBOUR	19	0.217537
DARWIN	7	0.203177
TOWNSVILLE	5	0.124925
COOBER PEDDY	4	0.062456

The destination network shows that the core-periphery structure exists in Chinese visitors' travel itineraries in Australia. Eight destinations classified as semi-core and ten destinations are recognised as periphery. Core destination Sydney is attached closely with semi-core destinations while periphery destinations are pushed further away due to the sparse connections with both core and semi-core destinations. However, destinations are generally connected closely with their own levels as the destination network shows, for example, semi-core destinations (in blue) are strongly associated with each other in the network, and periphery destinations are connected and grouped closely with each other (in green). However, Townsville closely related with Cairns, so despite being periphery destination, Townsville was pulled close to semi-core destinations, and due to the connections with Adelaide and Uluru, Perth has been drawn closers on the periphery side. And three specific travel patterns have been identified from the destination network.

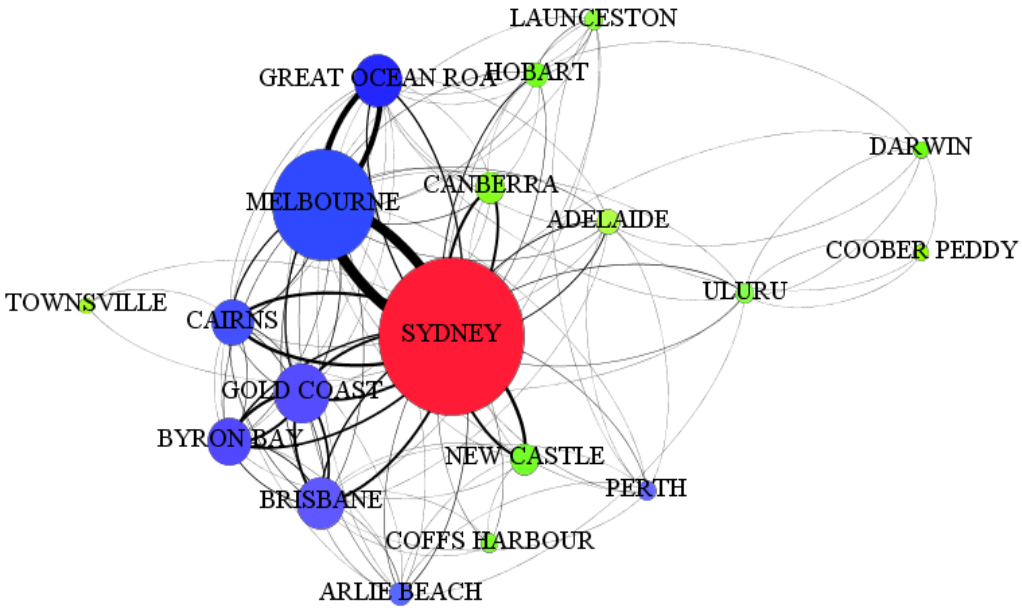


Figure 6. Destination connections by social network analysis

3.3.1 Travel between the core-periphery destinations

When examining the travel itineraries by identified core and periphery levels, we found that most of the travels (40%) happened between core and semi-core destinations. 35 % travels only in semi-core destinations. However, travels between core and periphery destinations are only 17%, similarly, to semi-core and periphery destinations with 5%. Only 2 % travels between periphery destinations.

Using the group of itineraries that includes three identified places as an example since three destinations were found as the most popular choice, we assigned core, semi-core and periphery to the belonging destinations. When people travel from Sydney, the most popular structure (20% itineraries) are adding one semi-core destination before returning to Sydney. But 16% itineraries like to include one periphery destination between Sydney, which is surprising and is the same percentage when people travel between semi-core destinations through Sydney (Semi-core to core then Semi-core).

3.3.2 Geographic distance

Strong connections within core and semi-core destinations are not surprised considering they were always reported as popular destinations (Tourism Research Australia, 2019). However, even within semi-core destinations, geographically close destinations show a stronger connection, for example, Melbourne with Great Ocean Road (154 connections) and Sydney with New Castle (84 connections). Also, Gold Coast, Byron Bay and Brisbane form a strong connection with each other.

However, when analysing the destination network from periphery destination, distance influences the connections even more. Half of the connections Launceston has are with Hobart. Darwin and Coober Pedy only have connections with Uluru Darwin and Adelaide. Coffs Harbour only connects to New Castle, Sydney and Brisbane.

The distance is an influential factor for travel patterns.

3.3.3 Variety of the attractions

According to the destination network, visitors tend to travel to close attractions on the same trip, but it seems visitors do not prefer to travel to destinations that have similar attractions. For example, although geographically close, Cairns, Townville and Airlie Beach, they do not form a group since the main attraction is all close to the Great Barrier Reef. Airlie Beach connects strongly to Sydney, out of 51 connections, 21 connections are with Sydney and 10 with Melbourne. Only six connections are with Cairns, and there is no connection found between Airlie Beach and Townsville. Also, New Castle and Coffs Harbour are close geographically, and only two connections are found between them while both are strongly connected with Sydney. New Castle has 84 connections with Sydney out of 94 connections, and Coober Pedy has 13 connections with Sydney out of 19 connections in total.

4. Discussion and conclusion

In this work, we demonstrated that social media could be valuable to understand visitors' travel behaviour. Also, with the availability of geo-coordinated data and posting time, social media ensures a high spatial and temporal resolution. Taking advantage of geo-coordinates and time enables analysing the visitors' itineraries, and by applying social network analysis, visitors' spatial travel behaviours can be identified to the higher granularity than from traditional data sources, such as surveys.

Collecting travel pattern data from social media is cost-effective because there is no need to send people across Australia to survey visitors, just there is a need to identify different keywords.

Also, the algorithm we designed is a person talk about the destination but also need to be in the destination, so the data make sure the travel happened.

Also, social media data can collect data in a high spatial and temporal resolution, geo-coordinated data can be zoomed in to a specific attraction or restaurant; we just used the urban centre as an example.

In this work, by employing the density-based clustering of the Weibo posts to recognize the popularity of the destinations by examining the number of connections, 19 popular destinations have been identified. Identifying destinations from visitors' itinerary using social media data is a different method from generating data from a survey or interview. The hotspots are based on the visitors' experience as destinations are extracted from visitors' itineraries. This result demonstrated that identifying hotspots from visitors' point of view via social media is possible. The connections of the destinations could be used for checking transportation system, whether it could help to expand or optimise the transportation connections.

Previous surveys showed that Chinese visitors had a low dispersal beyond Australia main tourism attractions, with only 22% leisure *Free and Independent Travellers* (FITs) went to beyond Sydney, Melbourne, Perth, Brisbane, Gold Coast and Tropical North Queensland, which are identified as the main attractions in Australia (Tourism Research Australia, 2019). TRA stated that the limitation on region dispersal could be 'gateway effect', 5% the nights that Chinese FITs spent in regional places are adjected to Brisbane, Sydney and Melbourne which are the main places for tourists to arrive. Besides the main attractions, a detailed explanation of what is the distribution for regional destinations and how Chinese visitors travel between main destinations or region places are lacking.

We also demonstrated that the force-based algorithm could be applied to recognise the relationships between destinations, which could be a key to help develop regional tourism. Our results show that 33% of visitors travel to three out of 19 identified destinations, and also, they have the unique, different travel routes. Therefore, we will take the group that visitors travel to three different destinations as examples to suggest how to help regional destinations by

recognising their connections with main attractions. In general, there is at least one main tourism destination included in their itinerary. Most popular travel pattern is from the main destination to a regional place then finish the trip at the main destinations. For example, Townville was only connected to Sydney and Cairns; therefore, when visitors include Sydney and Cairns in the trip, Townville could be included for suggestions.

By analysing the structure of the destinations network, we identified eight destinations that belong to semi-core, and ten destinations are recognised as the periphery. Further, we harnessed the core-periphery theory to analyse travel flows between them. We found that there were many periphery destinations that Chinese visitors like to visit which could help tourism stakeholder to recognise more regional destinations. Many reports showed that Chinese visitors had limited connections with regional destinations in Australia, and by identifying the connections between regionals and main (core/semi-core) destinations, it could help Australia to attract tourists for broader disposal, therefore help the development of regional tourism. Also, in the post-pandemic world, tourists would be cautious when travelling to crowded destinations. Thus, understanding the travel behaviour and their destination network could also help to release the pressure for the main destinations, such and address over-tourism issues.

By studying the network structure, we identified three different types of travel behaviour. Besides the core-periphery structure, we found that distance could influence visitors' travel patterns, and visitors prefer to see various attractions when travelling in Australia. This information could help Australia tourism industry to make a better strategy to attract and manage tourists in the future. For example, results from this work could help tourism operators (Tourism Australia, 2019) to recommend better travel itineraries or improve transport connections.

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If COVID-19 Doesn't Kill You, Uber Eats Will: Hospitality Entrepreneurs' Views On Food Aggregators

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Abstract

Even before Covid19 changed the world, hospitality operators were struggling to understand how to cope with the short-term benefits but potentially long-term damage to their business model of collaborating with food aggregators. The ease of accessing a well-managed customer interface distribution network needed to be balanced with the overheads incurred in doing so, but also with the loss of direct contact with a customer base whose loyalty is increasing with the food aggregators, not the hospitality operations providing the food. This qualitative case study used in-depth interviews with people selected from an existing network of personal contacts used purposive sampling to identify seven owners of restaurants in the Auckland region of New Zealand. Thematic analysis identified their reasons for considering food aggregators as a business partner, the benefits and costs of doing so, and the impact on Covid19 on their businesses. The researchers found that the initial goal had been to fill spare capacity in the restaurant and build take-away trade. While there was an initial increase in business, the commission taken by the food aggregators and the shift of loyalty of the diners from the restaurant to the food aggregator had a major impact on the financial sustainability of the operation. It also caused a significant shift away from in-restaurant dining and towards take-away dining, thereby considerably lessening the opportunity for staff to build relationships, customer loyalty and upselling opportunities.

Keywords: Uber Eats, food aggregators, COVID19, service operations, Auckland, restaurants

[WP]

Introduction

This paper aims to investigate the impact on small hospitality operations of the exponential growth in mobile food ordering apps (Alalwan, 2020; Kapoor & Vij, 2018; Laddha, 2019), also known as online food-delivery aggregators (Verma, 2020). It questions whether these are as beneficial to the long-term sustainability of small operators in the restaurant sector. Seen by many as a great and customer-focused innovation which 'reduces psychological costs and increases transaction reliability' (Verma, 2020, p. 296), they have nevertheless also raised questions around their impact on customer satisfaction and whether they build loyalty to either the restaurant or the app. Quabius (2017) suggests that in the Gulf countries they could be compared to shopping malls. Some report that 60% of restaurant users have at least one such app installed on their mobile devices (Alalwan, 2020). A 2016 McKinsey & Company report points out that the top five of these internet platforms have a combined value of US$10bn (Hirschberg, Rajko, Schumacher & Wrulich, 2016). Research by Meenakshi and Sinha (2019) found that in India, Swiggy has 35,000, Zomato 25,000, Foodpanda 15,000 and Uber Eats 12,000 restaurants signed up to their platform, and that they have expansion plans for less urban areas. Hasan, Deogaonkar, Seelam and Vichoray (2020) remind readers that in India aggregators also operate across the economy from taxis (Uber), groceries (Grofers), restaurants (Zomato, Uber Eats, Swiggy, Food Panda, Tiny Owl, GrabFood, Foodora, Menulog, Deliveroo) and even travel (Make My Trip), and refer to such aggregators as an 'orchestrator'. They suggest that the goal of such aggregators is often to organise a rather unstructured sector into a clearly understood and trusted brand. Commissions charged by food aggregators in India can be as low as 2-3%, but are often in the range of 15-25% of the overall bill depending on 'various factors like the frequency of orders received, location of the restaurant, dependency of the restaurant on (the aggregator), percentage charged by competitors, penetration to a new city etc.' (Hasan et al., 2020, p. 341), a point confirmed by

Hendy (2018) in Sydney, Australia. Leesa-Nguansuk (2020) suggests that the Covid19 pandemic has led to significantly increased demand for food delivery operators. However Gibbs (2018, p. 5) quotes one Australian restaurant owner describing food aggregators as 'the business partner he never wanted'. Hasan et al.'s (2020, p. 338) assertion that 'the aggregator just helps them in marketing in an exclusive win-win way' is something that this paper seeks to further investigate.

Research methods

As this topic is a very new one about which relatively little is known (particularly from the perspective of entrepreneurs rather than those of the food aggregators or the consumer), an exploratory, interpretivist approach was taken. Seven in-depth semi-structured interviews were conducted face to face where Covid19 restrictions allowed or otherwise on MSTeams, Skype or WhatsApp. Transcripts were made and themes emerged and were discussed between the two researchers (Braun & Clarke, 2006; Bryman & Bell, 2011)

Findings and discussion

Motivation

Fear of missing out (FOMO) was a commonly stated reason for collaborating with food aggregators. Several recounted stories of being told that their customers are online and in the food aggregator's database, so if they did not participate those customers would go elsewhere.

Finance

Commission rates ranged from as low as 3-4% (a rate most agreed would be fair) for very large fast food companies all the way to 35% for very small start-up food operators. All of them reported a drop in dine-in business which reduces some staffing costs (30%) but not restaurant overheads (often around 30%). Food costs remained the same at around 30%. This means that small operators are paying 35% commission when their profit margins are 7-10%. It also removes the opportunity to upsell. Cash flow was also becoming an issue as food aggregators only make payments fortnightly when many small restaurants pay their staff weekly.

Fairness

As noted in the point above, the lack of transparency and widely varying commission rates was felt to be deeply unfair. Restaurants can also pay to appear higher up the web page – this means the more a restaurant can afford to spend with the aggregator, the more business they can obtain.

Customer relationship management

All of the respondents pointed out that the customer's loyalty was to the food aggregator, and not to the individual restaurant, in a similar way to what has happened with accommodation websites such as Booking.com. This loss of the ability to get to know your customer was a major worry to small businesses. Some restaurants also pointed out that while they welcomed customer feedback and had no problem with it being publicly available online, on regular occasions the fault was a delivery or order fault by the food aggregator, yet the restaurant was negatively impacted by the review.

Conclusions and implications

Small operators are fearful of the large food aggregators but also fearful of being pushed out of the marketplace. We wonder if 'dine-in' will become the preserve of the wealthy and small operators will disappear (as has happened to many budget hotels and motels). Will small restaurants with good food become merely 'ghost kitchens' operating out of low cost industrial zones? Other issues include what will happen to customer loyalty, the power difference between large aggregators and small hospitality operations, and whether small operators could 'band together' for support.

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Innovation In Community-Model Destinations After COVID-19: First Empirical Insights

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Abstract

The literature shows that innovations are indispensable for the success of tourist destinations due to saturated markets and a high level of competition. COVID-19 turned tourism on its head and more or less shut down international travel and tourism organizations worldwide (Prayag, 2020). The question arises how travel behavior will change in the long-term after and with the pandemic (see e.g. Neuburger and Egger, 2020) and how the supply side can develop innovations in order to anticipate or react to these tremendous challenges. Consequently, the study aims at gaining empirical insights into destination management organizations' (DMOs) as well as its key stakeholders' perceptions regarding innovation opportunities in the restart of tourism. We further explore how DMOs develop and implement various types of innovations as an answer to the COVID-19 pandemic.

Keywords: COVID-19, communities, entrepreneurship, innovation, interviews, open innovation, qualitative research, rural tourism, small & medium enterprises, stakeholder

[WP]

Introduction

The literature shows that innovations were indispensable for the success of tourist destinations due to saturated markets and a high level of competition. COVID-19 has turned tourism on its head and more or less shut down international travel and tourism organizations worldwide (Prayag, 2020). The question arises how travel behavior will change in the long-term after and with the pandemic and how the supply side can anticipate and react to these tremendous challenges. Neuburger and Egger (2020) underlined that travel behaviors and travel risk perception can lead to travel anxiety in a short time. Thus, the supply side has to pre-consider how to restore tourist's confidence about the destinations' product for restarting tourism in the future. Consequently, the aim of this study is to gain empirical insights into the innovation behavior of destination management organizations (DMOs) as well as its key stakeholders regarding the restart of tourism and their strategic re-orientation. We further explore how DMOs develop and implement innovations as a consequence of COVID-19.

Innovation and community model destinations

In general, innovation activities in tourism are more incremental than radical. However, in community-model destinations, innovations are mainly product line extensions or product quality improvements but rarely new products or experiences (Pikkemaat et al., 2018). Moreover, in community-oriented destinations the output and the success of innovations is determined by the destinations' resource endowment (Denicolai et al., 2010; Paget et al., 2010) and the relationships between the destination management organization (DMO) and its stakeholders (e.g., providers of tourism services, leader-networks, as well as cooperation between stakeholders) (Beritelli et al., 2007; Komppula, 2016; Zach, 2012). In recent years, DMOs are seen as facilitators of innovation that initiate, coach and moderate new developments and products in the region (Pikkemaat et al., 2018). Thus, research showed that innovations in destinations are more often driven by major external developments than internal strategic management initiatives (Hjalager, 2010).

Adapting open innovation to tourism destinations shows the potential to consider all stakeholders and in particular customers' and guests' opinions as valuable sources for improving products and services (Egger et al., 2016; Pikkemaat & Peters, 2016). As the restructuring of destinations through

innovation requires both, a market and a resource-based perspective of destinations - which include an amalgam of services and tourism enterprises on both sides - is a complex task for the fragmented community model destinations (Cooper & Hall, 2016; Pikkemaat & Zehrer, 2016). The ability to identify successful new product ideas is, to a large extent, a result of DMOs' and tourism entrepreneurs' profound understanding of customers' needs, wants and preferences. However, the know-how of the often family owned small-sized tourism entrepreneurs in the destination about the innovation process and their willingness to cooperate is crucial for innovation management in community model destinations (Pikkemaat et al., 2018).

Empirical study

Research Design

Research on innovation in tourism has already applied many different methods, with qualitative inquires being the most popular method so far (Pikkemaat et al., 2019). Due to the particularities and the novel global dimension of this health crisis (Prayag, 2020), further qualitative studies are needed to provide in-depth insights.

In this regard, our study builds on a qualitative research design. Semi-structured interviews are conducted, which enables researchers to probe deep into the interviewees' perceptions and experiences (Halperin & Heath, 2020). The interview guideline was developed based on previous literature, addressing key questions around innovations and community destination management. The study thus targets destination stakeholders of community focused destinations, by employing purposive sampling (Miles et al., 2014).

Up to now, 10 interviews were conducted with destination stakeholders such as local tourism firms, ski schools, lift operators and destination management organization. In total, we planned to conduct about 30 interviews with these various stakeholder groups until theoretical saturation is reached. The interviews will then be analyzed using the template analysis approach (King, 2017).

Preliminary results

An initial analysis of the interviews already shows that the destination stakeholders in the community-oriented destinations believe that tourists will prefer smaller-structured destinations and accommodations, as a result of the pandemic:

> *I also notice the small-scale structure - my wife and I also have a small hotel with 60 beds, we are just now in such a size, which is very popular at the moment - the manageable, that's what the guests like. They don't want to be in 200 or 300 bed establishments anymore. (Interview 3, DMO)*

This leads according to the destination stakeholders to an advantage in the COVID-19 pandemic for rural areas, as seen in the interview:

> *I think we have an advantage here, if you can speak of advantages in such times. I mean, in the current situation we are in the same position as everyone else, but in the medium term I can see an advantage. (Interview 3, DMO)*

This advantage also contributes to the fact that the interviewees consider opportunities for innovation. As the following quotation, in response to the question whether COVID-19 also enables innovations, proves:

> *Yes, that is possible. Of course, if you have guests today who prefer to go to a small area, which then generates more turnover in the following, you can of course be more profitable and plan differently in the future. (Interview 7, lift operator)*

According to the interviewees, the current pandemic also represents an opportunity for improved stakeholder cooperation.

In the destination you certainly notice that there is more cooperation and cohesion at the moment, that's for sure. (Interview 9, local tourism firm)

Discussion

In line with previous findings (Neuburger & Egger, 2020), the interviews show that the COVID-19 pandemic will change the behavior and preferences of tourists. Tourists increasingly prefer smaller structures, which are very often present in community model destinations (Pikkemaat et al., 2018). The resulting advantages can be used for innovation opportunities in the destinations, by focusing furthermore on customers' opinions (Pikkemaat & Peters, 2016).

Additionally, the results of this study indicate that the pandemic has led to increased and improved cooperation between stakeholders in the destinations. This positively contributes to the form and output of innovations and innovation processes (Beritelli et al., 2007).

Conclusion

In summary, the perceived changes of the COVID-19 pandemic for community-based destinations can be used to develop innovations. Changing tourist preferences might create new opportunities for destinations and increased stakeholder cooperation processes can support the development of appropriate market innovations. The interviews to be conducted in the future will provide further insights into the innovation process of destinations and destination stakeholders and help to formulate concrete managerial and marketing implications for destinations.

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Lifestyle-Oriented And Business-Oriented Motivations For Agritourism Businesses: A Fimix-Pls Analysis

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Abstract

The purpose of this working paper is to advance the current debate about the evolving nature of agritourism. Previous studies have noted that agritourism was born as a farm's diversification strategy but has gradually taken a different shape. As result, today the concept of agritourism encompasses both businesses for which the co-creation of authentic experiences and education and agricultural activities are essential and, on the other side, businesses that basically offer "only" hospitality services staged in an agricultural setting. While this distinction has been conceptually put forward in recent years, empirical evidence clearly outlining the existence of these two groups of agritourism is missing. Through the application of a specific latent class segmentation technique (Finite mixture partial least squares, FIMIX-PLS), this study empirically confirms the existence of the two groups of agritourism businesses and its implications.

Keywords: agritourism, co-creation, hospitality, pls-sem, fimix-pls

[WP]

Introduction and purpose

The distinction between business-oriented and lifestyle-oriented motivations to start small tourism and hospitality businesses is well established in studies about tourism entrepreneurship (Shaw, 2014). In the past decades, many studies noted that research about tourism entrepreneurship had been informed by a profit-driven view and did not sufficiently consider the growing importance of non-economic, lifestyle motives (Morrison, 2006). However, the origins of the current conceptualization of lifestyle-oriented and business-oriented motivations can be traced in the work of Ateljevic and Doorne (2000). Before this study, it was argued that lifestyle-driven firms had to face survival problems, because the pursuit of lifestyle goals was at the cost of economic sustainability (Dewhurst & Horobin, 1998). On the contrary, Ateljevic and Doorne (2000, p. 379) found that these firms can reach a "balance between economic performance and the sustainability of sociocultural and environmental values". Drawing on these arguments, the following research suggested that the specific mix of business-oriented and lifestyle-oriented motivations allows to distinguish two types of tourism entrepreneurs (Fu et al., 2019):

- Lifestyle-oriented small tourism entrepreneurs (or LOST entrepreneurs) who are motivated more by noneconomic, lifestyle motivations than by profits and economic motivations (Carlsen et al., 2008). Among the others, this type of entrepreneurs encompasses people with strong environmental interest and not willing to negotiate their values with more profits (Ateljevic & Doorne, 2000);
- Business-oriented entrepreneurs (also labeled as growth-oriented entrepreneurs), who are mainly driven by the economic benefits from cultivating a business (Getz & Petersen, 2005).

Lifestyle-oriented entrepreneurship has particularly attracted the interest of tourism and hospitality researchers (Fu et al., 2019). Available research indicates that lifestyle-oriented entrepreneurship is more interested to improve the quality of life for them and their communities than to maximize their profits (Bosworth & Farrell, 2011). In addition, they establish their venture to pursue their interests and values and share them with travelers. In several cases, these values are related to the broader ideological context of sustainability (Ateljevic & Doorne, 2000). Recent

research has also noted that a shift from lifestyle-oriented to business-oriented motivations is frequent in hospitality guest houses (Sha Wang et al., 2019).

In this paper, we suggest that the use of the framework distinguishing between business-oriented and lifestyle-oriented motivations can fruitfully contribute to advance the ongoing debate about the evolution of agritourism (Barbieri, 2020; Flanigan et al., 2014; Phillip et al., 2010; Rauniyar et al., 2020). As remarked by a number of studies, agritourism was born as a farm's diversification strategy (Barbieri, 2010; McGehee & Kim, 2004; Tew & Barbieri, 2012). However, over time agritourism has gradually taken a different shape because several farmers moved to entertainment developers by "simply" offering hospitality services staged with agricultural designs (Barbieri, 2020). As a result, two different groups of agritourisms emerged. While both types of agritourisms aim at obtaining a satisfactory overall performance, the route to reach this purpose is different in the two cases. On the one side, for "traditional" agritourisms a good performance results from offering to their guests the opportunity to participate in authentic experiences, education and agricultural activities. On the contrary, for the other group of agritourisms, a good performance is the result of offering hospitality services staged in an agricultural setting, without engaging guests in agriculture activities and in the rural way of life.

While this distinction has been conceptually put forward in recent years, empirical evidence clearly substantiating the existence of the two groups of agritourism is missing. This paper aims to fill this gap by applying a segmentation technique, known as Finite mixture partial least squares (FIMIX-PLS) (Hair et al., 2018). This technique uncovers unobserved heterogeneity in a structural model, revealing the existence of heterogeneous data structures thus enabling to group data (i.e. respondents) in different segments. In detail, based on recent research (Wang et al., 2019), the structural model to which the FIMIX-PLS procedure was applied indicates that the two types of motivations to start agritourism businesses (life-oriented and business-oriented motivations) affect performance through the mediation of "rural way of life-based co-creation" (fig. 1).

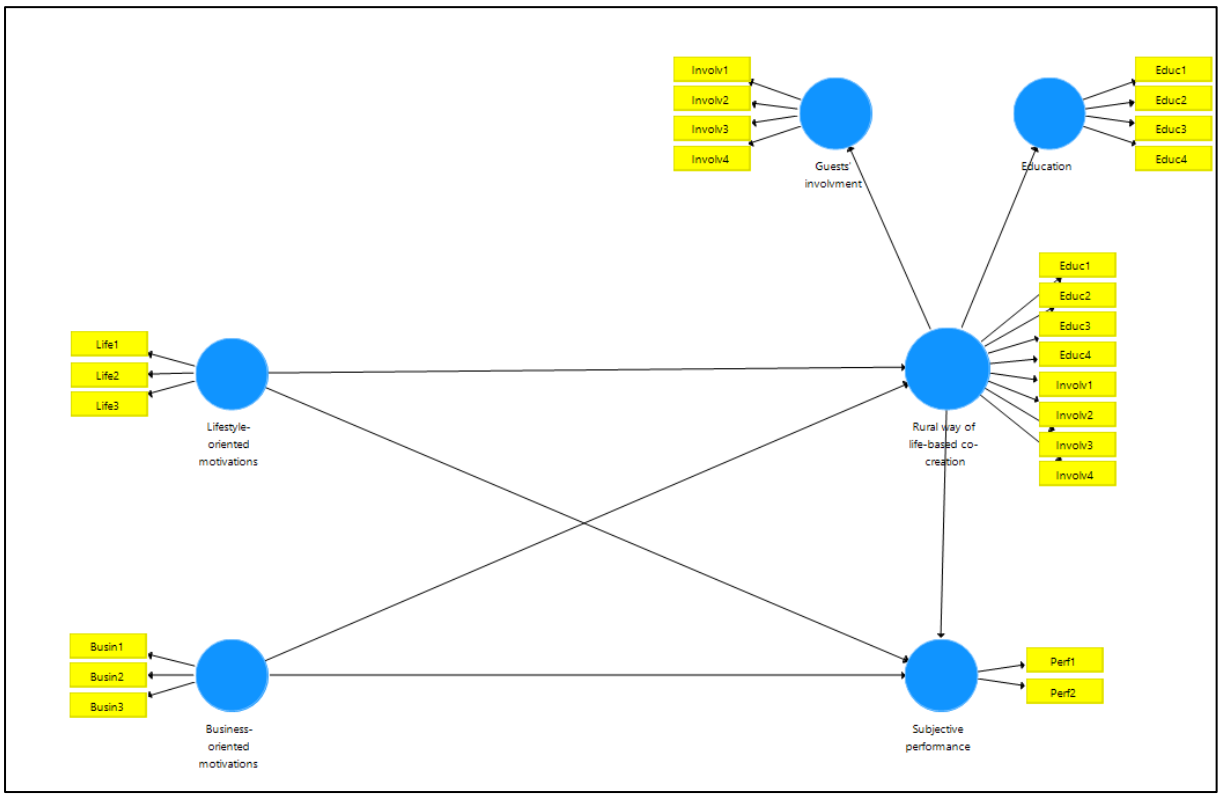

Figure 1. The structural model

Methods and results

Data were collected from a sample of 268 agritourisms and analyzed through the FIMIX-PLS procedure. The analysis revealed the existence of two groups of data (respectively 87 and 181 cases). In the first group, the ability to establish successful co-creation with guests to share the rural way of life has a mediating impact on the relationships linking both motivations (life-oriented and business-oriented motivations) and performance. In sum, successful co-creation has to be established to reach a good performance. In the other group, business-oriented motivations have a direct effect on performance without the mediating role of co-creation. By inspecting the latent segment structure, we found that one explanatory variable (the number of years since the agritourism business had been started) had more than 60 percent overlap with the FIMIX-PLS partition. Further analyses are being conducted to further refine the findings and their implications. In summary, the model allows to predict whether an agritourism will belong to one of the two groups or to the other (i.e., it will be a “traditional” agritourism focusing on the rural way of life-based co-creation or an agritourism that simply offers hospitality services in a rural setting without a link with the agricultural activities).

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Lux In Tenebris: Content Analysis Of Covid-19 Research

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Abstract

The COVID-19 pandemic has necessitated the tourism industry charting a brave new direction. However, there is a lack of cohesion concerning the trajectory amidst the fragmented areas of studies about the pandemic. The purpose of this study is to review COVID-19-specific literature to reveal critical themes and trends, offer insights, and highlight research gaps to advance the field. This study examines 1,707 terms for co-occurrence among 67 articles retrieved from a selection of 24 leading tourism journals. The findings provide quantified support for new research areas that require further attention.

Keywords: content analysis, pandemic, sustainability, tourism recovery, tourism impact, VOSviewer

[WP]

Introduction

The coronavirus (COVID-19) pandemic has unexpectedly and significantly disrupted tourism. Not only has the predictable growth trajectory been derailed, but the industry is also facing new pressing challenges due to global travel restrictions and containment. With tourism undergoing a systemic shock especially in the first six months given the whiplash reaction, the relentless pursuit of tourism as a useful tool for economic growth requires a pause for a rethink about future tourism practices to build resiliency (Sigala, 2020).

Parallelly, scholarly research that contributes to industry practice will need to reorient the focus of studies, given that the industry will undoubtedly change with new normal practices in place (Brouder et al., 2020). Meanwhile, tourism stakeholders have become more interested to learn how to adapt to the new normal beyond mere economic sustainability by building collaboration and resiliency post-pandemic (Gössling, Scott, & Hall, 2020). However, in the present state of complexity, what exactly is the new normal remains uncertain, hence, *whither goest* tourism? In search of *lux in tenebris*, the purpose of this study is to perform a systematic content analysis of pandemic-related literature. This study seeks to reveal critical themes and trends, offer insights, and highlight research gaps to advance the field.

Methodology

The summative-inductive content analysis approach employed in the study seeks to identify and quantify thematic attributes represented by the textual content. The aim is to derive insights into the contextual use of the content in each pandemic-related article by exploring the usage of text data (terms). The frequency and relevance of particular terms tend to cluster around the theme of the study, and hence, represents the thematic attributes. VOSviewer, a text-mining tool, is used to reveal the themes and network of research clusters graphically. The analytics program has been recently applied in tourism research (Mulet-Forteza, Martorell-Cunill, Merigó, Genovart-Balaguer, & Mauleon-Mendez, 2018).

In this study, the co-occurrence of terms is analysed at two levels: (1) subthemes and (2) main themes by drawing their association strength based on a similarity matrix of word frequency and relevance score (Van Eck & Waltman, 2010). The first level of analysis examined 1,707 terms based on the title and abstract of the articles. 48 terms meet the threshold of co-occurrence. After the removal of some redundant terms, 21 most relevant terms (60 percent) are selected to generate the network cluster. The second level of analysis examined 28 terms of co-occurrence from

bibliographic subject keywords. 9 terms are then selected to generate the network cluster to reveal the main themes. Fig. 1 provides an overview of the process steps of the systematic content analysis methodology.

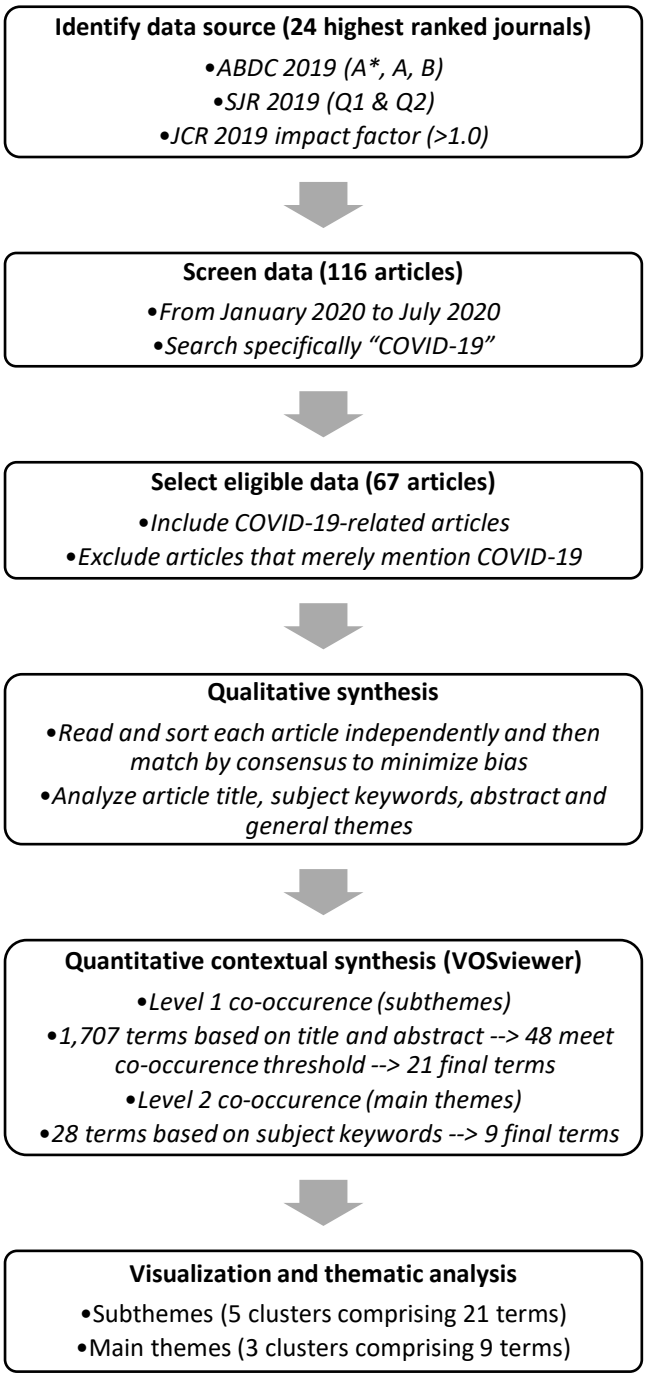

Figure 1. Overview of systematic content analysis process steps

Discussion and findings

The subthemes comprise of five emerging clusters, with each color-coded cluster specifying the prevalent focal areas of research undertaken (Fig. 2). The themes are named based on the collective meanings derived from the terms within each cluster. The terms in the yellow cluster consist of 'case', 'death', and 'government' are attributes of the pandemic impact on tourism. The terms in the purple cluster, indicate more precisely the effects on tourism stakeholder behavior. On the other hand, the red cluster suggests how the tourism industry responds and adjusts to the

pandemic. Meanwhile, the green cluster envisions the after-effect or outlook of tourism. Finally, the blue cluster offers potential solutions for tourism recovery.

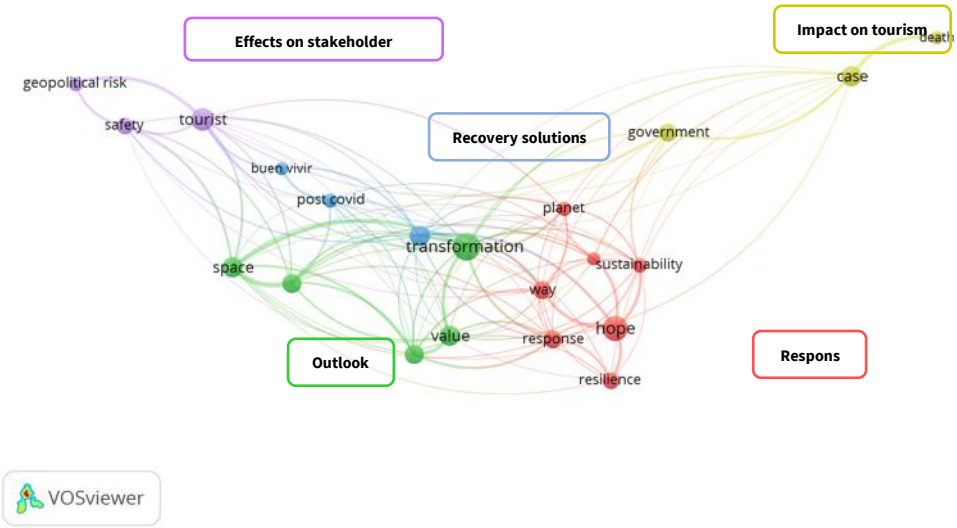

Figure 2. Thematic clusters of pandemic tourism research

The main themes comprise three clusters identified as 'Ramification,' 'Adaptation,' and 'Transformation' (Fig. 3). In essence, the themes reveal a conceptual scheme of the current state of research. Fig. 4. synthesizes both levels of thematic analysis.

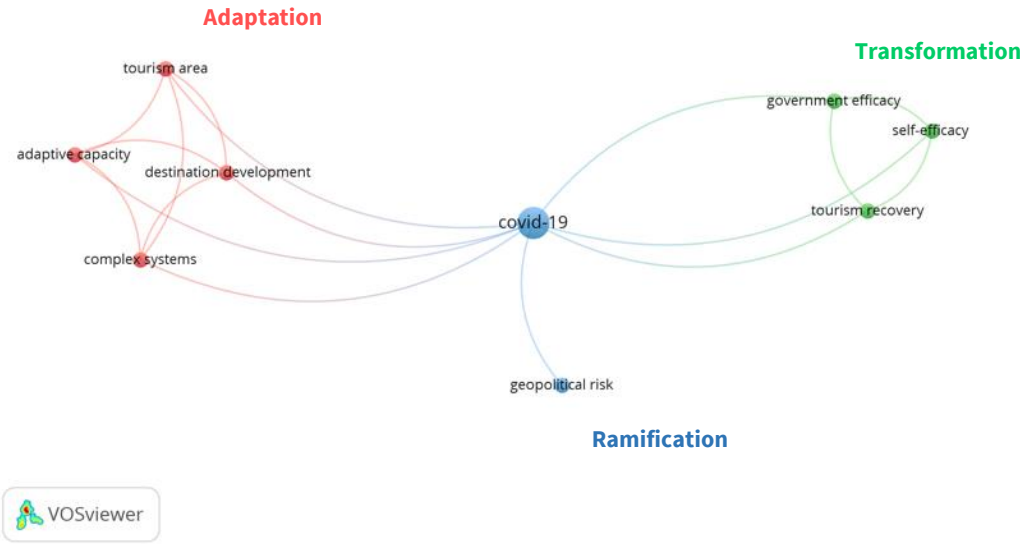

Figure 3. Overarching themes of pandemic tourism research

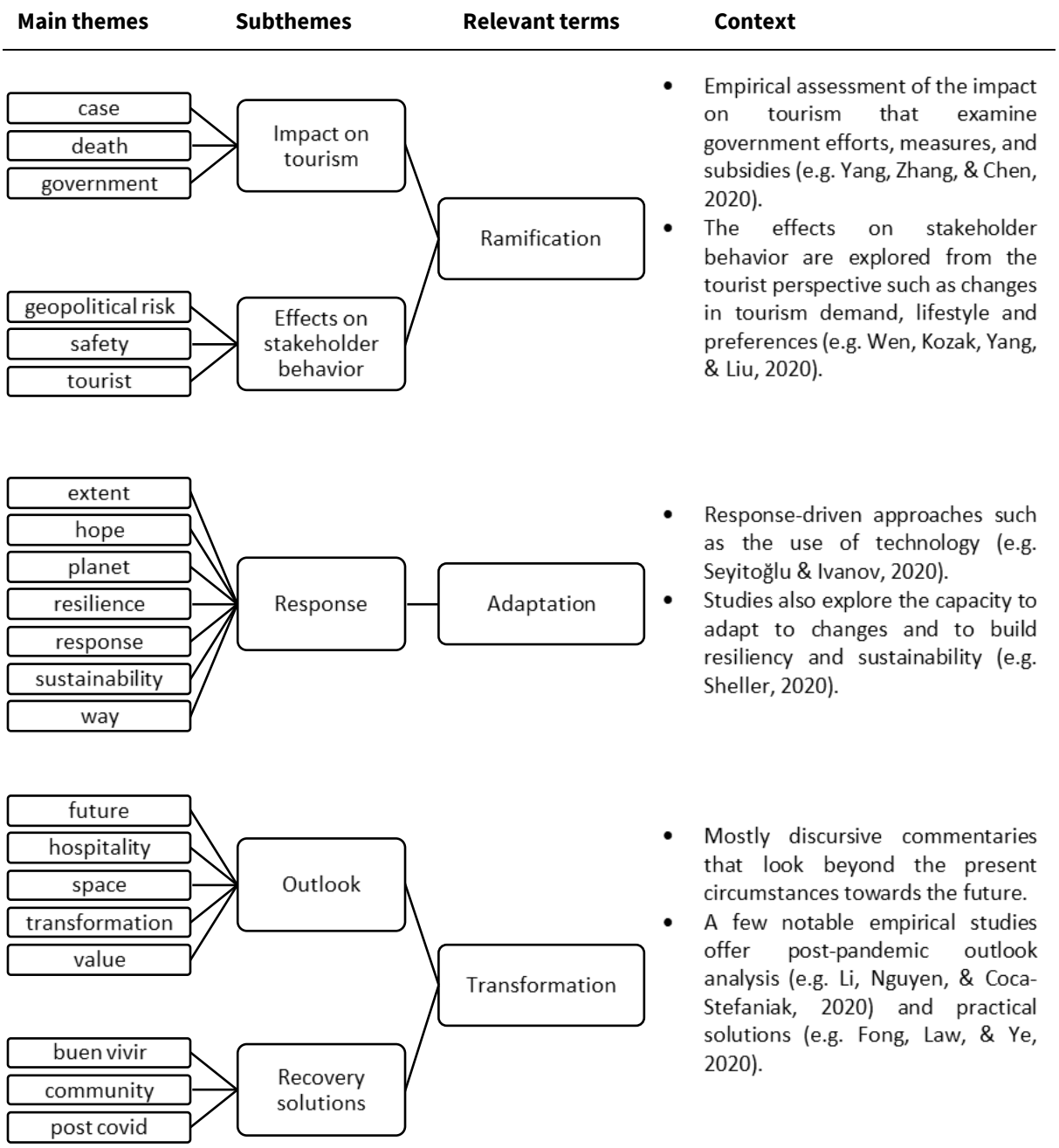

Figure 4. Thematic analysis and the corresponding contexts

From the thematic analysis, several research gaps have been found. While most empirical studies have placed significant attention on the impact and effects of the pandemic at the onset, more studies on the role of agency (e.g. tourism enterprises, government) are necessary. Vital lessons can be learned by evaluating the efficacy of the mitigation measures undertaken by local tourism practices that offer rich insights into the various aspects of the immediate transition processes.

Second, there is a need to revisit the current tourism business models as there has been a lack of research, particularly in using technology or digitization of service to reconfigure post-pandemic practices and recovery. It includes modifying environments in business models within which effective solutions can evolve. The pandemic may also require tourism stakeholders to reposition themselves as an early mover using technology-driven solutions to remain competitive and profitable or exploit new market opportunities (Kwok & Koh, 2020).

Finally, scholarly research has offered limited insights into how the industry will recover and transform post-pandemic. With the tenets of globalization shaken and premature plateauing possible, the immediate focus has been to shift to revitalize domestic tourism to spur recovery (OECD, 2020). As governments try to revitalize domestic tourism and leisure activities, travel-related subsectors (e.g. cruise lines, airlines, hotels, and rental cars) may lag in their recovery in the foreseeable future (Sharma & Nicolau, 2020). Hence, research on subsector recovery will contribute to the reconfiguration of the tourism industry on a micro and macro scale. Although it is possibly still early days to offer concrete solutions, the scarce new concepts and alternatives offered could contribute to potential implementation that allows future investigation to test for their validities.

Research implications and conclusion

This study has set out to assess pandemic-related research in the first crucial six months since the outbreak. Three main thematic clusters, "*Ramification, Adaptation and Transformation"* have been identified for application and development of future studies. Research gaps in the findings offer the basis for new ideas to advance pandemic-related studies. These gaps contribute to the opportunities to study the (1) measurement of the efficacy of the mitigation efforts, (2) understanding of a new non-growth-led tourism trajectory, and (3) emerging recovery solutions. Although this study has precisely targeted 24 leading tourism journals, the findings are not exhaustive. Future research using a systematic literature review approach with a more extended period and bibliography is warranted.

Theoretically, as we reflect on the continuous evolution of the trends, the findings imply that it is critical for tourism as a complex adaptive system to continue to respond, adjust, and adapt with resiliency against COVID-19. The subsectors within tourism will interact with each other in feedback loops, allowing a cohesive learning opportunity to understand the current trends and issues pivotal to advancing tourism research.

Three potential areas for future pandemic-related tourism research can be synthesized - its relationship with human agency, technology, and local travel determinism. Hence, amidst the complexity and fragmentation in the present situation, the steering of a cohesive trajectory in tourism will require an almost herculean and concerted but adaptive effort from all stakeholders. This study offers one step in this direction - a light in darkness.

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Mobile Marketing Effects On Customer Restaurant Selection In Saudi Arabia

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Abstract

This study introduces a conceptual model that will present the factors that influence the customer adoption of mobile marketing channels, Instagram and Google maps, and their attitudes toward mobile marketing for the purpose of selecting restaurants for dine-in experiences in Saudi Arabia. The paper highlights the research gap by investigating the likelihood of adoption of mobile marketing for acquiring restaurant customers and hospitality digital marketing campaigns.

Keywords: mobile marketing, customers' attitudes, customers' behaviours, restaurants, Saudi Arabia

[WP]

Introduction

With the explosion of mobile marketing, companies are shifting to communicate directly with their existing and potential customers via mobile smart devices anywhere at any time at a lower cost than traditional media channels (Danaher et al., 2015). Mobile phone usage is growing enormously, with mobile phone users totalling 6.8 billion worldwide in 2019 and expecting to reach 7.33 billion by 2023 (Statista, 2019). Moreover, the spending on mobile advertising in the US is likely to surpass the spending on all traditional media combined (emarketer, 2018). In the light of the hospitality industry being the third-largest contributor to the Saudi Arabian GDP (GASTAT, 2019); this research will help marketers to exploit the opportunities that have a high growth potential resulting from these new technologies adopted by tourism operators. Hospitality operators need to engage with new technologies to drive traffic to their restaurants. The research aims to investigate the factors that influence the attitudes and behaviours of Saudi Arabian restaurants' customers towards the use of mobile marketing. Also, it will evaluate the usefulness of mobile marketing for customers when selecting restaurants for dine-in experiences. In addition, this study will explore for differences between the influence of Instagram and Google Maps on restaurants selection.

The potential of mobile marketing practices has not been fully explored in the restaurant industry despite several studies of mobile marketing channels in the hotel, tourism, and travel industries (Kwon, 2013). Several studies call for further research regarding the use of different mobile marketing channels by customers in the hospitality industry (Patsiotis et al., 2020). Lamberton and Stephen (2016) suggested that researchers should focus on understanding the marketing value of mobile technology that allows marketers and customers to do things that could not be done previously. For example, Google Maps and Instagram help customers to find and to get recommendations about best restaurants and popular dishes; and for marketers to drive traffic to their restaurants. The improvements in mobile technologies have influenced and changed customers' attitudes and behaviours (Shankar and Balasubramanian, 2009). Presently no academic research has examined and compared the influence of mobile marketing (Instagram and Google maps) usage on customers' attitudes and behavioural intentions in the context of selection of dine-in restaurants. Accordingly, this research seeks to address that gap.

This study makes a theoretical contribution by determining the factors that influence the attitudes towards using mobile marketing, behavioural intention to use mobile marketing, and behavioural intention to visit restaurants. While this study focuses on customers' attitudes and behaviours

toward the use of mobile marketing in the Saudi Arabian market, the findings can be generalised to most global markets where dine-in restaurants and mobile marketing channels exist.

Factors influencing attitudes towards mobile marketing for restaurant selection

Technology Adoption Model is used as an overarching theoretical framework. Several mobile marketing studies have used the TAM model in their research (Nazari et al., 2018; Chee, Yee, and Mohd, 2018), including tourism and hospitality studies (Assaker, 2020; Ozturk, 2016). This research develops a theoretical model with the influence of mobile marketing channels (Instagram Vs Google Maps) as a moderator for the relationship between usefulness, ease of use, enjoyment, trustworthiness, subjective norm, and application experience and attitudes toward using mobile marketing. Ghasemaghaei and Hassanein (2015) studied the moderating effect of website type on the relationship between perceived online information quality and consumer satisfaction, and they found that the moderating effect of website type is accepted as the relationship between perceived online information quality and consumer satisfaction is significantly stronger in studies that focused on e-services websites than those that focused on retail websites. Salehi-Esfahani and Kang (2019) investigated the factors influencing customers' website adoption and dining behaviour, and they had website type (Yelp vs. other review sites) as the moderator. Therefore, the approach used in this paper follows prior studies' that have website type as the moderator (Ghasemaghaei, and Hassanein, 2015; Salehi-Esfahani, and Kang, 2019).

As the social influences on purchase increased, word of mouth has become extraordinarily important that is powerful in controlling and shaping brand messaging (Batra, and Keller, 2016). Salehi-Esfahani and Kang (2019) found that influence of the subjective norm on usefulness was significant for Yelp but was not for other restaurant review websites, which shows the positive influence from the social circle of an individual in perceiving a website useful is moderated by the publicity of the website. Therefore, this research develops a conceptual model that integrates marketing variables with consumer variable.

TAM offers a foundation for investigating the influence of external variables on feelings, attitudes, and intentions (Legrisa et al., 2003). This research extends the TAM model with the incorporation factors of theory of reasoned action, motivation theory, and credibility theory. The bases of this model are derived from studies by Mariani et al., (2019) and Salehi-Esfahani, and Kang (2019). It is proposed that trustworthiness, enjoyment, usefulness, ease of use, subjective norms and application experience are factors that contribute to attitudes towards the use of mobile marketing for restaurant section (see Figure 1). Each of these factors is explained in the following sections.

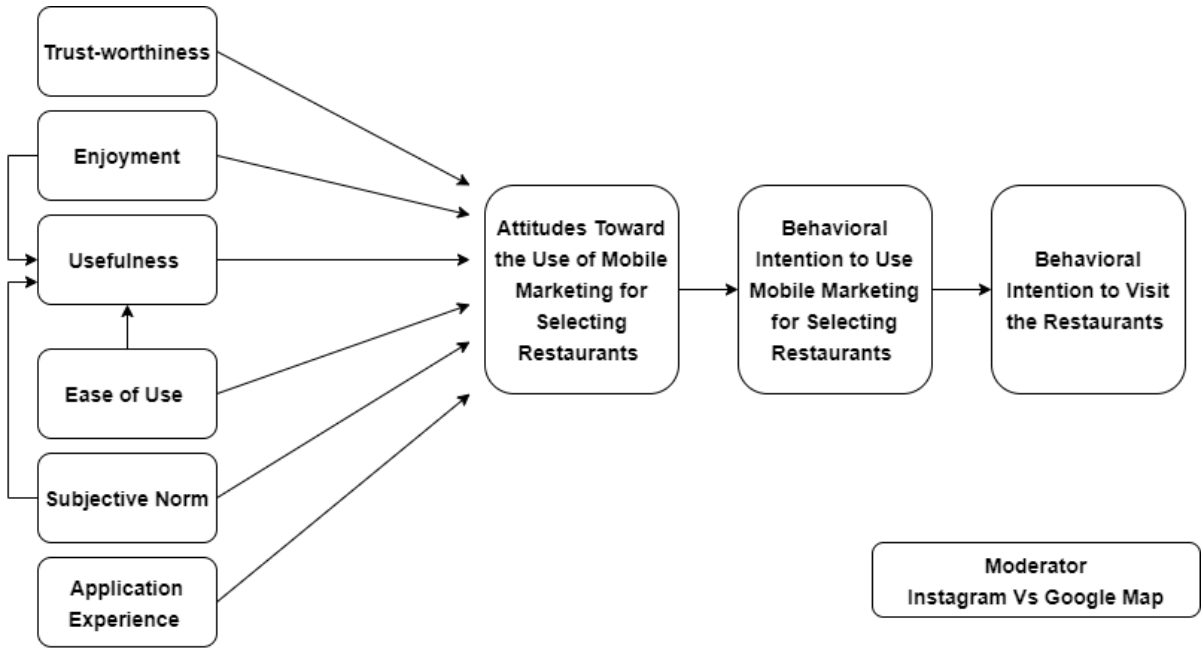

Figure1. Conceptual framework

Trustworthiness

The trust factor performs an influential role in forming consumer responses toward online advertising (Bleier and Eisenbeiss, 2015). Trustworthiness has been found to impact attitudes (Walrave et al., 2018). To capture customers' perception of the degree of reliability of information sources in relation to IT use, trustworthiness has been added to the original TAM model.

Enjoyment

Perceived enjoyment and perceived usefulness of using a system are highly correlated (Ayeh et al., 2016). Im and Hancer, (2014) found travellers' attitudes toward travel mobile applications and their enjoyment played a critical role in their perception of its usefulness.

Usefulness

Customers use mobile marketing channels (Instagram and Google maps) for information to help them make decisions. Thus, it is proposed that usefulness is likely to influence customers' attitudes toward using these mobile marketing channels for restaurant selection. This relationship is supported by several studies (Salehi-Esfahani, and Kang, 2019; Agag and El-Masry, 2016,).

Ease of use

Ease of use of technology has been found to have a positive influence on attitudes to use. Li et al. (2017) found that perceived ease of use of e-auctions had a positive effect on Chinese users' attitudes toward e-auctions. Likewise, Salehi-Esfahani, and Kang (2019) found that if American users believe a restaurant review website is easy to navigate, they find it useful.

Subjective norm

Kim et al., (2009) investigated subjective norms and e-trust in customers' acceptance of airline B2C e-commerce websites, and found that subjective norms are the precursor of perceived usefulness, attitude toward use, and customers' intention to reuse airline B2C e-commerce websites. Similarly, Tsai (2010) explored the independent travellers' behaviour and found a positive relationship between subjective norms and attitudes. Subjective norms, in this study, are associated with the degree to which a customer is influenced by social pressure regarding his or her use of mobile marketing channels for the purpose of restaurant selection.

Application experience

In the context of this study, application experience means users' frequency of navigating mobile marketing channels (Instagram and Google Maps). Several studies have found that user experience has an impact on the formation of attitudes (Hsu et al., 2017).

Attitudes towards mobile marketing

In order to understand customers' behaviours about mobile marketing, it is important first to understand customers' attitudes toward mobile marketing (Kushwaha, and Agrawal, 2016) and their use (Moon and Chang 2014).

Behavioural intentions to use mobile marketing

Customers may use a review app such as Yelp (Grewal, Spann, and Zubcsek, 2016) to assess the desirability of the restaurant, aiding conversion from visitor-to-buyer (Schlosser et al. 2006). Hence customers' behavioural intention to use mobile marketing for selecting restaurants can predict their intention to visit the restaurants.

Conclusion

This paper introduces a conceptual framework that investigates mobile marketing apps (Google Maps and Instagram) to investigate customers' attitudes and behaviours regarding restaurant selection. The growth of mobile marketing globally and the importance of the restaurant sector in Saudi Arabia provides a fertile base for this study.

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Modelling Factors Affecting Religious Tourism Flows To Saudi Arabia

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Abstract

Religious tourism demand is one of the major contributors to Saudi Arabia's economy and considered to play an important role in the "Vision 2030", which seeks to diversify the Saudi Arabia's economy. There is a need to identify the economic and country characteristics factors influencing the inbound religious tourism to Saudi Arabia. This study used a gravity model approach using panel data from 2000 to 2019 to estimate the impact of these determinants. A major contribution to tourism research is by introducing the country characteristics variables such as human rights issues, expatriates' workers and quality of life and measuring the impact of these variables in religious tourism demand.

Keywords: religious tourism demand, economic factors, country characteristic factors, panel regression

[WP]

Introduction

International tourism has developed rapidly in the last two decades and is one of the most rapidly growing industries in the world. This sector can be determined through increasing earnings, job creation, private sector expansion, and infrastructure development. Tourism also alleviates balance of payments issues, creates jobs, investment, and economic growth (Barman & Nath, 2019; Eilat & Einav, 2004; Viljoen, Saayman, & Saayman, 2019). The Kingdom of Saudi Arabia (KSA) is the largest destination in the Middle East and North Africa MENA's region and is also a major Muslim pilgrimage centre (*Tourism in the MENA Region*, 2019). Most of the KSA's wealth is from oil revenues. The country is the founder and primary member of the OPEC group and is a G2 group member (Alshammari, 2018). A drop in oil prices could lead the country to become economically stagnant. For this reason, Saudi Arabia is implementing strategies to diversify its economy. Tourism is one of the diversification techniques and is something that economic experts believe is economically good for the country Religious tourism has been one of the earliest forms of tourism(Euchi, Omri, & Al-Tit, 2018; Sadi & Henderson, 2005). Over time, it has become a significant and segmented industry. Every year, nearly three million pilgrims travel to Mecca in Saudi Arabia to do Al hajj. Hajj is a compulsory religious obligation for Muslims which must be performed at least once in their lifetime by all adult Muslims who are physically and financially able to undertake the journey (Henderson, 2011). Meanwhile, Muslims may perform Umrah, which is a minor pilgrimage and can do it at any time of the year and it is not compulsory as the Hajj. This brings obvious benefits for Saudi economy (Fourie, Rosselló, & Santana-Gallego, 2015).

Majority of Previous literature on religious tourism focused on the economic impact of tourism such as Barro and McCleary (2003); Durlauf, Kourtellos, and Tan (2012); Alam, Idris, Malik, and Gaadar (2016); Bokhari (2008); Nepal, al Irsyad, and Nepal (2019),return of human capital and religious such as Tomes (1984); (Zinkovskii, Schastlivaya, & Maslov, 2019). In addition, several studies evaluate the empirical relations between religion and trade flows, including Helble (2007) and Guo (2004) studies. The study on Saudi Arabia's religious tourism of Shaheen (2019) that examines the economic factors such as income, relative price, population size, the volume of trade and travel costs on religion tourism demand by using ARDL bounds approach. Since pilgrims seek to save the travel resources to meet their religious requirements, previous literature suggest has suggested that faith-based tourism is less sensitive to economic and uneconomic fluctuations (Crain, 1996; Shaheen, 2019) This current study will focus on modelling the factors that influence

religion tourism demand. To the best of the researchers' knowledge, little research has investigated the impacts of economic and uneconomic factors on religious travelling decisions. This study will fill this research gap by modelling religious tourism demand using a gravity model. None of previous studies hast examined the non-economic factor of Human Rights which is one the most important factors for Saudi Arabia's inbound tourism as per Ghaderi et al. (2017) who stated that physical security is no longer just a factor of tourist destination security and safety but also other factors, including human rights. Little is known about how security and safety influence tourism demand. Other factors associated with the tourist receiving destination country such as the growth in the government expenditures on security and an increasing large number of expatriate workers make Saudi Arabia a good case study of factors influence the religious tourism demand.

Methodology

This study will use gravity panel data model to identify the factors and estimate their importance in explanation tourist arrivals to Saudi Arabia. In recent years, gravity theory has been one of the most reliable analytical methods used to explain bilateral economic flows in the world economy (Lorde, Li, & Airey, 2016; Ulucak, Yücel, & İlkay, 2020). The gravity model has increasingly been applied to international tourism demand (Backhaus, Martinez-Zarzoso, & Muris, 2015; Chang, 2014; Eryiğit, Kotil, & Eryiğit, 2010; Kien, 2009; Paniagua & Santana-Gallego, 2020; Ulucak et al., 2020; Yang & Wong, 2012).

Inbound tourism demand for Saudi Arabia will be represented as specified function of Lagged dependent variable to measure changes in taste and desire the income, relative prices, transportation cost, trade openness, government spending on tourism and security, culture, climate, political risk, human rights, expatriate workers. In addition, dummy variables that will be introduced to reflect special events:

Tourism Demandijt =

$\beta_0+\beta 1\text{TourismDemandijt}-1+\ln\beta 2GDP\text{jt}+\beta 3\ln GDP\text{it}+\beta 4\ln CPIjit+\beta 5\ln TRDEjit+\beta 6\ln TR\text{COST}jit+\beta 7\ln GSOTjt+\beta 8\ln GSOSjt+\beta 9EXPWOR\text{ij}t+\beta 10\ Politicaljt+ +\beta 11HUMANjt+\beta 12TEMP\text{ij}t+\beta 13Langijt+\beta 11RELIGijt+\beta 15\ VISA+\beta 16HAJ+\beta 17\text{Ecoreform}+\gamma t+ +\varphi t+\mu\text{ij}$

Where

Tourism Demandijt is the number of tourist's arrival to Saudi Arabia from origin country.

Ln represents the natural logarithm; I and J denotes origin country and Saudi Arabia respectively.

Origin countries (Pakistan, Indonesia, India, Egypt, Turkey, Algeria, Bangladesh, Jordan, Malaysia, Iraq, and Sudan)

T= time from 2000 to 2019

Conclusion

This study contributes significantly to the existing literature on tourism demand in general and religious tourism in particular. It takes a holistic approach to examine both economic and known economic country characteristics such as human rights issues, expatriates' workers and well-being and their impacts on religious tourism demand using panel data from 2000 to 2019. The study will provide a better an understanding of the factors influencing the religious tourism demand and help to develop effective policies and strategies for religious tourism in achieving the "Vision 2030" of diversity of the Saudi's economy.

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Network Coopetition For Sustainable Tourism Development

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Abstract

This paper provides the initial findings of a multiple-case study that explores the establishment of coopetitive relationships through networking for sustainable tourism development (SDT). This research employs the sociology of translation from actor-network theory to trace collective actions and interactions to sustainability goals at two local destinations in Vietnam. The research found that the convergence and association between multiple actors to achieve a sustainability goal affected the intervention of cooperation in existing competition and the intervention of conflict in existing cooperation. Relating to collective actions for the achievement of sustainability goals, four types of coopetition emerged and four path relationships between networking and coopetition are revealed. This research contributes to the concept of coopetition and network approach by exploring relationships between them, and conceptualising network coopetition for SDT.

Keywords: coopetition, networking, sustainable tourism development, Actor-network theory, Vietnam

[WP]

Introduction

The co-location, interdependence, and complementarity of various stakeholders in a tourism destination are central to the study of coopetition (Chim-Miki & Batista-Canino, 2018; Damayanti et al, 2017; Kylanen & Mariani, 2014; Mariani, 2016), particularly at a network level (Czernek & Czakon, 2016; Della Corte & Aria, 2016; Wang & Krakover, 2008). Coopetition is a hybrid relationship of competition and cooperation between actors (Bengtsson & Kock, 2000) cooperating "to jointly create value", while competing "to capture a part of that value" (Bouncken et al., 2015, p. 591).

At a network level, coopetition has primarily been studied within supply chains or business networks (Bengtsson & Kock, 2000). Networks, such as tourism destinations (consisting of various types of stakeholders) have rarely been the focus of coopetition research. Value creation is a significant outcome of network coopetition, which can facilitate the achievement of SDT because they can foster collective actions needed to implement sustainability goals at a destination (Bramwell et al., 2017).

Bramwell (2015, p. 205) believes that sustainable tourism is "regularly linked with the preservation of ecosystems, the promotion of human welfare, inter- and intra-generational equity, and public participation in decision-making". However, maintaining a balance between resource exploitation for development and environmental and sociocultural protection in tourism is challenging due to the complex stakeholder relations, poor co-ordinations, and exclusion of local community.

In responding to these critiques, this research explores the establishment of coopetition between various entities of a destination when they are involved in networking processes to achieve sustainability goals. Although the relationship between networking and coopetition had little attention in scholarly research, networking is evidenced as encouraging cooperation and collaboration (Arnaboldi & Spiller, 2011; Scott et al., 2008). To explore networking processes, this research employs the sociology of translation from actor-network theory (ANT) to trace collective actions for sustainability goals in Vietnam.

ANT offers a methodological framework and a means to approach realities (Jóhannesson, 2005), Ethnographically, ANT provides a rich description of "how things work and of how relations and practices are ordered" (Van der Duim et al., 2013, p. 6). ANT suggests following translation processes to understand the process of establishing relations. Translation involves a range of movements, transformations, redefinitions, and mobilisations of actors (Paget et al., 2010), which is divided into six phases (Rodger et al., 2009) as illustrated in Figure 1.

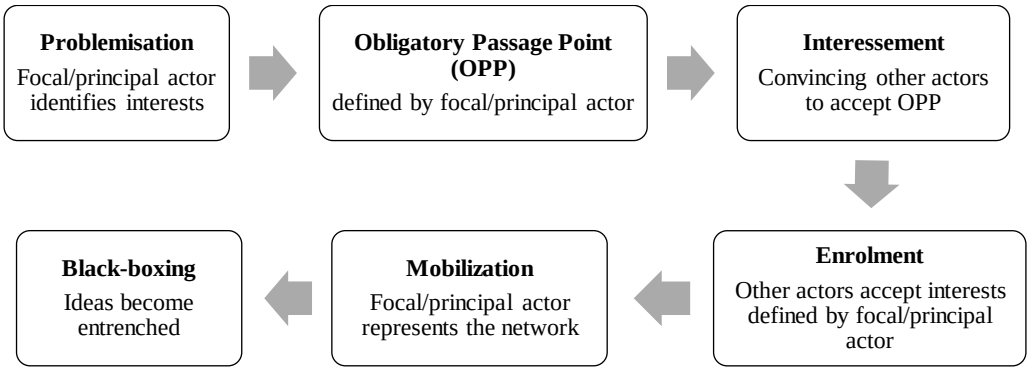

Figure 1. Translation Moments (Rodger et al., 2009, p. 648)

Through these translation moments, convergences and homologies are created to identify new entities and relations (Tribe, 2010). Employing the ANT translation process to explore the emergence of coopetition, this research examines how cooperation intervenes in extant competition and how conflict intervenes in extant cooperation through the networking for SDT.

Methods

A multiple-case study was conducted in Vietnam. Diverse methods are employed drawing on various sources of information, and analysis techniques (Sarantakos, 2013; Yin, 2014). Compared to a single case, the evidence extracted from multiple cases is more robust and reliable (Baxter & Jack, 2008; Yin, 2014). Da Nang Municipality and Hue Province in Vietnam were purposively selected by an initial document analysis.

Da Nang was in the need of SDT regarding social and environmental concerns. The unit of analysis was stakeholder interactions and relationships relating to tourism practices at the Son Tra peninsula located in the Southwest of Da Nang (Figure 2). This peninsula was experiencing controversy concerning natural biodiversity preservation because the Son Tra Tourism Development Master Plan (TDMP) was approved to allow tourism development within the Son Tra Nature Reserve.

Figure 2. Location of Son Tra

Hue tourism, after a long-term of development based primarily on cultural heritage, has suffered decline over recent years. The unit of analysis was stakeholder interactions and relationships at the Complex of the Hue Monuments located in the Hue City (Figure 3). This UNESCO heritage site was facing a challenge: whether to limit tourist growth to preserve the architectural integrity of the heritage site or to increase tourist growth to improve the local economy.

Figure 3. Location of the Hue Monuments (Source: Google Maps)

This case study research involved triangulating document analysis, in-depth interviews, and observations in the field (Baxter & Jack, 2008; Yin, 2014), from May to October 2018. Eight semi-structured in-depth interviews with a senior manager from government bodies, tourism businesses, tourism association, university, and NGOs were conducted in each destination. Interviewees in this case study, instead of representing a population, were treated as experts (Sarantakos, 2013); thus, snowball sampling was used to identify informants knowledgeable of tourism in the area.

Multiple data sources were converged in the analysis process as illustrated in Figure 4, involving thematic analysis that is a method to identify, analyse and report patterns (themes) within data set (Braun & Clarke, 2006). The coding involved a hybrid approach of inductive and deductive coding (Fereday & Muir-Cochrane, 2006), in which the deductive strategy was used to organise the data following the theoretical propositions of networking, ANT, coopetition, and SDT and the inductive approach was to explore additional codes occurring from the data (Yin, 2014). Pattern matching is a specific analytic strategy in research, introduced by Yin (2014), in which the

researcher made comparisons of the patterns exposed from the data interpretation with the patterns from theoretical propositions. After writing up the within-case report, a cross-case analysis involving four stages based on Glaser and Strauss's (1967) constant comparative analysis was processed to enhance generalizability and deepen understanding and explanation of the relationships among the core concepts.

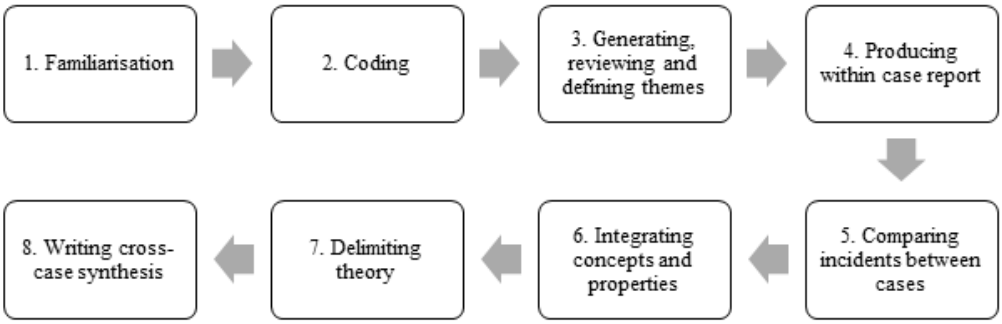

Figure 4. Data Analysis Process

Results

This research reveals that networking processes converge various actors in the networks of collective actions. In Da Nang, actors assembled in a self-regulating network intentionally established by non-state actors working to protect biodiversity at the Son Tra peninsula. This network is called the "Son Tra Guardian" Network formed when the TDMP was launched. The Network opposed the implementation of the TDMP and succeeded in making the governments adjust the TDMP. The Hue government has unintentionally converged the tourism stakeholders into Heritage Conservation Network, Hue City tourism Network, and Tourist Site Development Network to expand tourism while maintaining heritage preservation. These networks have been initially formed to diversify heritage tourism products, increase cultural experiences for tourists, and direct the tourist flow out of the heritage areas.

Table 1. Types of Coopetition

No	Types	Da Nang Case	Hue Case
1	Coopetition between Competing Hotels	*Networking, Hotel Supply Growth, and Coopetition* - Concerned with the over-supply of hotel rooms, the competing hotels cooperated with the Son Tra Guardian Network, as the actions of this network could stop an expansion of the hotel industry and reduce the competition of the industry.	*Networking, Tourist Growth, and Coopetition* - Tourism decline encouraged the competing hotels' to cooperate in the Hue City network and performed Hue cuisine art in cultural festivals and events.
2	Coopetition between Collaborators	*Networking, Target Difference, and Coopetition* - The Da Nang government and the hotels who were involved in the Son Tra Guardian network frequently cooperated in destination marketing and management. - Many hotels implicitly conflicted with the Da Nang government because they did not support tourist accommodation construction at this peninsula. - The conflict was embedded in the combat between the Network and the Da Nang government.	*Networking, Function Change, and Coopetition* - The Hue Monuments Conservation Center (HMCC) and cultural and historical experts were collaborators in heritage preservation - The HMCC was being dissociated from the rest of the preservationists. The conflict rose. - This is an intra-network coopetition to maintain the achievement of cooperation
3	Coopetition between Conflicting Stakeholders	*Networking, Same target, and Coopetition* - Local community and hotels were conflicting stakeholders related to the use of natural resources. Sharing the same purpose, they cooperated in the network to achieve their goal. - After involved in the network, the hotels increased their environmental awareness and behaviours and the community voice was lift, which facilitated the conflict resolution	
4	Inter-destination Coopetition		*Networking, Competitiveness, and Coopetition* - Hue, Da Nang, and Quang Nam are three adjacent destinations of the central region of Vietnam and are in competition. - Tour operators from Da Nang and Quang Nam cooperated with the Hue Tourist Site Development Network to diversify the Hue tourism products

The emerging network(s) has transformed each destination towards a version that advocates SDT, as the natural/cultural resources have been preserved and the local community has been empowered in tourism development. The convergences of various entities created coopetitive relationships, as the networking processes established cooperation and/or conflict between them. Four types of coopetition emerged as outlined in the above table. Four path relationships between networking and coopetition are exposed.

- Networking directly increases cooperation and indirectly decreases competition (type 1)
- Networking increases conflict then decreases the conflict (type 2)
- Networking increases cooperation and indirectly increases competition between competing actors (type 4)

- Networking directly increases cooperation, which indirectly decreases conflict between conflicting stakeholders (type 3)

Conclusion

The establishment of coopetition relating to networking for SDT is at the centre of this study. In these two destinations, the network coopetition is established as a consequence of networking for natural environment protection or heritage preservation and community involvement. The relationships between networking and coopetition are examined, revealing the coopetition in a complex network of various stakeholders, including less advantaged stakeholders to achieve collective values (Chim-Miki & Batista-Canino, 2017; Czakon & Czernek, 2016). The emergence of the network coopetition recognises the importance of the coexistence of cooperation and competition/conflict in the achievement of SDT. The results suggest the way that DMOs can proceed to create the compatibility between individual and collective goals, which facilitates the involvement of various stakeholders in network coopetition. DMOs should reserve the coordinative role to mediate (not eliminate) conflicts among actors to maintain a power balance between them.

This research involves the inherent limitations of case study research, such as small sample size and result generalisation based on only two specific cases. Moreover, this research explores only how coopetition is established through networking processes rather than examines the intensity of the relationship. These gaps present areas for ongoing research in these destinations.

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On The Road: Chinese Visitors Self-Drive Tour And Optimizing The Drive Experience

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Abstract

The United Nations World Tourism Organization (UNWTO) forecasts that the number of international tourists traversing the globe will double by 2030. A significant part of this growth is related to the rapid expansion of Chinese outbound travellers. Importantly, Chinese travellers are shifting from group travel to more free and independent travel, meaning that a growing number of Chinese visitors are partaking in self-drive holidays. This has implications for destinations where the safety and enjoyment of Chinese free and independent travellers (FITs) on the road, as well as the safety of destination communities on local roads, will take on greater significance. Accordingly, this research examines how Chinese visitors' self-drive experience in Australia can be optimised. For the relation between road safety and the self-drive tour experience, the result state that the experience can be optimized by increase the awareness and understand of Australia road rule, due to the lower satisfaction level than the overall score. And for destination factors, the scenery, and the food and accommodation are the top factors that may influence the self-drive tour experience.

Keywords: Chinese FIT, self-drive, experience optimization, road safety, destination experience

[WP]

Introduction

A self-drive tour might reasonably be regarded as a self-sufficient mode of travel that is antithetical to group touring. The premise of a self-drive tour is to own or rent a car or recreational vehicle (Hsu, Lin & Lee ,2017). Moreover, the self-drive tour has features that distinguish it from other travel methods, such as giving tourists a sense of 'freedom' or 'independence' (Prideaux & Carson, 2011).

The aim of this research is to determine the critical factors that can optimise Chinese visitors' self-drive tour experience in Australia. The critical factors are identified through analysing Chinese visitors' current satisfaction levels for their experience. This scoping research uses on-site surveys and content analysis of Chinese travel social media forums to present a big picture answer for the research question, and in-depth analysis of the topics.

Literature Review

According to Prideaux and Carson (2003), self-drive tourists enjoy the sense of 'freedom' and 'independence' on self-organised tours with high flexibility and convenience. However, according to Hsu, Lin & Lee (2017) research, the quality of self-drive tours is significantly affected by two factors, namely, road safety and destination attributes. The former directly affects the planning and satisfaction level after visiting.

A theoretical framework is built based on the literatures. Road safety theory (Blackman & Haworth, 2013) was used to understand the reason for road accidents and the relevance between road safety and the self-drive tour experience. Motor vehicle accidents are the most common safety concern for self-drive tourists. In case of Chinese overseas tourists, renting cars is more common and thus it is important for car agents to conduct road safety education. Unfortunately, this process is neglected in most cases (Prideaux & Carson, 2003).

In addition, satisfaction theory was used to determine the critical success factors that may optimise Chinese visitors' self-drive tour experience in Australia. Destination attributes include

multiple variables affecting the satisfaction level of self-drive tourists, such as weather, road conditions and seasonal variations (Prideaux & Carson, 2011). Of primary importance among the destination attributes are diversity of scenery along the route, suitable road facilities and accessible activities (Wu & Carson, 2008).

Methodology

The research setting of this study is the Chinese self-drive tour experience in Australia. The quantitative research component of this study incorporated a survey, while the qualitative component relied on content analysis of Chinese social media.

The content analysis was conducted using two popular Chinese social media forums, WeChat and Mafengwo. Following the approach adapted by Prideaux and Carson (2003), social media posts were selected through a keyword search in which the following keywords were used: 'self-drive, Australia'; 'road trip, Australia'; 'drive trips, Australia'; and 'drive route, Australia'. The search results were ranked by relevance, and analysis performed when there were no more findings that were relevant to the keywords and the research frame. A combination of inductive and deductive thematic coding was used to analyse. Deductive themes were obtained from the reviewed literature and the resultant quantitative survey. Further inductive themes arose from the social media posts. These were added to the deductive codes.

The quantitative analysis consisted of 108 face-to-face surveys. The design of the questionnaires was based on questions about their self-drive tour experience and road safety awareness in Australia. Several pre-tests were conducted before the fieldwork (Bentley & page, 2001). A convenience sampling technique was used for the questionnaires. Screening questions were presented to all the participants. SPSS™ and EXCEL™ were used to analyse the quantitative results.

Findings

Table 1 demonstrates the themes of the social media forum. Sixteen of the questions were related to the self-drive route in Australia. The questions were posted when the visitors had selected Australia and self-drive as their travel mode, and they needed advice on the route selection and/or the attraction selection. Eleven of the questions were related to the driver licence and safety issues. The uploaders posted these questions before they decided on the travel mode to check the feasibility, or before they departed to better understand the destination. Six of the questions were related to the car rental process and the navigation. This theme was mainly focused on the car rental processes and how to choose navigation devices or applications. Analysis of the questions was used to identify the key concerns of the Chinese self-drive FITs at the initial stage.

Table 1. Frequency of forum question themes

Question themes	Frequency
General tips	17
Self-drive route	16
License and safety issues	11
Rental car and navigation	6
Total	50

To quantitatively analyse Chinese visitors' satisfaction level of their self-drive tour broadly, the survey included a question to rate their self-drive experience in Australia from 1 to 5 points. The average score was 3.7 out of 5. The average result for the road safety perspective was 3.4, which was lower than the overall satisfaction level (3.7).

The participants were asked which aspect was in the greatest need of improvement. The most common response was a need for more useful information or notification of traffic sign recognition (43 [40.6%] of the participants). A question was asked about whether the participants had read the road rules before they drove in Australia, which only seventy-nine participants (75%) had read the road rules and safe-driving tips before they drove in Australia. Six questions relating to the participants' awareness and recognition of the Australian road rules were asked. The participants had a relatively good understanding of the give-way rule to pedestrians (n=93%) and 'keep clear' signs (n=84%). The highest potential risks regarded the parking rules and school-zone speed limits.

A Likert-type question focusing on their destination experience was applied. This question received an average score of 4.21, which was higher than the overall self-drive experience rate of 3.7. A question was asked in which the participants could select their top three activity choices. Seventy-nine of the participants chose 'food and wine', 74 chose 'nature scenery', and 67 chose 'experience local lifestyle', placing these as the three most popular activity choices.

Discussion and conclusion

The critical success factors to optimise the self-drive experience of Chinese visitors in Australia were determined using several approaches.

The satisfaction level for road safety was lower than that for the overall experience of the survey participants. In addition, the awareness and understanding of road rules and signs was relatively poor among Chinese self-drive visitors. Ignorance of road rules and road safety can directly increase the potential risk of road accidents and fines, which have correlations with the tour satisfaction level (Prideaux & Carson, 2011). Improving the recognition and awareness of road signs and rules may optimise the self-drive tour experience of Chinese visitors in Australia.

The scenery, and the food and accommodation were frequently mentioned on Chinese social media. Regarding the activities at the destination, food and wine, scenery and experiencing local attractions were popular among Chinese visitors. Therefore, it is crucial to include proper infrastructures and activities to attract Chinese visitors to stop over and increase their satisfaction level.

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Promoting Tourist Dispersal Through Gamification: Using A Gamified App To Track And Motivate Tourist Movement

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Abstract

This working paper summarises research into using gamification to motivate tourist dispersal into regional areas. Gamification is defined, with a summary of the current state of research, and ways in which gamification has naturally developed in travel and leisure. Self-Determination Theory is used as a framework to explain the efficacy of gamification to impact behaviour through intrinsic motivation. A study is proposed in Southern Tasmania that employs a gamified app with GPS tracking capabilities, using Tourism Tracer technology. This study will answer the question: to what extent can the promise of a novel experience that fulfils a need for competence, presented through a gamified app, motivate real-world dispersal in tourists?

Keywords: gamification, tourist dispersal, intrinsic motivation

[WP]

Introduction and background

Tourist dispersal into regional areas has long been identified as an important goal in Australian tourism management (Tourism Research Australia, 2019). Dispersal has been seen as a way to make tourism a more sustainable industry, both by reducing the environmental and socio-cultural stress on highly-visited places, and by providing more economic opportunities to regional areas (Xu and Xiao, 2020). In the wake of COVID-19, the desire for tourist dispersal has remained (Tourism Tasmania, 2020). While the threat of over tourism is currently absent, there is an urgent need for continued visitation to regional areas to support hospitality and tourism businesses there. While a variety of methods are being employed to promote increased domestic tourism to regional areas, one potential aid that is not yet well researched is gamification.

Gamification has been defined as 'the use of game design elements in non-game contexts' (Deterding, et al., 2011). It is a recently developed concept that has quickly risen to prominence in the digital media industry and as an intervention in multiple other industries. A game is a distinct form of play that derives enjoyment from structured rules, competitiveness and solving problems to move towards goals. The goal is that the game elements will provide value by increasing user engagement or motivating positive behaviours. As this is an emerging field of research, 'gamification' is not a ubiquitous term and the definition within research is inconsistent (Deterding, et al., 2011). For instance, 'funware' is often used rather than 'gamification' when game elements are added to an existing website to increase user motivation to engage and complete tasks (Sigala, 2015), however this study will consider the term gamification to be applicable in all instances where game elements are used to motivate behaviour and enhance experience.

Gamification has been found to be generally able to provide positive effects in a meta-review of empirical studies (Hamari, 2014), however many individual studies have failed to yield positive results, particularly those that aimed to change behaviour rather than to produce a positive user experience. To explain this inconsistent success, Self-Determination Theory (SDT) (Ryan and Deci, 2000) has emerged as the leading framework. SDT concerns the types of motivation behind behaviour and has found intrinsic motivation – i.e. when a behaviour is inherently satisfying – provides high-quality engagement and shapes an individual's ongoing pattern of behaviour. Behaviours are intrinsically motivated when they meet psychological needs which Ryan and Deci (2000) categorise as competence, autonomy, and relatedness. It has been theorised that

gamification works and can change behaviour when it satisfies these needs and adds real experiential value to a behaviour (Xi and Hamari, 2019). Game elements should let users feel like their successes are the result of overcoming challenge and personal mastery, that they have freedom to make meaningful choices, and that they are socially connected. Interestingly, SDT shares many similarities with Iso-Ahola's theory of tourism motivation (Iso-Ahola, 1982) that characterises travel and leisure behaviour as being motivated by seeking satisfaction of needs which include escape from routine (autonomy), mastery of new challenges (competence) and connection with friends and family (relatedness).

Gamification has been used in education to keep students engaged (Domínguez, et al., 2013), in health to motivate patients to adopt healthier behaviours (Johnson, et al., 2016), in transport to promote sustainable travel options (Yen, et al., 2019) and in marketing to increase brand loyalty (Hsu and Chen, 2018). However, the opportunity for gamification in tourism has not been extensively explored. Of that which exists, its focus has largely been on the best ways of creating memorable and place-specific experiences and increasing engagement rather than using gamification as a tool to foster desired behaviour such as dispersal (Xu, et al., 2017; Swacha and Ittermann, 2017; Negrusa et al, 2015).

Despite a lack of purposefully implemented gamification, activities with game elements have a long and naturally developed history of influencing movement in travel and leisure. Activities such as hiking have been gamified by the introduction of formalised goals such as 'peak bagging,' (Slayden, 2004). Letterboxing, and its GPS-assisted variant, Geocaching, use puzzle, quest and collecting mechanics to entertain and this motivates exploration of new places (Gram-Hansen, 2009), and more recently, Pokémon Go, an app game, had very real impact on its players motivation to move to new places (Colley, et al, 2017).

Considering the similarities in tourism and gamification motivational theories and the history of games motivating human leisure movement, this working paper proposes a study into the effectiveness of an app game to motivate tourist dispersal in Southern Tasmania, Australia.

Tasmania is an ideal location to research this topic as it is home to Tourism Tracer Tasmania (Hardy, et al, 2017): a research project that used a smartphone app to collect demographic data through surveys, and movement data through GPS tracking. This project revealed that while many tourists come to Tasmania seeking regional experiences such as wilderness, tourist movement in the state is largely within Greater Hobart.

Proposed methodology

The proposed research will design a gamified 'front-end' that will be synthesised with the Tourism Tracer technology. The game will offer challenges at particular destinations in Southern Tasmania. The challenges will be designed to meet SDT needs. The Tourism Tracer functionality of the app will allow collection of data on users' socio-demographic and tourism preferences as well as track their movement. As a result the app will produce spatiotemporal data on where and when participants move, and instances of participants interacting with the app to plan trips when they are not at promoted locations, and to complete challenges when they are at the locations. In doing so it will answer the question:

- To what extent can the promise of a novel experience that fulfils a need for competence, presented through a gamified app, motivate real-world dispersal in tourists?

Given the fine-grained data, and the planned open-ended use of the app, further sub questions will also be answered:

- When are tourists inclined to interact with a gamified app?

- What impact does distance (in time and space) of planning have on motivation afforded to disperse?
- Which real-world elements that impede dispersal continue to limit tourist movement when persuasive interventions are implemented?

This presentation will outline in detail, the development of the methods and theory underpinning each of the gamified elements. Ultimately this project is intended to provide value to the fields of research of tourism and gamification by exploring a new method of motivating tourist dispersal and by providing a new case study into the effectiveness of gamification utilising SDT with quantitative spatiotemporal analysis.

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Queen Bees, Stereotypes, Leadership, And Gender Dichotomy. Will The Post-Pandemic Festival Environment Be Ready For A Transformation?

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Abstract

This working paper is set within the context of a PhD study which considers the importance of gender in leadership, and its role in the festival context. The aim of the work presented at this conference is to investigate how the festival industry could make use of this time of change to make a transformation and open leadership positions to skilled event professionals regardless of their gender. The paper considers the Queen Bee Phenomenon (QBP), which indicates specific behaviours women leaders have. However, the QBP underlines the discriminations women undergo in the workplace. This can be seen by the label chosen to describe it which can be considered sexist, since a term to describe something similar between men does not exist. The literature indicates that QB leaders will act in a more agentic way by assuming behaviours thought to be traditionally masculine; they will physically and psychologically distance themselves from other women colleagues; and they will legitimise the current gender hierarchy. The QBP is a representation of a wider issue that concerns leadership positions. This idea that leaders have specific features depending on their gender is strictly connected to the terminology used in regard to leadership. In many studies and research, this is the dichotomy found between male and female. However, these two terms bring back to a stereotypical gendered idea of masculinity and femininity which is culturally attached to these words and that has been socially constructed. This paper is set in the UK where the event industry is women dominated, with 70% of employees being women, but only 20% with leadership positions. The study therefore asks why women cannot reach leadership positions in festivals and whether they experience the QBP. In doing so, it aims at finding solutions to improve the working situations for women in festivals.

Keywords: events, festivals, management, leadership, transformation, gender

[WP]

Introduction

This working paper considers the importance of gender in leadership, and its role in the festival context in the UK. The paper aims at analysing the reasons why women leaders behave in an agentic way or hinder other women colleagues, known as the Queen Bee Phenomenon (QBP) (Derks, Van Laar & Ellemers, 2016).

This working paper draws from a broader PhD, which is still at its initial phase, that investigates the situation of women leaders in festivals and is titled *Women, Festival Leaders and Social Transformation: An International Comparison.* One of the research aims is to critically explore how women festival leaders position themselves in festival organizations. In order to do so, it is important to understand how women react to working conditions, and if the gender of the leader matters when it comes to judge the ability and skills in festivals.

The PhD is an exploratory study, and the planned methodology is qualitative and underpinned by interpretivism (Beuving & De Vries 2014). Methods will potentially be semi-structured interviews with female leaders/festivals representatives using visual methods, possibly photo-elicitation, in addition to focus groups with followers (Jason, 2012).

The Queen Bee Phenomenon

This working paper considers the *Queen Bee Phenomenon* (QBP) in the context of festivals leadership. QBP is one issue amongst others that women leaders experience, such as the *Glass Cliff Phenomenon* or *Token Theory*. The QBP negatively affects women leaders and the company production (Derks, Van Laar & Ellemers, 2016). Moreover, it is a problem that underlines the discriminations women undergo in the working place. This can be seen by the label, *Queen Bee*, to describe this phenomenon. The term was, indeed, chosen in the '70s using as a reference the bees' colony where there is room for only one queen (Staines, Tavris & Jayaratne, 1974).

However, nowadays, studies have brought the attention to the choice of this word *queen* which is very specific, and it can only refer to women (e.g.: Derks, Van Laar & Ellemers, 2016; Derks, Ellemers, Van Laar, & De Groot, 2011). It can be said, then, that the concept itself is sexist, as a term to discuss something similar happening between men does not exist (Mavin, 2008).

The Events Industry in UK

There are three reasons why the events industry, particularly festivals, and women have been chosen as the context and subject for this working paper. Firstly, the event industry contributes to an estimated $42.3 billion (£32.75 billion) to the U.K. economy (Conference & Incentive Travel, 2016). In particular, Edinburgh festivals generates £280 million, creating 5,660 jobs and attracting 6.32 million visits providing 570,000 full time equivalent jobs (ETAG, 2016).

Secondly, it can be also said that in the UK the festivals sector is a female-dominated industry in numerical terms. Women represent between 60% and 70% of full-time employees (Dashper, 2017). This figure aligns with the number of women who enrol in undergraduate and postgraduate Event Management degrees at universities in the UK. This is a very high proportion, accounting for almost 90% of the students (Thomas, 2017). Despite these numbers, men continue to occupy the majority of senior roles and positions of influence, with less than 20% of women occupying senior management and board positions in the event industry (Dashper, 2017). These figures underline the need to create a discussion around the reasons behind this mismatch between the high numbers of women graduated and working in events and their low presence in high roles.

Moreover, there is a theoretical gap between women, leadership and festivals, as this topic has never been researched extensively (Walters, 2018). In general, there are few studies on event leadership, which evaluate its specific characteristics (e.g. Abson, 2017). The need for more studies and research on the topic of gender, inequalities has been recently presented by several authors (e.g. Nunkoo, 2020; Pritchard, 2017) They agree that the tourism, hospitality and event areas are characterised by gender inequalities, which affect the working conditions of women, at an academic level too, making it difficult for women to reach higher level at universities. These inequalities affect also the way research is undertaken and its focus (Pritchard, 2017). Indeed, this topic of biases and inequalities has not attracted much academic interest so far (Walters, 2018). The tourism academy has, indeed, been very reluctant in assessing and engaging with its own inequalities and the role gender plays (Jiménez-Esquinas, 2017). At the same time, gender has been an area of research that has never adequately explored in relation to the events industry either (Pielichaty, 2015).

Therefore, this working paper and its results could be a first analysis of the situation of women, and gender inequalities within the festival area, with a specific focus on the QBP. This working paper could be an answer to this urgency of moving the research on this direction.

The aims

This working paper has three main aims. The first aim is to provide an understanding of the reasons behind the *QBP*, and to deny the idea that this should be seen as a women's problem.

The second aim is to overcome this dichotomy of masculinity and femininity features. This division has always characterised many aspects of our life, leadership being one of them (Ayman & Korabik, 2010).

Thirdly, one of the aims is to understand if women have experienced the *QBP* in festival settings. If they did, then it will be evaluated why it happens and in what circumstances.

The goal of this research is to propose solutions to overcome the issues above mentioned, to help the career path of future women leaders and recruitment procedures. In doing so, the festival industry should take advantage of the current situation that has required many changes to adapt and which could be seen as an appropriate moment for transformation.

The Queen Bee Phenomenon: its features and consequences

The *Queen Bee Phenomenon* can be described by three types of behaviours women will enact in the workplace. Firstly, women leaders will act in a more agentic way by assuming behaviours thought to be traditionally masculine, such as being strong and aggressive. Secondly, they will physically and psychologically distance themselves from other women colleagues. Thirdly and lastly, they will legitimise the current gender hierarchy (Derks, Van Laar, & Ellemers, 2016).

The *QBP* is a phenomenon that needs to be studied for its impacts. From one side, it influences the careers of women, who are working for a company with established gender inequalities and, thus, their opportunities will be limited because of the negative evaluations of women perpetuated by *Queen Bees*. Nevertheless, the negative gender stereotypes personified by *Queen Bees* will therefore remain unchallenged and the gender bias will continue to happen (Derks, Van Laar, & Ellemers, 2016).

From the other side, the consequences of this phenomenon will affect companies as well. As the *Queen Bee* will conform to stereotypes and to what the group in power, men, believes, there will be reduced creativity. As a result, there will be lower profitability and negative consequences on the outcomes, organizational performances and bottom-line results of the company (Harvey, 2018). This phenomenon can limit opportunities for businesses to benefit from the diversity that women would have to offer (Derks, Van Laar & Ellemers, 2016). Finally, *Queen Bees* often prevent other talented women from advancing in the workplace (Harvery, 2018).

The reasons behind the QBP

One of the reasons behind the *QBP* is to be found in the unequal gender working conditions (Vial, Napier & Brescoll, 2016). The *Queen Bee Phenomenon* is, indeed, a consequence of gender discrimination in the workplace that drives some women to work on their success by accepting gender stereotypes while, at the same time, underlining how different they are from other women colleagues (e.g. Derks et al., 201; Arvate, Galilea & Todescat, 2018).

For the purpose of this working project, it would be of interest to see whether the *QBP* is a behaviour also taken by women employed in festivals to react to gender inequalities.

The *QBP* is, indeed, a representation of a wider issue that concerns leadership positions. The study of women as leaders, since the very beginning in the 1970s, has always been done with a focus on their gender. Researchers describe leaders with the characteristics that are thought to be based on their gender. Men display strength, power and aggressiveness, while women are characterized by a communal, sensitive and accepting way of working (e.g. Eagly & Carli, 2003; Mendez & Busenbark, 2015).

Gender, terminology, and the dichotomy between male and female

This idea that leaders have specific features depending on their gender is also strictly connected to the terminology used in regard to leadership. In many studies and researchers, it is often found the dichotomy between *male* and *female* (Ackerly & True, 2010). These two terms do not give space to any other possible other gender. On the contrary, they bring back a stereotypical gendered idea of masculinity and femininity which is culturally attached to these words and that has been socially constructed (Ackerly & True, 2010; Núñez Puente & Gámez Fuentes, 2017).

One of the reasons why women struggle to achieve leadership positions is caused by the stereotypes of women belonging to a gender that does not fit with the idea of a leader, strong, powerful and aggressive (Núñez Puente & Gámez Fuentes, 2017). Gender should not be described in such a simplistic way by just a physical observation or based on the behaviour of men and women or by asking them to self-report on what gender they belong to (Ayman & Korabik, 2010).

There is much more to the concept of gender than socio-demographic gender. It is a multidimensional and multilevel phenomenon which has several facets that include gender-role identity and traits, attitudes, values, how men and women interact with one another and the social roles they are expected to follow in society (Ayman & Korabik, 2010). It could also be said that gender is an ascribed status characteristic. Men, indeed, have a higher social status that means that they have more access to power and resources than women. Gender, then, becomes a hierarchical structure of both opportunities, for men, and oppression, for women (Ayman & Korabik, 2010).

Keeping these concepts in mind and looking at the leadership context, the action to differentiate the leader based on the gender, which could apparently seem a simple distinction, brings along a series of beliefs and stereotypes (Hoyt & Simon, 2017). One of these consequences can be seen in the *Queen Bee Phenomenon*.

Conclusions

The scope of this working paper is, then, dual. On one hand, the aim is to understand why women in festivals cannot reach higher managerial roles despite the event industry being women-dominated. Further, it will assess whether the *QBP* takes place and what role gender plays when it comes to the recruiting process.

Finally, the goal is to understand how to narrow the gap between the high percentage of women who have graduated in Event Management Degrees and the low numbers of women with leadership positions working in the events industry. Consequently, the overall aim is to suggest ways to improve the situation for women working in festival settings.

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Regional Small-Town Experiences Of Accommodation-Sharing: Disruptive, Rational, Or Anodyne?

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Abstract

This working paper focuses on accommodation sharing in three smaller settlements in the South Island of New Zealand. We report on the experiences of the 'Thriving Regions' study areas, comprising three settlements, Ashburton, Timaru and Oamaru. We show the local impacts of accommodation sharing by utilising both absolute and relative measures of intensity to better understand the impacts of accommodation sharing in each of the settlements. Using data from the New Zealand Census 2018 and from an accommodation-sharing platform (Airbnb) over several years, we are able to construct metrics as well as using analytics to visualise the data for each of the Thriving regions study areas. We then demonstrate the likely 'spillover' effects of accommodation sharing on the local housing waiting lists and rental prices over time. We conclude by discussing the relevance to existing literature on accommodation sharing internationally as well as the policy implications of our findings.

Keywords: big data, communities, data analytics, tourism geographies, policy

[WP]

Introduction

Accommodation-sharing platforms, such as Airbnb, provide the owners of accommodation, including private homes, the opportunity to rent bed space, or the whole dwelling. Accommodation-sharing platforms are seen as inherently and deeply disruptive to the conventional accommodation sector and rental markets in many cities and regions worldwide (Adamiak, 2018; M. Campbell, McNair, Mackay, & Perkins, 2019; Crommelin, Troy, Martin, & Parkinson, 2018; Dudas, Vida, Kovalcsik, & Boros, 2017; Gurran & Phibbs, 2017; Gutierrez, Carlos Garcia-Palomares, Romanillos, & Henar Salas-Olmedo, 2017; van Holm, 2020; Wachsmuth & Weisler, 2018). The aim of our (ongoing) research (M. Campbell, 2019; Wilson, 2020) is to examine the impacts of the phenomenon through an analysis of small town/regional experiences of accommodation sharing, with a particular focus on the relationship between visitor accommodation and housing supply.

To meet our key aim, we have collected and curated data at several time points for the penetration and concentration of Airbnb within the Ashburton, Timaru and Waitaki Districts of New Zealand's South Island. In addition to analysing the trends in Airbnb, we present data on the rental housing market of which Airbnb is a part. These data relate to housing, primarily rental costs, social housing waiting lists and accommodation sharing. The research is part of a wider programme of work on regional development in Aotearoa New Zealand, funded by the Building Better Homes, Towns and Cities National Science Challenge (Perkins et al., 2019).

Methods

We followed the approach of (M. Campbell et al., 2019) by collecting data on Airbnb using Python and PostgreSQL[1]. It is important to note that there is a potential undercount of the Airbnb listings up to 20 per cent of the total. We then combined data on Airbnb with the 2018 NZ Census data to produce a standardised measure of intensity. This metric consisted of the Airbnb per 1000

[1] See https://github.com/tomslee/airbnb-data-collection/

residents for each area; calculated as (Airbnb count per area / Census usually resident population per area) multiplied by 1000. Data were collected for each of the Thriving Regions study areas; Ashburton, Timaru and Waitaki Districts.

Results

Figure 1 shows the number of Airbnb listings over the last three years in the Thriving Regions study areas. It is evident that there is some consistency in the number of Airbnb listings by place, particularly for Ashburton and Timaru Districts. There is, however, growth in Waitaki, from 263 to 322 over the period July 2018 to July 2019, before a sharper drop off since March 2020, and back down to 282 for June 2020. It is not yet clear what the full reasons may be for this recent retreat, although we can assume it is linked to the impacts of COVID-19 and the drop since the start of the pandemic in international and domestic tourists, especially international visitors.

The potential relative impacts of Airbnb on the housing market (Figure 2), measured by the listings per 1,000 residents, is higher in Waitaki District than Ashburton and Timaru, which have approximately four Airbnb listings per 1,000 residents, whereas Waitaki has 11.43 in July 2018, rising to 13.8 in June 2019, falling to 12.16 in June 2020[2]. These data give a strong indication of the differing impacts by area. They show Waitaki district has three to four times more potential impact from Airbnb listings per resident than Ashburton or Timaru Districts.

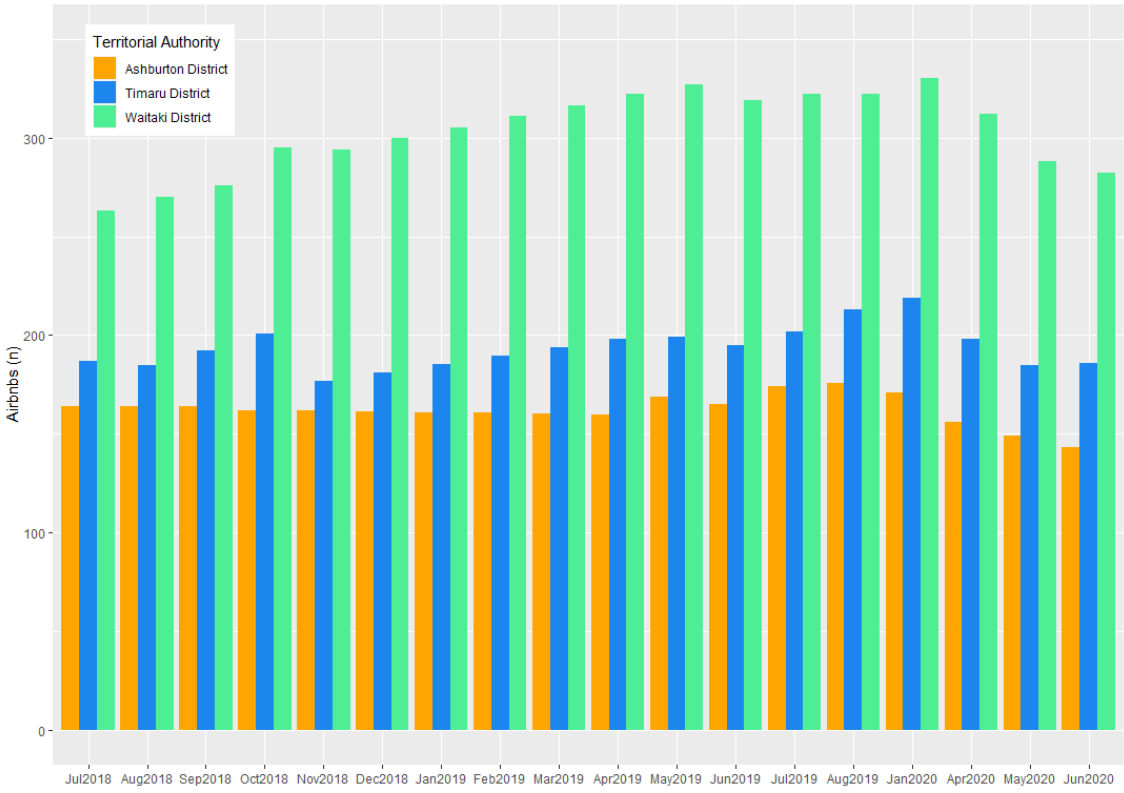

Figure 3. Airbnb listings for Thriving Regions study areas, 2018 to 2020

[2] The month closest to July is used, where July data are unavailable.

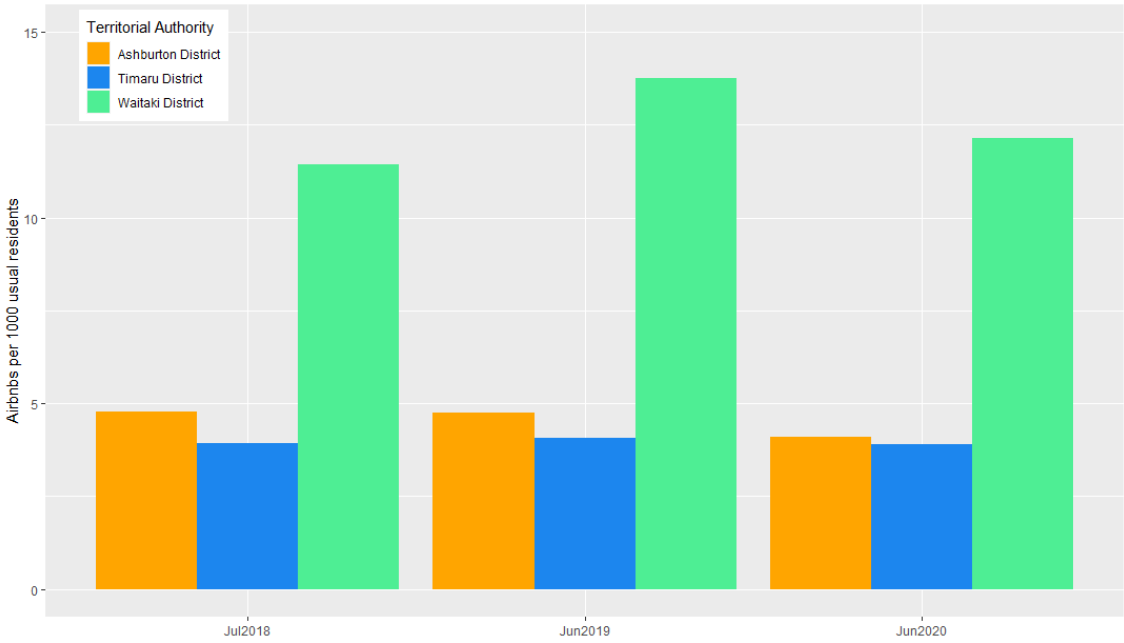

Figure 2. Airbnb per 1000 Usual Residents, Thriving Regions study areas, 2018 to 2020

Given the possible impact of Airbnb on rental prices, we then explored the trend in mean rents by district as shown in Figure 3. Again, a rising trend is evident for all areas. Waiting lists for public housing are another important factor to consider, especially as the regional areas typically have a limited supply of such housing. Nationally, the public housing waiting list has increased markedly since 2016 for the three districts. There is also an almost universally increasing trend over this period (Figure 4). It is also evident that there are trends in the breakdown in the number of bedrooms required (see Table 1), indicating the demand for different sizes of house, although these are relatively small numbers with suppression (S) of some results for confidentiality. Most demand is for smaller houses of 1-2 bedrooms reflecting a demand for smaller units by elderly and single person households, although we have also noted there is an unmet demand by larger, multifamily households given the presence of Pacific Island communities (Taylor, 2020). Overall, the increasing number of people in the public housing register both nationally and locally suggests a material deterioration in the ability of housing supply to meet demand.

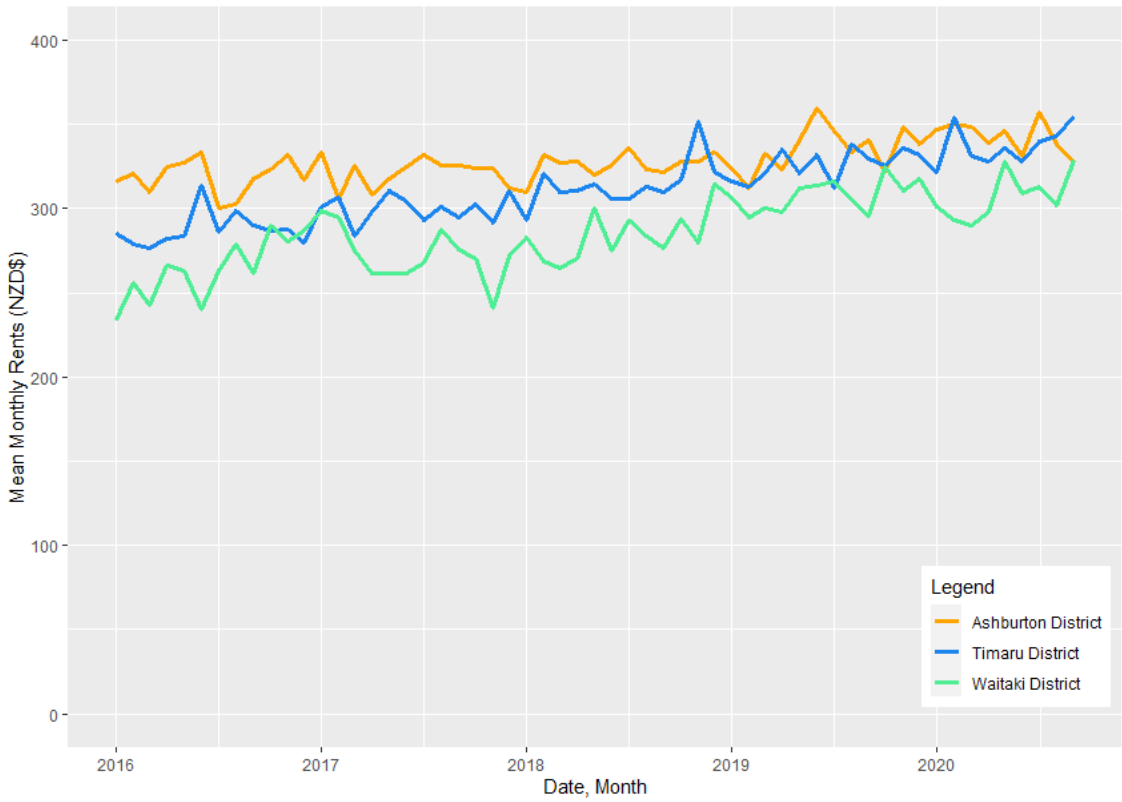

Figure 3. Mean Rents, Thriving Regions Study Areas, 2016-2020

Table 1. Housing Register, bedrooms required, Thriving Regions Study Areas, June 2020

Territorial Authority	Bedrooms required						Total
	1	2	3	4	5+	Unknown	
Ashburton District	23	12	S	S	0	0	41
Timaru District	48	23	S	S	0	0	79
Waitaki District	15	9	S	S	0	0	27

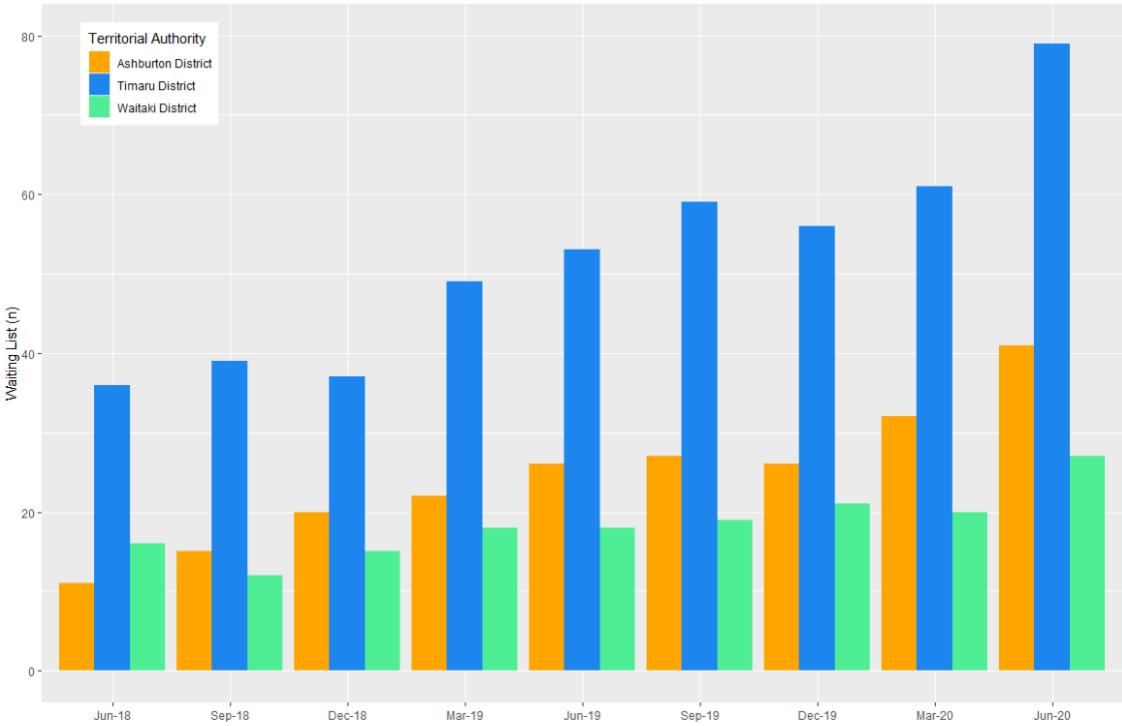

Figure 4. New Zealand Housing Register, Thriving Regions study areas, 2018 to 2020

Discussion

The influence of short-term visitor accommodation is of particular interest in regional areas of New Zealand. Thriving areas need a supply of housing to accommodate the workers necessary in a diverse rural economy. Ironically, the visitor sector is an important part of a thriving rural economy in Aotearoa New Zealand, which creates tension between the supply of accommodation to visitors and the supply for workers. Especially vulnerable are those workers who are newcomers to an area, attracted by work opportunities in food production and processing and also hospitality, including migrant and seasonal workers.

Presently, a key limitation of our research is that there are distinct circumstances in the visitor rental market due to the COVID-19 pandemic. This means temporal (and spatial) trends are more difficult to determine given the uncertainty in 'normal' trends. There is uncertainty in the data for the period of national 'lockdown' (covering late March and April) and the extent to which recent changes are due to the disappearance of all international and some domestic visitors over this period. This trend may, or may not, continue for some time for international visitors although domestic tourism appears to be in a period of recovery.

We also extend previous New Zealand evidence (M. Campbell et al., 2019), by showing in more depth that there are differences sub-nationally and that patterns of Airbnb and the impacts of this type of accommodation on the housing market are not homogenous.

Conclusions and implications

This paper contributes to the literature on the role of accommodation sharing in regional housing markets through information on three districts. We have shown that the main effect of Airbnb is likely to be on rental prices. While these have stayed relatively stable since 2017, the level of affordability of rental housing (rental prices in relation to household income) is a concern to local stakeholders interested in developing a community strategy for housing. The effect of Airbnb on the supply of social and public housing is probably small as the level of demand for this type of housing appears low. Future work could focus on in-depth interviews conducted with Airbnb hosts

and local property and real estate experts to understand better the motives and processes behind the trends we observe both regionally and nationally. Actions by councils through instruments such as planning rules (van Holm, 2020) and rates (property taxes) could influence the supply of short and longer-term rental properties.

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Research On The Influence Of Cognition Of China's Covid-19 Prevention Performance Of International Students In China On VFR's Willingness To Visit China

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Abstract

China has a large number of international students, but the VFR tourists behind the international students has been ignored. As a special group of who studying and living in China, will the students' perception of China's performance in controlling the COVID-19 affect the willingness of VFR to travel to China? Through the interviews with 10 international students from Tianjin and Shanghai, it is found that international students generally have a positive understanding of the timeliness, rationality and effectiveness of China's COVID-19 prevention performance, as well as the authenticity and transparency of media information disclosure, which has improved their positive perceptions of the Chinese government, national citizens and public opinion image, which greatly increased their recommendation intensity to VFR to visit China.

Keywords: COVID-19, interviews, qualitative research, students

[WP]

Introduction

As for overseas students, VFR is a kind of travel from relatives and friends to the countries of study. In 2019, China had a total of 397,635 foreign students from 202 countries and regions studied in 811 institutions of higher learning, scientific research institutes and other teaching institutions in 31 provinces, autonomous regions and province-level municipalities (Ministry of Education of the People's Republic of China, 2019). Every overseas student is the promoter of China's tourism overseas marketing, and there is a potential VFR tourism market behind the overseas student. Compared with the scale of overseas students, Chinese tourism industry and academic circles have not put too much attention on VFR.

In particular, in 2020, the COVID-19 has a serious impact on global tourism industry. In the post COVID-19 era, China's inbound tourism, which has already slowed down, will face more challenges if it wants to resume the development. As international students in China, they have a more real and profound understanding of China's COVID-19 epidemic prevention performance. The information and image of China they send to VFR around them will affect VFR's willingness to travel in China to some extent. Therefore, the purpose of this study is to explore the cognition of international students on China's COVID-19 Prevention Performance and whether this cognition will affect their recommendation of VFR to China, which is of significance for China's overseas tourism marketing in the post epidemic era.

Literature review

Tourism often has mixed purposes, business, leisure or VFR activities often occur in the same trip (Seaton & Palmer, 1997), and there are also hidden VFR tourists in the non-VFR category (Kashiwagi, Nagai & Furutani, 2020). While VFR tourists can be divided into four types, including pure VFRs, commercial VFRs, expanding VFRs and non-VFRs (Backer, 2012). However, many potential VFR travelers are not aware of the difference between leisure and VFR tourism (Backer & Ritchie, 2017; Jackson, 1990; Paci, 1994).

VFR tourists has been growing rapidly over the world since the 1990s, which have become the main source of tourists in Australia, New Zealand, the United Kingdom, etc. (Seaton & Palmer, 1997; Pearce, 1993; King, 1994). The development of VFR has also promoted the rise of VFR

research, resulting in research hotspots such as the market of VFR tourism, the behavior characteristics of VFR tourists, the impact of VFR on destination economy and marketing strategies (Seaton & Tagg, 1995; Seaton & Palmer, 1997; Morrison, Woods, Pearce, Moscardo, & Sung, 2000; Yuan, Fridgen, Hsieh & O'Leary, 1995).

As for international students and VFR tourism, Bischoff and Koenig-Lewis (2007) showed that universities represent a large number of VFR tourists that are often underestimated, and believed that students themselves are the most effective marketing targets through a study of a British university. Kim (2016) analyzed the role of Chinese students in Korea as tourist receptionists in VFR tourism. Kashiwagi et al. (2018) took Japanese students studying in Australia as the research objects, and discussed their roles and experiences as VFR hosts. The results showed that most students play an important role in stimulating relatives and friends to visit the learning destination. In other words, international students are an important resource of tourism marketing, because they can promote the international visit of VFR.

However, China, as largest in Asia, the third largest country destination in world for studying overseas, the international students travel and VFR tourists receive little attention, the research on VFR in China is almost blank. Combined the prevention context of Covid-19 in China, this study explored of cognition of COVID-19 epidemic prevention performance of overseas students and its impact on their recommendation to VFR travel intention to China.

Methodology

This study is a qualitative research, aiming to explore the impact of cognition of COVID-19 epidemic prevention performance of overseas students in China on VFR tourism intention in the post Covid-19 era through in-depth interviews with international students in China. 10 participants learning at Tianjin and Shanghai' universities were recruited, and they come from different countries such as South Korea, Vietnam, Pakistan, Armenian, Mexico, etc. Among them, 8 were in China during the epidemic, while 2 were in their home country during the epidemic. All interviews were recorded and transcribed for coding and further analysis by using NVivo software.

Results

Most interviewees stated that even before the outbreak, they would recommend their friends and relatives to visit China, but after the epidemic, the intensity of such recommendation has greatly increased. Even though some lockdown measures have caused inconvenience to life, international students hold a positive attitude towards the timeliness, rationality, effectiveness of China's epidemic prevention measures, as well as the transparency and authenticity of media information disclosure, which have improved the positive cognition of the Chinese government image, national citizen image and public opinion image in the eyes of the overseas students in China, and if one's home country has a poor performance in controlling the epidemic, these perceptions will be more prominent.

Conclusion

Although the research was an exploratory study, the results showed that international students in China could play an important role in spreading China's image to their friends and relatives, and could stimulate relatives and friends to visit China. That is to say, international students are important resources for overseas tourism marketing, because they can promote international visit of VFR. But VFR's visit to China is still affected by many factors, such as the distance between the two countries and the limitation of vacation time. In the future, more research is needed on the cognition and communication of China's image perceived by international students in China and VFR tourism realization factors.

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Reset And Refocus: The Changing Landscape Of Events

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Abstract

Events and event professionals have faced numerous challenges as a result of the COVID-19 crisis. The immediate impact in terms of mass event cancellations has led event businesses to rethink new ways of developing and conducting their events, often requiring new skills, new personal attributes, and new knowledge sets. There is an immediate need to reflect on current industry perspectives and the way in which the event industry is transforming itself. Findings reveal that the key skills required to operate effectively in the events industry have not dramatically changed with risk management and event safety becoming top priorities. In addition, personality attributes such as flexibility and adaptability still reflect past and current industry challenges. However, what is highlighted in this article is the need to collaborate with diverse stakeholders; reinforce required skills, attributes, and knowledge sets, and for event educational programs to take a leading role in that process, strengthening the link between theory and practice.

Keywords: event experiences, event education, skills and attributes, transformation

[WP]

Introduction

In these increasingly uncertain times, the event industry faced numerous challenges around the globe with all major and mega events being cancelled and policy makers facing confusion and anxiety about the steps required to continue to deliver major events in the current or post covid event world. Industry practitioners appear to agree that the pandemic will significantly influence the broader tourism and hospitality industry (Lew et al., 2020). But how different will the industry look like as a result of the pandemic? Sigala (2020) claims the future is unclear following a crisis. What is certain, however, is that opportunities exist for transformation (Sigala, 2020). With specific reference to events, Arcodia, Novais & Le (2020) call for research in how the key attributes and skills have changed overtime. This is worthy of exploration as the pandemic may have created changes and challenges in event skill development that educational providers need to consider in course design. It is the aim of this paper to uncover current industry views on how the event industry is transforming based on a broad range of industry perspectives. Hence the paper is structured as follows: first, it presents literature that has arisen as a result of the pandemic in relation to the broader tourism industry. This is followed with concepts in relation to transformational events. Finally, the researchers present preliminary empirical findings in response to a call by Arcodia et al. (2020), to explore event skills and attributes that are influential factors in shaping future educational event programs.

Literature Review

Rethinking event design experiences has been at the forefront of experiences especially with the direct impact of Covid-19. Specifically, Prayag (2020) claims the pandemic presented an opportunity for the tourism industry to transform holistically. However, the direction which the industry needs to take as a result of the crisis is unknown (Sigala, 2020). The literature has already alerted academics [prior to the pandemic] of the need to design experiences for transformation (Pine & Gilmore, 2011). Neuhofer (2020) claims there is already a shift from designing memorable events to transformational events where audiences are seeking life changing moments and individual transformation. This suggests event professionals need to shift their mindset from the traditional ways of event design to adopting new event design perspectives. Further, event experiences provide suitable contexts for staff and volunteers to further develop their skills and

gain job satisfaction (Muskat & Mair, 2020). Therefore, studying event experiences and the required skills is worthy of exploration as this knowledge can influence the design of future educational programs. Given the impact of the pandemic, it is unknown whether the same or a different skill set is required to deliver events that can enhance or impact individual transformation (Neuhofer, 2020). In an effort to review skills and attributes as a result of Covid-19. Arcodia et al. (2020) call for researchers to investigate how event skills and attributes have changed overtime, as this will strengthen the link between educational programs and industry.

Fisk et al. (2020) also claim that researchers need to collaborate across various sectors; maintain a broad focus and an open mind in order to elevate the human experience and achieve consumer wellbeing. In particular, Sigala (2020) calls researchers to explore perspectives across a broad range of event industry stakeholders as this insight may lead to a deeper understanding of their capabilities and adaptability to change in the current environment. There is an immediate need to reflect on how event skills are changing as a result of the pandemic and what factors may lead to the transformations that the event industry now requires.

Research method

This research is exploratory and seeks to explore and highlight issues and insights that have arisen over the past year. The study involves the utilisation of semi-structured interviews as outlined by Creswell (2013). A purposive sampling approach is adopted in order to select interviewees that have industry experience and represent a diverse background, gender and age balance. This approach allows the researchers to use their judgement in selecting a sample that is likely to adequately address research questions (Robinson, 2014). A thematic analysis of semi-structured interviews utilising QSR NVivo software (Bazeley & Jackson, 2013) has generated patterns and exploratory insights are highlighted based on preliminary findings.

Analysis and Discussion

Flexibility and adaptability remain prominent attributes for event professionals (EPs) and have not changed overtime. Humans need to engage, so events will rejuvenate, and the pandemic has highlighted this (Lew et al., 2020). Related key themes:

a) Understand your audience. Understanding what the audience needs is crucial as this will also influence future business directions. Event goals and objectives are based on market needs and hence, ongoing research is important for shaping business models.

b) *Collaborate with diverse stakeholders*. The pandemic has shaped new perspectives based on cooperation and collaboration with various stakeholder groups including the competition, which may not have been thought of prior to the Covid-19 crisis. The need to share and exchange ideas is prominent.

c) Lifelong learning. The pandemic has highlighted the importance of ongoing education in order to remain updated with the various technologies and tools required to run events and adapt to complex event situations.

d) Stretching beyond the boundaries. The pandemic has raised further questions about coping in strenuous crisis situations and coming out stronger as a result. Ensuring calmness and resilience is a quality that all EPs need to strive for in all phases of event management.

Key event skills and priorities that have arisen are: 1. *Risk management and event safety*. Covid-19 event safety plans have become an important, initial priority for indoor and outdoor venues, without which, events will not be able to be carried out in the near future. *2. Solution seeker;* One step further than simple problem solving is being a solution seeker, proactive and ready to think on one's feet and adapt accordingly. *3. Communicating and reporting.* Communication among stakeholders remains important along with educating teams along the way and ensuring all

parties understand key regulations and concepts. *3. Multitasking and diversifying skillset.* Not only utilising various technologies is important but improving operational skills such as managing logistics, meeting deadlines and managing stakeholders.

Conclusion

This research presents preliminary findings on how the event sector has responded to the pandemic. In response to the call by Arcodia et al. 2020, event skills and attributes have not changed dramatically overtime. One key finding is the need to remain open minded and become a lifelong learner as events are now delivered differently. The pandemic has also highlighted the importance of the multifaceted roles, an EP needs to undertake when designing event experiences, while remaining calm and resilient and able to cope in complex situations. This research highlights the required skills and attributes that future educational programs should adopt. Further insight exploring collaborative opportunities and perspectives by additional stakeholders such as venue managers and clients is important, so the researchers will continue the exploration and a full analysis is expected to show the full depth of the changing landscape of the events.

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Resident Behavioural Support For Cruise Tourism: A Case Study Of Ho Chi Minh City, Vietnam

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Abstract

Prior to the COVID-19 Pandemic, the global cruise industry was one of the fastest growing in the tourism sector. Despite the setbacks that the industry has experienced in 2020, there is an expectation that it will recover. Like all types of tourism, residents play an integral role in their success. There is, however, limited research about the influence of the economic, sociocultural, environmental impacts of cruise tourism on residents' quality of life and their behavioural support for cruise tourism (RBSCT). A conceptual framework is presented to examine these relationships. It is expected that the findings will contribute to the body of the literature on cruise tourism and play an important role in the development of successful recovery policies and strategies of cruise tourism.

Keywords: impacts, resident support, cruise tourism, quality of life

[WP]

Introduction

Cruise tourism has been one of the fastest-growing industries in the tourism sector (Hyun & Kim, 2015) with stable global growth in the last three decades. From 2007 to 2017, the demand for cruise tourism products increased by 65.6%, with this rapid growth largely attributed to the emerging and fast-growing Asian market (Wang, 2019). The number of ships in, and through, Asia from 2013 to 2018 increased by 137% (CLIA, 2020). However, the COVID-19 Pandemic has devastated the cruise industry after multiple outbreaks occurring at sea and port destinations worldwide.

Much of the cruise tourism research had focused on cruise tourists and their motivations, experience, satisfaction, and loyalty (Wondirad, 2019). There is, however, a paucity of research on residents' attitudes and behavioural support for cruise tourism (Papathanassis & Beckmann, 2011). The few studies which have investigated resident perceptions, attitude and support for cruise tourism have been undertaken in non-Asian ports (e.g.(Del Chiappa, Lorenzo-Romero, & Gallarza, 2018; McCaughey, Mao, & Dowling, 2018), while cruise tourism is developing in Asia, limited attention has been directed to examining cruise tourism in this geographical area (Wondirad, 2019). The COVID-19 Pandemic has accentuated the need to address this knowledge gap. Additionally, with the significant infrastructure already invested in Asia destinations for cruise tourism a focus on this region is paramount.

The paper is focused on cruise tourism in Ho Chi Minh City (HCMC), Vietnam. HCMC is a large port destination in Asia. While cruise tourism in HCMC is still in an early of stage of development compared to other similarly sized port destinations, the number of cruise liners that arrived in HCMC increased from 130 cruise liners in 2015 to 144 cruise liners in 2019 (CLIA, 2020). HCMC receives the greatest number of cruise liners in Vietnam. Furthermore, the world's top cruise companies such as Carnival Corporation and Royal Caribbean are involved in developing cruise tourism in HCMC and brought more than 6,750 international visitors and crew members to HCMC in January 2020 (Tuoitre, 2020b).

The COVID-19 pandemic raised residence awareness of how cruise liners and their passengers can impact port destinations. The many outbreaks of COVID-19 which occurred on cruise liners worldwide attracted significant media attention. HCMC rejected cruise liners from docking in its

ports as a “temporary” measure to prevent the spread the COVID-19 Pandemic (Van Hoa Newspaper, 2020). HCMC resident awareness of the impact of cruise tourism was explored even prior to COVID-19 Ta (2019) when it as found that local residents were concerned about the negative impacts of cruise tourism (e.g. air pollution, water pollution, and noise pollution), but also found that residents also benefitted from cruise tourism through job creation, investment, infrastructure development and improved local transport (Ta, 2019). This study will interview residents who live in districts 1, 3, 5 and 7 in HCMC, as these areas are the most visited by cruise tourists.

Resident behavioural support and tourism development

Tourism plays a vital role in the economic and sociocultural development in many developing countries. Tourism brings with positive outcomes which include economic benefits such as job creation, increase income for locals and diversification of local economies (Alrwajfah et al., 2019; Lepp, 2007). At the same time, the negative impacts of tourism often outweigh its benefits due to sociocultural and environmental issues (Garau-Vadell et al., 2018). For example, negative sociocultural impacts of cruise tourism (e.g. crowding/congestion, increased pollution, police harassment, displacement, and overused utilities) caused stress for the residents in Falmouth, Jamaica. (Jordan & Vogt, 2017). In addition, the development of tourism has created ‘over tourism’ in some destinations, including developing destinations such as Boracay island (Philippines) and Machu Pichhu (Peru) (Viahero travel blog, 2019). Concerns for over tourism have led to anti-tourism marches in Venice, Barcelona, Dubrovnik and other destinations (Alexis, 2017; Séraphin et al., 2019). Hence, residents’ perception of tourism affects their support for tourism development (Sharpley, 2014). Indeed, residents are considered key stakeholders of tourism development (Vernon, Essex, Pinder, & Curry, 2005) with their needs and expectations important considerations throughout the tourism planning and implementation stages (Khoshkam, Marzuki, & Al-Mulali, 2016).

Residents support for tourism is manifested in how welcoming they are to visitors and how supportive they are likely to be for future tourism infrastructure development (McCaughey et al., 2018). Residents’ antagonistic behaviours toward tourists can hamper the tourism development - in comparison, their friendly behaviours can support tourism development (Palmer, Koenig-Lewis, & Medi Jones, 2013). The active support of local residents can be important for successful tourism development and residents can become ‘ambassadors’ for their destination (Schroeder, 1996). Resident support for tourism based on their perceptions of the economic, sociocultural and environment impacts have been explored (e.g. (Nunkoo & So, 2016) with support for further tourism development when they perceive that the benefits of development outweigh the related costs.

Considerable knowledge had been garnered about residents support for mass tourism (Chen & Raab, 2012), sustainable tourism development (Lee, 2013), rural tourism (McGehee & Andereck, 2004), and heritage tourism (Nicholas, Thapa, & Ko, 2009). Some of key types of behaviours that these studies have found include advocacy behaviour such as residents’ word of mouth (WOM) (Palmer et al., 2013), welcoming visitors (Woosnam, 2012), and participation in tourism activities (Martín, de los Salmones Sánchez, & Herrero, 2018). Little is known, however, about residents’ behaviours that support cruise tourism. The purpose of the study is to address this gap in knowledge by examining the relationship between resident’s perceptions of the economic, sociocultural, environmental impacts of cruise tourism and resident behavioural support toward cruise tourism.

The possibility of an improved quality of life can affect residents’ support for future tourism development (Andereck & Nyaupane, 2011).Woo, Kim, and Uysal (2015) found that quality of life is an effective predictor of residents’ support for further tourism development while Uysal, Woo, and

Singal (2012) highlighted that if tourism development results in a lower quality of life, residents can be unwilling to support further tourism development in their community. Ridderstaat, Croes, and Nijkamp (2016) stressed the need for recognizing the importance of quality of life in determining residents' support for tourism development. While the quality of life has been considered in relation to tourism development generally, no studies have examined this issue within the context of cruise tourism.

This study postulates that residents' perception of economic, sociocultural and environmental impacts will affect their quality of life and behavioural support for cruise tourism. Social Exchange Theory is used to explain the relationship between resident perceptions and attitudes toward tourism (Ap, 1992). If residents view the impact of cruise tourism on their quality of life positively this may encourage them to engage behaviours that would support the industry. Figure 1 presents the research model guiding this study.

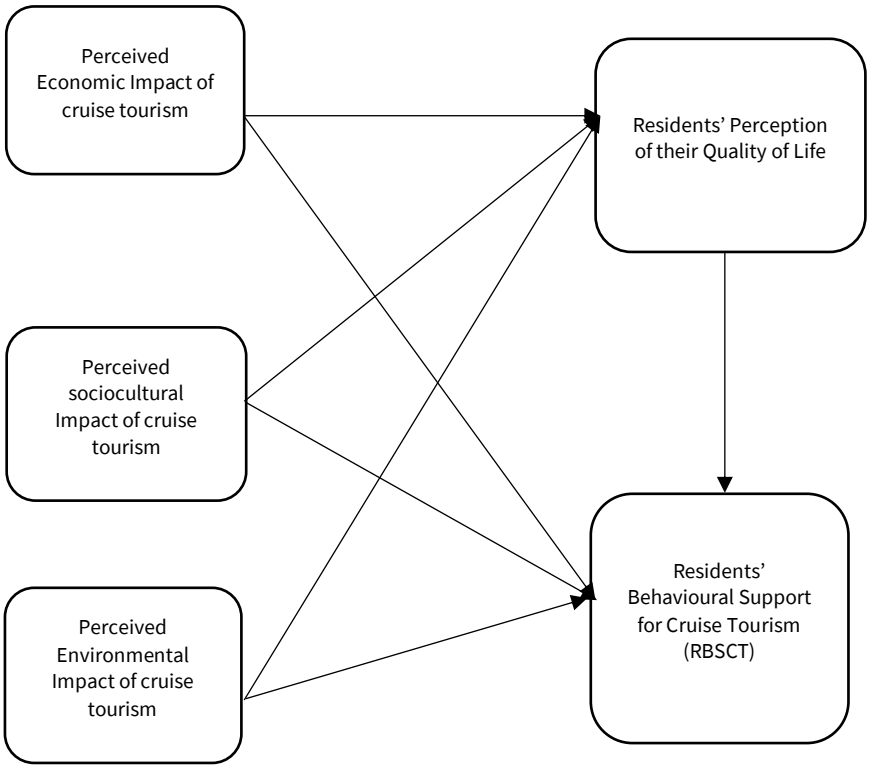

Figure 1. Conceptual Framework

Conclusions and implications

The study will report on HCMC's residents' behavioural support for cruise tourism the Resident Behavioural Support for Cruise Tourism (RBSCT) scale. This study is useful for the different types of private and public stakeholders such as local businesses, policymakers, destination marketers and cruise companies interested in developing cruise tourism in HCMC or other similar port destinations.

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Segmenting China's LGBT Tourism: Travel Motivation And Destination Choice

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Abstract

This research aims to understand the basic characteristics, tourism motivation, travel preferences, and destination choice of Chinese LGBT tourists. A series of semi-structured interviews will be conducted with volunteers recruited on social dating apps, which also provide travel-related content of key opinion leaders for interpretative analysis. In order to segment this niche market based on constructivist grounded theory, this paper will further examine whether travel motivation and sexuality affect the destination choice of Chinese LGBT tourists through quantitative methods. The research results will reveal the similarities and differences between Chinese LGBT tourists and heterosexual tourists, profiling the travel consumption characteristics and travel behaviors of people with different sexual orientations in order to provide suggestions for LGBT-friendly destinations on how to approach Chinese LGBT tourists. At the same time, as an emerging niche market in China's tourism market, the finding will also provide tour operators with new product development and marketing perspectives as China's LGBT economy is booming. In addition, this paper potentially contributes to the literature related to Chinese tourism and LGBT tourism.

Keywords: Chinese tourists, travel motivations, destination choice, LGBT tourists, sexuality, niche market

[WP]

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1. Introduction

China has become the largest tourism source market in the world in recent years. As the Chinese tourism market is complicated and heterogeneous, it is necessary to better understand the different segments of Chinese tourism (Jørgensen, et al., 2018). LGBT (lesbian, gay, bisexual, transgender) tourism is a new type of tourism industry that provides gender minority-related tourism services, although a huge market of around 60-70 million people in China (Kelleher et al., 2020), is rarely studied (Wu, 2014).

China decriminalized homosexuality in 1997 and removed it from the list of psychiatric diseases in 2001, but there are no relevant laws or regulations that address LGBT issues in China. Homosexuality is still written in textbooks as a disease in 91 Chinese psychology textbooks (Huang, 2020). Most Chinese schools are not friendly and tolerant of LGBT students, and most students don't want their relatives and teachers to know their sexual orientation (Wei and Liu, 2019). Self-perceived discrimination by families and social services is particularly severe (Wang et al., 2020). Due to this backwardness of social concepts and institutional obstacles, this niche tourism market segment has not yet been established (Liu and Chen, 2010; Kong, 2019).

Despite this, the demand for LGBT tourism exceeds the supply in the current Chinese tourism market. As early as 2014, scholars proposed that with the inclusion and diversification of society, China's LGBT tourism industry is on its way and related travel products and services will also appear in the inbound and outbound markets (Angela, 2014). Therefore, it is necessary to understand the travel behavior of Chinese LGBT tourists and to segment this market by answering the following questions: What are the characteristics, travel motivations, and travel preferences of China's LGBT tourists? What factors affect their destination choice?

This study will help tourism marketing professionals better understand the characteristics, preferences, motivations, and destination choice of Chinese LGBT tourists. Tourism stakeholders can segment this niche market and provide relevant travel products and services to satisfy their needs.

2. Literature review

The literature review is presented in three subsections—namely tourism motivations, destination choice of Chinese tourists, and LGBT tourism.

2.1 Travel motivations

Travel motivations, socio-demographic characteristics, and destination choice have long been discussed in the academic literature (Plog, 1974; Crompton, 1979; Cohen, 1979; Pearce, 1982; Pearce, 1988; Mckercher, 2017). Destination choices are affected by psychological, social, economic, and demographic characteristics, as well as the characteristics of the trip (Guillet et al., 2011). Pull and push factors have been commonly used in travel motivation studies (Crompton, 1979; Klenosky, 2002). Pearce (2011) believes that travel decisions are mainly influenced by the core-layer (e.g. novel experiences, escape, relaxation, and relationship), middle-layer (e.g. self-development and self-realization), and outer-layer motivations (e.g. social status, romance, nostalgia, isolation, etc). The literature distinguishes the dimensions of inhibitors and facilitators in order to explain destination choice (Um & Crompton, 1992). The factors include, for example, novelty, relaxation, and learning. The inhibitory factors include travel distance, available time, economic restrictions, and travel risks (Bi & Lehto, 2018). The travel career ladder (TCL) theory proposes that as people accumulate travel experience, they will continue to improve in motivation. However, Pearce's travel career pattern (TCP) theory believes that some people may stay at the core-layer motivation such as relationship, while others may move toward higher-level motivations such as self-actualization, depending on factors such as health and economic conditions (Pearce, 2019). The TCP theory has been widely used to understand travel motivations and patterns of different markets such as Korean, Indonesian, and Malaysian (e.g. Song & Bae, 2017; Oktadiana et al., 2017; Oktadiana et al.,2018). Distance decay theory (McKercher & Lew, 2003) illustrates that the distance of travel is an important factor in determining the choice of destinations. Usually, tourists will give priority to short-distance destinations, and the motivation will weaken as the distance becomes longer (Kozak et al., 2017). However, there are also different opinions that there is no direct statistical connection between travel distance and the psychological characteristics of travel (Yoo et al., 2018).

2.2 Destination choice of Chinese tourists

Many scholars have discussed the travel motivations of Chinese tourists from the perspective of cultural values. For example, optimal cultural distance can be used to attract Chinese outbound tourists to potential destinations (Bi & Lehto, 2018). Moreover, seeking the balance between reality and the ideal state through tourism and correct the imbalance between humans and society has been discussed in the Confucian context (Fu et., al 2015). Some scholars believe that self-improvement in Chinese culture, nourish the soul, and build harmonious interpersonal relationships are the main travel motivations of Chinese outbound tourists (Jiang et., al 2019). Whereas others suggested that Chinese tourists' travel concepts are influenced by both traditional and modern values, which include quality of life, self-achievement, and development (Wen et., al 2019). China is conservative and modern, destinations with more openness and acceptance of different social values are more likely to be preferred by social minorities.

Socio-economic factors will also affect Chinese tourists' destination choices. A personal travel career is subject to socio-economic forces, especially in outbound travel. In the case of economic abundance, tourists will travel abroad more; and in the case of economic downturn, tourists will choose between traveling abroad and inter-provincial trips (Wong et al., 2017). Chinese tourists to

Europe usually attend group tours, so competitive prices can become a factor driving tourists to visit (Xie & Tveterås, 2020). Scholars distinguished objective factors such as age, education level, income, and time, and subjective factors such as the impact of happiness on destination choice. Tourists with strong economic power, sufficient time, and well-educated are more inclined to travel to developed countries in Europe and America (Wei et al. al., 2017). However, the influence on destination choice of Chinese tourists has not been studied sufficiently from a gender and sexuality perspective.

2.3 LGBT tourism

Empirical research shows that well-educated female wealthy tourists are more likely to develop their travel career through international travel experience, while male tourists with low education and low income tend to travel domestically (Wong et al., 2017). Homosexuals and heterosexuals share similar motivations for sexual activity in tourism activities (Lucena et al., 2015). The dating app is a common way to socialize in the gay community, even in a gay resort (Vorobjovas-Pinta & Dalla-Fontana, 2019). In the Asian context, the gay dating app has become an important part of LGBT Travel. The apps are used to find travel companions, socialize in travel destinations, share and broadcast travel photos and videos, etc. Wang (2019) studied how do gay dating apps operate independently to meet the emotional and physical needs of users. Qualitative researchers found that self-identity, the degree of personal disclosure of sexuality to others, the level of disposable income, the purpose of travel, the safety and conservativeness of destinations affect the travel preferences of Asian gay men (Wong & Tolkach, 2017). Seeking romantic, social, and sexual opportunities with other local homosexuals in travel destinations is an important part of their travel motivation. Whereas Chinese female tourists pay more attention to romantic and emotional needs. Their main motivations include knowledge and prestige, enhancement of social relationships, rest and relaxation, adventure and excitement, modern image, natural environment and attractions, safety and cleanliness, ease of tour arrangement, and shopping (Li et al., 2011). Chinese Lesbian tourists show similar characteristics but have particular motivation, decision-making, and preference (Chen and Liu, 2010). Most studies of gender perspective were more focused on women, while the theoretical construction of research on masculinity and transgender people is very lacking (Cohen & Cohen, 2019).

3. Conceptualization

The conceptual model of this study and its hypothesis is illustrated as follows:

3.1 Conceptual model development

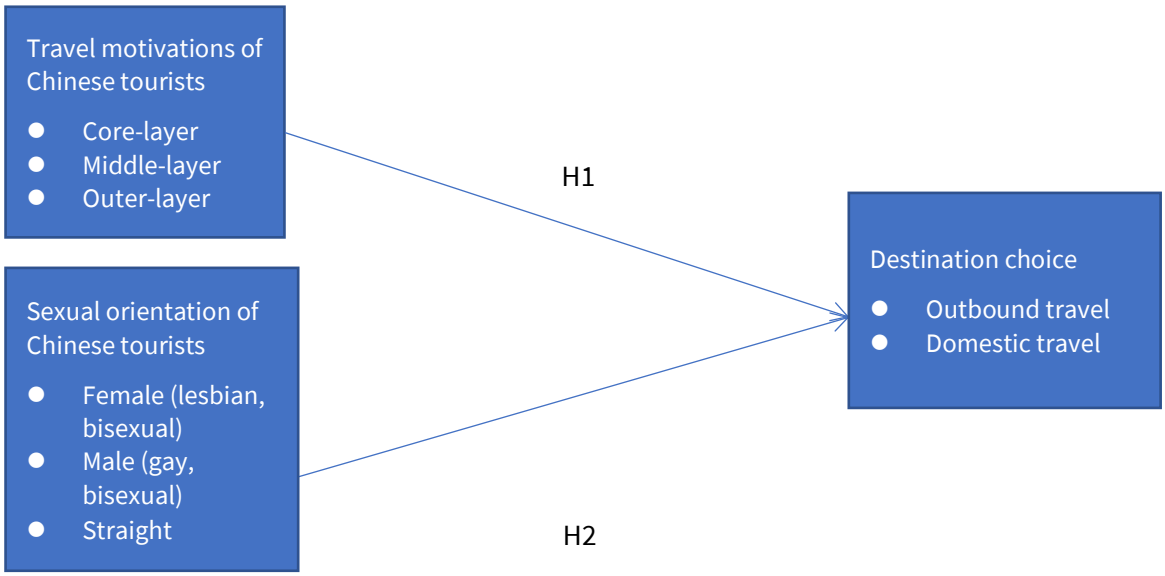

Figure 1. Conceptual Model

3.2 Hypothesis development

H1: Travel motivations will affect the destination choice of Chinese LGBT tourists.

H2: Sexual orientation will affect the destination choice of Chinese LGBT tourists.

4. Methods

4.1 Measurement

Sociodemographic features, including age, profession, relationship status, sexual orientation, educational level, travel budget, and travel-related features (including duration of travel, preferred travel companion, preferred reservation channel, preferred travel mode, and use of social media and dating apps), will be measured accordingly. This study uses thematic travel motivations based on travel career pattern, namely, 10 major themes, including (1) Socialize with local community members (2) pursue love/ date/ companion (3) Get new connections (4) Get information/ chat (5) Friendship (6) Romance (7) Escape, relaxation (8) Relationship, novelty (9) Self-development, self-actualization (10) Respect, achievement, recognition (e.g., Pearce, 2014). These items are designed for measuring Chinese LGBT tourists' travel motivations.

4.2 Data collection

The questionnaire will be distributed through Chinese dating apps. Each app will recruit the respondents of a specific target. For example, the world's largest gay dating app blued (Miao & Chan, 2020), and Lespark will be used for the LGBT community. It is expected that around 1,000 respondents will reply to the questionnaire, and different types of tourists are equally represented. Stratified random sampling will be used to ensure the representativeness of the respondents. A pilot test will be conducted among university volunteers. The author intends to use qualitative methods as a second step, conducting about 15 one-to-one semi-structured interviews to explore insightful viewpoints from different perspectives to enrich the novelty of the research.

4.3 Data analysis method

The statistical analysis will be conducted to identify the travel motivations, socio-demographic characteristics, and destination choices of the respondents by using SPSS. Frequency analysis will be initially conducted to identify the socio-demographic characteristics of respondents. Series of one-way ANOVA tests, correlation analysis, and simple regression analysis will be then conducted to examine the overall influence of travel motivations, sexual orientation on destination choices of Chinese tourists. In this study, this statistical approach will be used because it will measure the relationships and associations between different variables. Then, interpretive coding and content analysis will be used to analyze interviews. Additionally, the travel posts of key opinion leaders on dating apps will be analyzed as a supplementary source to compare their KOL effect on the LGBT community.

4.4 Questionnaire development

The questionnaire is designed based on previous research. It consists of 20 questions in 4 sections: 1) socio-demographic information, 2) travel characteristics, 3) preferred destinations and travel methods, and 4) travel motivations and destination choices related to sexual orientation. Questions related to international destinations are designed by ranking different geographic regions, while domestic destinations are multiple choices based on their development level and geographic location. Questions about LGBT travel, sex tourism, the relationship between generation and economic development level of destinations, as well as the relationship between LGBT identity and destination choice are constructed on a five-point Likert type scale, from 1=strongly disagree or very important" to 5=strongly agree or unimportant." The last optional question is an open-ended question designed to collect more comments and suggestions.

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Small-Scale Restaurants Resilience In The Time Of Coronavirus Disease (COVID-19) Pandemic

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Abstract

In the face of the COVID-19 pandemic, the Libyan restaurant sector is struggling to survive. Resilience is crucial for small scale restaurants to be able to respond to this pandemic. Due to the resilience concept remains sparsely researched in the tourism field, we seek to address a question of how resilient are small-scale restaurants likely to be in the face of the COVID-19 Pandemic? We used template analysis to reveal processes of creating new ways of working during the COVID-19 Pandemic. We interviewed owners and workers of small-scale restaurants in Tobruk City, Libya to explore the ways in which their stories expressed different measures for organisational resilience during the COVID-19 Pandemic. The findings showed that organisational resilience is embedded in three components: acquisition, awareness and adaptation (the 3As). These components are lenses through which researchers see personal efforts of small-scale restaurants' owners to build resilient responses.

Keywords: small-sized restaurants, resilience, COVID-19, Libyan crisis

[WP]

Introduction

With no vaccine and limited medical capacity to treat the disease, the COVID-19 Pandemic poses a serious challenge to restaurant businesses (Gössling, Scott, & Hall, 2020). According to some experts, "the restaurant industry, more than any other industry in the nation, has suffered the most significant sales and job losses since the COVID-19 outbreak began" (Guszkowski, 2020). Survey indicated that two-thirds of all restaurant employees have lost their jobs: over eight million furloughs and layoffs in total. The survey also expects that the restaurant industry will face $240 billion in losses by the end of the 2020 (NRA, 2020). In Libya, the situation is profoundly complex, restaurant businesses are an industry heavily hit by the ongoing deteriorating security situation (Mansour, Holmes, Butler, & Ananthram, 2019). Therefore, we are not talking about one (coronavirus) crisis, but of crises in plural—the multifaceted crisis situation (unrest). When the first case of the coronavirus disease was revealed on March 25, 2020, about 67% of all restaurants in the capital Tripoli are closed. Municipal Council of Tobruk ordered on March 27, 2020 that all restaurants close and Stay Home order was implemented. On June 2020, the order of re-opening of restaurants were issued. By October 2020 the Covid-19 cases in Tobruk city were increasing reaching at 222 cases.

This paper aims to address a question of how resilient are small-scale restaurants likely to be in the face of the COVID-19 Pandemic? We draw on organisational resilience to answer this question. Organisational resilience literature covers three main streams (Ruiz-Martin, López-Paredes, & Wainer, 2018): (1) resilience as a feature of an organisation (i.e., what an organisation has), (2) resilience as an outcome of the organisation's activities (i.e., what an organisation does); and (3) resilience as a measure of the disturbances that an organisation can tolerate. This paper is the type of the third stream, naming what restaurants did during the COVID-19 pandemic? Research into organisational resilience has a long history; however, there are relatively few studies in the area of tourism and hospitality industries. For example, Brown, Rovins, Feldmann-Jensen, Orchiston, and Johnston (2017) concluded that the key factor of hotel resilience include building adaptive capacity, creating flexibility and fostering an organisational culture that promotes self-efficacy, innovation and questions the status quo. Recently, Alonso et al. (2020) studied 45 small

hospitality businesses during the COVID-19 outbreak. they found there are two successful factors of building resilience. The first is the ways of coping dimensions including self-reliant, vigilant and inoperative. The second factor is the changing-adjusting dimensions in work-based adjustment, adjustment to compliance and fringe-detachment. In the SMEs context, several studies have shown that SMEs are more resilient than others during crises, for example, acute economic crises (Pal, Torstensson, & Mattila, 2014). It is observed that SMEs have specific characteristics that enable them to survive crises (Alonso et al., 2020; Eggers, 2020). Thus, it has been argued that hospitality firms may show some resilient characterises during the COVID-19 pandemic (Alonso et al., 2020). Indeed, little is known about resilience during COVID-19 pandemic and it is not clear what factors leading to making small enterprises more resilient. This claim is supported by Prayag, Spector, Orchiston, and Chowdhury (2019), who concluded that the resilience concept remains sparsely researched in the tourism field.

Method

This study is conducted within the interpretivist paradigm because the emphasis is on exploring the meaning of the experiences and responses of small-scale restaurants with regard to the COVID-19 Pandemic from restaurant-owners' points of view (Casey, 2006). A case study design is used because the COVID-19 event is a contemporary phenomenon in its real-life context (Yin, 2017). A multiple case study was selected because single case studies are vulnerable and limit the researcher's observations (Yin, 2017). Four restaurants were chosen (see table 1) and this number provides a robust picture of how small-scale restaurants are doing during the COVID-19 pandemic (Perry, 1998). seven semi-structured interviews were conducted between July and September in 2020 with restaurant owners and workers living in Tobruk City, Libya. Because of personal safety, the researchers conducted the interviews via Facebook video chat lasting between 15–20 min.

Table 5. Case study profile

Restaurant name	Number of employees	Type of activity	Number of interviews
A	3	Fast food	1
B	11	Sea food	3
C	9	Pizza	2
D	8	Roast chicken	1

The interviews were transcribed and analysed using template analysis (Brooks, McCluskey, Turley, & King, 2015). The template analysis began by producing an initial template derived from the organisational resilience literature (see table 2) and interview questions.

Table 6. The initial template of resilience codes based on existing literature and interview questions

Priori resilience codes
1. Gathering information 1.1.1. Communication channels 1.1.2. Reliable information
2. Situational awareness 2.1.1. Understanding 2.1.2. Sensemaking
3. Adaptability 3.1.1. Reinventing a business model 3.1.2. Reorganizing structure and processes

Results and discussions

We interviewed restaurant owners and workers to explore the ways in which their stories expressed different measures for organisational resilience during the COVID-19 Pandemic.

Table 7. Final template of organisational resilience

Codes/ major categories	Theme
1. Information Acquisition	
1.1. Communication channels	
1.1.1. Official commination with Covid-19 crisis committee	
1.1.2. Meeting with local council	
1.2. Scanning	
1.2.1. Observation and Experience	
1.2.2. Employees Participation	
1.2.3. Social media	
2. Situational awareness	
2.1. Understanding	
2.1.1. Discussion with Covid-19 crisis Committee and Municipal Guard office	
2.1.3. Employees Participation	
2.2. Preparation	
2.2.1. Ideas of modifying existing processes	
2.1.2. Ideas of implementing coronavirus protection guidelines	
3. Adaptation	
3.1. Reorganising human resources and tasks	
3.1.1. HR redistribution by duty adjustment	
3.1.2. Job shift by time distribution	
3.1.3. Worker retention	
3.1.4. Recruitment	
3.1.5. Incentives	
3.2. Redesigning safety and hygiene processes	
3.2.1. Disinfection routine	
3.2.2. Indoor service ban	
3.2.3. Removing tables and chairs	
3.2.4. No handshake poster	
3.3. Redesigning cooking and delivery processes	
3.3.1. Line cook	
3.3.2. Fresh-prepared meal	
3.3.3. Ready meal	
3.3.4. Takeaway	
3.3.5. Home delivery	
3.4. Targeting a customer base	
3.4.1. Offering specialized services	

3.5. Creating emergency communication
3.5.1. Facebook
3.5.2. Radio

Information acquisition

Just quickly after the COVID-19 pandemic event, the restaurants' owners started to gather information about the COVID-19 pandemic from formal sources such as Covid-19 crisis Committee and Municipal Guard office in Tobruk city, as well as informal sources including personal observation and social media. One restaurant owner said that:

> *I went to the Tobruk Medica center to meet a member of COVID advisory committee. The meeting was about the risks of coronavirus and how does COVID-19 spread? and the ways of following hygiene and safety guidelines (Owner–Interviewee-B, 2020).*

Situational awareness

The restaurants' owners sought to understand the risks of COVID-19 and coronavirus protection guidelines for building reactive responses. This was done by meeting with crisis Committee and Municipal Guard office as well as employees participated in suggesting some protection procedures. As the restaurant owner explained:

> *We (i.e. owner and employees) greatly depended on the crisis committee advice and personal efforts to suggest types of protection procedures and cleaning materials especially alcohol 70 percent and masks as suggest by Covid-19 crisis committee (Owner–Interviewee-D, 2020).*

Adaptation

The restaurants' owners translate their understanding of coronavirus protection guidelines into reactive responses. In particular, the restaurant owners redistributed the human resources. For example, Chefs work without assistants, or they have more responsibility, as he/she has become responsible for cooking and delivering the meal to customers. While the assistants are assigned to perform other tasks such as cleanliness, home delivery and spray customers' hands with alcohol before entering the restaurants. The restaurant owners also recruited new workers to reduce overcrowding and provide the service quickly and home delivery. Human redistribution and job shift played a role in reducing the number of employees who may exist at the same time. It is prohibited for two employees to be exist simultaneously at the same place. The distance between the existing employees should be at least 2 metres. As one interviewee stated:

> *For reducing the presence of all workers inside the restaurant (i.e., social isolation inside) the restaurant, we implementing Job shift system, as each employee and Chef do the job for four hours and are then replaced by other employees to do the same job for four hours (Owner–Interviewee-C, 2020).*

The interviewed restaurants' owners redesigning safety and hygiene processes and cooking and delivery processes. For example, chairs and tables were removed, and the customers are not allowed to inter and eat inside the restaurants. Moreover, the restaurants have changed the focus from immediate or fresh cook to prior cooking (ready-meal), this plays a role in reducing the customer wait and customer-employee interaction. On the other hand, the restaurant owners have noted that repeat customers and relatives have continued to purchase from the restaurants and the restaurants owners offered free home delivery. The restaurant owners have created Facebook page as emergency communication tool to giving notifications to customers who visit the restaurants if it revealed that one employee has a positive coronavirus test.

> *There are two employees in front of the restaurants to spray the hands of customers with Alcohol" (Owner–Interviewee-D, 2020).*

Discussions and implications

All of the restaurants interviewed survived the COVID-19 event or at least they are currently operating under the new conditions. They showed resilient responses during COVID-19 pandemic (see Table 3). The organisational resilience is embedded in three components: information acquisition, situational awareness and adaptation. The information acquisition, situational awareness and adaptation are similar in purpose to the components provided by(Alonso et al., 2020; Brown et al., 2017). However, the sub-components or sub-processes of the current components are new and different from the literature. Specifically, in contrast to earlier findings, however, organisational resilience literature has not discussed the role of employees' participation and social media as source of information acquisition and understanding during the crisis. This study contributes to the organisational resilience literature by filling a gap on the need to study the organisational resilience in the field of hospitality and tourism and provide new details about the sub-components of the organisational resilience. The findings have several implications include 1) Importance for restaurants to be continually scanning a timeline of COVID-19 developments in Tobruk city, as it is expected the second wave will start soon. This can be achieved by continual communication with COVID-19 advisory committee. 2) based on the previous step, the restaurants need to repeatedly renew their hygiene processes, and cooking and delivery processes. The second step can be done by building learning processes and educating workers.

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The Determinants Of Tourism In Central Asia: A Gravity Model Applied Approach

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Abstract

This article explores the determinants of tourist arrivals to Central Asia from 197 countries for the period 1995-2016 using the gravity model. The research focuses on economic and non-economic determinants. The results show that bilateral trade and colonial ties, a common border and tourism investment greatly increase the volume of tourism in Central Asia. Conversely, transport costs significantly reduce tourist flows especially from North & South America and Europe. Tourists from Europe rate tourism of Central Asia as an inferior product and prefer luxury goods. Climate variable such as precipitation has a tiny negative effect on tourism particularly for tourists from the Pacific and African regions.

Keywords: Central Asia, gravity model, tourism determinants, corruption, exchange rate, climate change

[WP]

Introduction

Central Asia (CA), lying at the heart of the Great Silk Road, is a rapidly emerging tourism market with its long history, folk culture, antique traditions and magnificent natural/cultural heritage sites. Central Asia is growing steadily by the year. The number of international tourist arrivals reached over 15 million and contributed over 10672.6 million US$ to the GDP of Central Asia in 2017.

Demand for tourism products can be affected by several economic and non-economic factors such as travel costs, income (Morley, 1992) exchange rate, prices (Crouch, 1994) and non-economic indicators such as political stability, corruption, terrorism (Saha & Yap, 2014) temperature, precipitation (Tol & Walsh, 2012). The results of empirical studies show that tourist income, sharing a common language and border positively affect tourism flows to Asian countries. Inversely, relative price, transport cost, crime rates and political instability have a negative influence (Tang, 2018). From a CA perspective, having a close friend-relatives relationship and cultural similarity is the main motivation for traveling to CA. Conversely, the lack of security, a poor tourism infrastructure, transport congestion, scarcity of information and travel costs were most expected to deter tourist arrivals to CA (Kantarci, 2007a, 2007b). However, no study has been found that explores the role of governance indicators, climate variables, economic relationship, cultural affinity and geographical indicators on international tourist arrivals to CA.

This study explores the determinants of international tourist arrivals to CA from 197 countries of origin for the period 1995-2016. A three-dimensional panel data (origin, destination and year) is set to capture the effect of relevant factors on the tourism demand of CA. The obtained results will constitute a novel contribution to the tourism literature and have practical implications for the development of the region.

Methodology and data

In this study, an adaptation of a gravity model of the form is estimated equation (1).

$$\begin{aligned} LnQ_{ijt} = \beta_0 &+ \beta_1 lnGDPpc_{jt} + \beta_2 lnGDPpc_{it} + \beta_3 Dist_{ij} + \beta_4 Pop_{it} + \beta_5 ER_{it} + \beta_6 IM_{it} \\ &+ \beta_7 Invest_{it} + \beta_8 Unem_{jt} + \beta_9 Bor_{ij} + \beta_{10} Col_{ij} + \beta_{11} Relig_{ij} + \beta_{12} Lang_{ij} \\ &+ \beta_{13} Rain_j + \beta_{14} Gov_{it} + \beta_{15} Stab_{it} + \beta_{16} Voice_{jt} + \beta_{17} Corr_{jt} + \mu_{ijt} \end{aligned}$$

(1)

where, *Ln* represents natural logarithms (used to reduce heteroscedasticity); *i* and *j* are sub-indexes denoting country of origin and destination, *t* is a period (1995-2016); ($\beta_0,\ldots,\beta_{17}$) are parameters to be estimated; u_{ijt} is a well-behaved disturbance term. The gravity equation is estimated by Pooled ordinary least squares with clustered standard error to capture individual observations of country pairs (Schmidheiny & Basel 2011).

Table 1 represents the variables' definitions and data sources.

Table 1. Data definitions and sources

Variables	Definition	Expected sign	Source
TA_{IJt}	Dependent variable: the number of international tourist arrivals (in thousands) from 197 origin counties *(I)* to Central Asia *(J)* in period *(t)* (1995-2016)		UNWTO
$GDPpc_{Jt}$ $GDPpc_{It}$	Per capita of gross domestic product (current US dollars)	+	WDI
$Dist_{IJ}$	Great circle distance (km) between countries (a proxy of travel cost)	-	CEPII
Pop_I	Number of Population (in millions)	+	WDI (2019)
ER_{It}	Exchange Rate, Local Currency/US Dollars	-	WDI (2019)
IM_{IJt}	Volume of imports (US dollars) between countries	+	IMF
$Inves_{It}$	Capital investment in tourism in terms of GDP (%)	+	WTTC
$Unem_{Jt}$	Unemployment, total (% of total labor force)	-	ILOSTAT
$Lang_{IJ}$	A dummy variable takes 1 if the origin and destination share a common language otherwise 0	+	CEPII
$Border_{IJ}$	A dummy variable takes 1 if the origin and destination share a common border otherwise 0	+	CIA
Col_{IJ}	A dummy variable takes 1 if there is a colonial link between origin and destination otherwise 0;	+	CEPII
$Relig_{IJ}$	Sharing common religion between countries (%)	+	CEPII
$Rain_J$	Precipitation (in millimeters)	-	TYN CY 1.1
$Stability_{It}$	Political stability, politically-motivated violence and terrorism (-2.5 to 2.5 best)	-	WGI
Gov_{Jt}	Quality of public services (-2.5 to 2.5 best)	+	WGI
$Voice_{Jt}$	Liberty of the country's citizens (-2.5 to 2.5 best)	+	WGI
Cor_{Jt}	Scale of corruption (-2.5 to 2.5 best)	-	WGI

CEPII: Research and Expertise on the World economy; CIA: The World Factbook; TYN CY 1.1: Tyndall Centre, Climate Change Research; WGI: Worldwide Governance Indicators

Results

The determinants of international tourist arrivals to CA are estimated separately in terms of total arrivals and regions (Table 2)

Table 2. Determinants of International Tourism to CA

Variables	World (Total arrivals)	EUROPE to CA	ASIA to CA	AFRICA to CA	AMERICA to CA	PACIFIC to CA
$GDPpc_J$	0.700***	0.498***	0.939***	1.208***	1.369***	1.273***
	(0.071)	(0.107)	(0.092)	(0.176)	(0.183)	(0.158)
$GDPpc_I$	0.466***	-0.524***	0.377***	0.345**	1.125***	-0.185
	(0.04684)	(0.06554)	(0.067)	(0.147)	(0.149)	(0.255)
$DIST_{IJ}$	-1.816***	-2.395***	-1.839***	-1.234***	-4.222***	-0.438***
	(0.089)	(0.535)	(0.166)	(0.361)	(0.552)	(1.305)
POP_I	0.313***	0.372***		1.004***	0.878***	
	(0.042)	(0.074)		(0.152)	(0.080)	
ER_{It}	-0.079***	-0.045**			-0.070**	
	(0.012)	(0.020)			(0.032)	
IM_{IJt}		0.288***	0.379***			
		(0.033)	(0.022)			
$INVEST_{It}$			0.042***	0.046**		
			(0.011)	(0.019)		
$UNEM_{Jt}$	-0.073***	-0.270***	0.109***		-0.155***	
	(0.023)	(0.029)	(0.037)		(0.053)	
BOR_{IJ}	1.801***		0.975***			
	(0.225)		(0.179)			
COL_{IJ}	1.071***					
	(0.340)					
$RELIG_{IJ}$	-0.713***	1.889***	-0.320	-3.452***		
	(0.210)	(0.402)	(0.256)	(0.427)		
$LANG_{IJ}$			-0.869***			
			(0.247)			
$RAIN_J$	-0.009***		-0.014***		-0.001	-0.016***
	-0.000		(0.001)		(0.001)	(0.002)
GOV_{It}					0.818***	
					(0.176)	
$STAB_{It}$	-0.455***		-0.459***	-0.191	-0.360***	
	(0.054)		(0.068)	(0.125)	(0.137)	

$VOICE_{Jt}$		1.367***				
		(0.140)				
$CORR_{Jt}$				-2.246***		
				(0.834)		
Const	33.92***	19.19***	41.54***	-2.784	8.497	70.06***
	(2.110)	(4.930)	(3.345)	(4.794)	(6.556)	(13.84)
Obs	2,741	876	1,165	396	418	136
R-sq	0.717	0.753	0.783	0.607	0.830	0.797

The findings reveal that the GDP per capita in the destination countries implies that the increasing income level in the region tends to attract more international tourist arrivals to CA especially from North & South America (1.36%). Likewise, GDP per capita of Europe is negatively associated with the tourism demand of CA. Income elasticity is -0.52, verifying that tourists from Europe are income inelastic and prefer a rich destination. The high transport cost could significantly reduce the number of tourist arrivals to CA from all regions. Tourists from Europe and North & South America are the most highly distant elastic regions compared with Asia and Africa. Regarding the exchange rates, the result shows that a surge in exchange rates slightly reduces the number of international tourist arrivals to Central Asia from Europe and South & North America. A strong colonial tie between CA and origin countries tends to increase the volume of tourists in the region by 1.07%. The neighboring countries of CA are considered to generate the most tourists with an elasticity of 0.97. Moreover, high precipitation in CA could slightly reduce the number of total tourist arrivals. Political instability in origin countries has a negative effect on total arrivals by 0.45%. A high level of freedom in terms of government election, the media and expression in CA is more likely to increase the number of European tourists visiting the region by 1.36%. A slight increase in corruption in CA causes a slump in tourist arrivals from Africa by 2.24%.

Conclusion

The obtained results reveal useful assumptions for updating policy implications in CA. The policy implications are based on the behavior of tourists coming from different regions. Tourism departments and travel agencies should moderate transport costs especially for tourists traveling from North & South America, Europe and Africa. The tourism products should be offered at a fixed price irrespective of the exchange rate for tourists from Europe and North & South America. A mutual trade relationship, colonial ties and a common border between CA and the countries of origin should be strengthened. The number of religious events should be increased for European tourists. The region should ensure high levels of security for tourists during their pre/post-travel. The level of freedom in terms of media and self-expression should be improved in CA and excessive corruption should be limited to encourage tourism in the region.

Moreover, this study has a limitation that future researchers should consider. This is, despite engaging a wide range of factors in the analysis, there must be undiscovered barriers that possibly affect tourist flows in CA. Hence, it is primarily suggested that socio-political obstacles should be examined and introduced in the analysis of tourism demand in CA.

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The Influence Of Self-Positivity Bias On Tourists' Risk-Perceptions And Risk-Reduction Strategies

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Abstract

Limited research has adopted psychological constructs to understand tourists' risk-perceptions and protection behaviour in risk contexts. One of the constructs that has received limited attention is self-positivity bias. This construct is defined as an individuals' tendency to believe that negative events are less likely to happen to them compared to the average person. The aim of this study is to explore the influence of self-positivity bias on tourists' risk perceptions and their risk-reduction strategies when traveling to Oman. Self-positivity bias was found to exist in this context with tourists believing they are at lower risk compared to others. Self-positivity bias had significant negative effects on risk-reduction strategies. The theoretical and practical implications of this study are also discussed.

Keywords: self-positivity bias, tourist risk-perceptions, tourist risk-reduction strategies

[WP]

Introduction

The global impact of the COVID-19 pandemic has bought into focus the importance of understanding traveller risk-perceptions and risk-reduction strategies (Druica, Musso, & Ianole-Calin, 2020). Given that risk perception has an influence on tourists' decision-making behaviours (Kozak, Crotts, & Law, 2007; Sharifpour, Walters, & Ritchie, 2014), the study of risk-perceptions in tourism has grown rapidly in the last decade (Reichel & Fuchs, 2011). Previous studies identify different types of perceived risk such as time, physical, financial, satisfaction, and psychological (Çetinsöz & Ege, 2013; Reichel & Fuchs, 2011). In order to reduce these perceived risks to an acceptable level, tourists seek to identify strategies to reduce the risk they may associate with travel (Lin, Jones, & Westwood, 2009).

Past research indicates that a range of different variables can influence tourists' risk-perceptions and risk-reduction strategies. These include socio-demographic variables (Reisinger & Mavondo, 2006), nationality, trip characteristics (Fuchs & Reichel, 2006), prior knowledge (Sharifpour et al., 2014) and past travel experience (Lepp & Gibson, 2008). Despite this knowledge, travel campaigns designed to protect tourists from risks and harm and increase travel risk awareness are seldom successful in influencing travellers to take more precautionary behaviours when travelling (Ritchie, Chien, and Watson 2014). Recognising that the above list is by no means exhaustive, research is needed to identify and understand how other factors may influence risk-perceptions and risk-reduction strategies is warranted.

According to Chien, Sharifpour, Ritchie, and Watson (2016), tourism researchers have neglected the importance of studying psychological mechanisms such as self-positivity bias which may influence tourists' risk-perceptions and risk-reduction strategies. Self-positivity bias is an individuals' tendency to believe that negative events are less likely to happen to them compared to the average person (Weinstein, 1987). Self-positivity bias has been found to influence risk-perceptions and risk-reduction strategies in other risk-perception literature such as the health literature. Ritchie et al., (2014) suggest that tourists with high self-positivity bias perceive that they are less likely to experience negative events compared to others, and consequently, this perception might influence their risk-reduction strategies. However, several scholars argue that there is insufficient research to determine the influence of self-positivity bias on decision-making in the risk-perception literature and call for more research in this area (Breakwell, 2014; Menon,

Raghubir, & Agrawal, 2008). Thus, the objective of this research is to: Explore the influence of tourist's self-positivity bias on their risk-perceptions and risk-reduction strategies.

Methods

This study adopted an exploratory sequential design comprising both semi structured interviews and a survey questionnaire to explore the self-positivity bias, risk-perceptions and risk-reduction strategies of tourists visiting the country of Oman in the Middle East. The self-administered questionnaire was distributed to tourists once they arrived in Oman between October 2016 and January 2017 (N=358). For self-positivity bias, this study used the indirect comparison method in order to better understand the main differences between self-ratings (personal risk) and the risk to others (Miles & Scaife, 2003). Participants were asked to indicate their likelihood of experiencing different types of risks during their holidays in Oman. With regard to the rating of the risk to others, respondents were asked to indicate their opinions toward the likelihood of the risk impacting an average tourist of the same sex and age, to experience the same list of perceived risks in Oman based on 7-point Likert scale.

Results

A paired sampled t-test was used to examine whether differences exist between tourists' self-ratings of risk exposure and that of the average tourist. The mean scores presented in Table 1 indicate the presence of self-positivity bias with participants assigning a higher level of risk to the average tourist than themselves. Tables 2 and 3 report that there are significant negative correlations between the three types of risk-perceptions and self-positivity bias which mean as self-positivity bias increases perceived risk decreases. On the other hand, Tables 4 and 5 demonstrate a significant negative correlation between risk-reduction strategies and self-positivity bias, which mean that as self-positivity bias increases the propensity to engage in risk-reduction strategies decreases.

Table 1 T-test between average-rating of risks and self-rating of risks

Type of risks	Item	Mean of risk to others	Mean of risk to selves	Paired differences	Sig. (2-tailed)	N
Destination-specific risks	Locals have a negative stereotype	4.58	3.92	.662	.000	358
	Unexpected extra expenses	4.52	3.76	.754	.000	358
	Interacting with locals	4.61	3.95	.665	.000	358
	Disappointing experience	4.02	3.27	.751	.000	358
	Bad weather	4.34	3.57	.771	.000	358
	Being overcharged	4.74	4.02	.726	.000	358
Safety and legal risks	Safety and security	3.91	3.02	.891	.000	358
	Political instability	4.11	3.05	1.059	.000	358
	Following local tradition and customs	4.73	3.85	.874	.000	358
	Following dress code	4.83	4.03	.802	.000	358
General - travel risks	Poor value of money	4.73	4.14	.696	.000	358
	Car accidents	4.55	3.91	.645	.000	358
	Low quality of services	4.73	4.14	.589	.000	358
	Health-related issues	4.59	4.02	.570	.000	358

Table 2 Correlations between risk-perceptions and self-positivity bias

		Destination-specific risks	Safety and legal risks	General-travel risks	Self-positivity bias
Destination-specific risks	Pearson Correlation	1	.699**	.625**	-.420**
	Sig. (2-tailed)		.000	.000	.000
	N	358	358	358	358
Safety and legal risks	Pearson Correlation	.699**	1	.599**	-.365**
	Sig. (2-tailed)	.000		.000	.000
	N	358	358	358	358
General-travel risks	Pearson Correlation	.625**	.599**	1	-.446**
	Sig. (2-tailed)	.000	.000		.000
	N	358	358	358	358
Self-positivity bias	Pearson Correlation	-.420**	-.365**	-.446**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	358	358	358	358

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

Table 3 Simple linear regression between self-positivity bias and risk-perceptions

Types of perceived risks (Dependent variable)	Independent variable	B Unstandardized coefficients	B Standardized coefficients	T	Sig.
Destination-specific risks	Self-positivity bias	-.181	-.420	-8.727	.000**
	Model Statistics (R^2= .176, Adj. R^2 = .174, F (1,356) = 76.167, p < .001)				
Safety and legal risks	Self-positivity bias	-118	-.365	-7.389	.000**
	Model Statistics (R^2 = .133, Adj. R^2 = .131, F (1,356) = 54.590, p < .001)				
General-travel risks	Self-positivity bias	-.126	-.446	-9.392	.000**
	Model Statistics (R^2 = .199, Adj. R^2 = .196, F (1, 356) = 88.216, p < .001)				

Note: * p < .05, ** p < .01

Table 4 Correlations between risk-reduction strategies and self-positivity bias

		Travel-specific strategies	Information-related strategies	Self-positivity bias
Travel-specific strategies	Pearson Correlation	1	.377**	-.312**
	Sig. (2-tailed)		.000	.000
	N	358	358	358
Information-related strategies	Pearson Correlation	.377**	1	-.241**
	Sig. (2-tailed)	.000		.000
	N	358	358	358
Self-positivity Bias	Pearson Correlation	-.312**	-.241**	1
	Sig. (2-tailed)	.000	.000	
	N	358	358	358

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

Table 5 Simple linear regression between self-positivity bias and risk-reduction strategies

Risk-reduction strategy	Independent variable	B Unstandardized coefficients	B Standardized coefficients	T	Sig.
Information-related strategies	Self-positivity bias	-.043	-.241	-4.690	.000**
	Model Statistics (R^2 = .058, Adj. R^2 = .056, F (1,356) = 22.000, p < .001)				
Travel-specific strategies	Self-positivity bias	-.039	-.312	-6.206	.000**
	Model Statistics (R^2 = .098, Adj. R^2 = .095, F (1,356) = 38.519, p < .001)				

Note: * $p < .05$, ** $p < .01$

Conclusion and implications

This current research documented self-positivity bias among tourists traveling to Oman. This finding supports the health and psychology literature that affirm that individuals often believe that they are less likely to experience negative life events (e.g., car accidents, cancer, food poisoning) compared to others (Breakwell, 2014). Self-positivity bias also had significant negative effects on risk-reduction strategies. In other words, when tourists perceive that they are less likely to experience negative events compared to others, they are also less likely to use risk-reduction strategies compared to other tourists.

The findings of this study extends our knowledge in the tourism context. Self-positivity bias reduces the motivation of individuals to engage in protection behaviour (Sharot, 2011) and may lead individuals to make a wrong decision such as ignoring the level of risk or neglecting a safety warning from authorities (Kim & Lee, 2007). A recent study conducted by Druica et al., (2020) revealed that self-positivity bias was found to also exist with COVID-19. The authors found that when people perceive less risk towards COVID-19 they are less likely to take risk-reduction strategies.

This study is one of the first to apply the psychological concept of self-positivity bias to explore tourists' risk-perceptions and risk-reduction strategies. Further knowledge related and practical contributions from this research will be shared during the online presentation.

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The Interactions Of Lifestyles And Entrepreneurship – New Horizons For Tourism Destinations

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Abstract

The increasing trend to follow a lifestyle with an entrepreneurial spirit provides potentials for specific services in tourism, as well as revitalization impulses of districts towards creative and alternative communities. Blurring lines between work, life and leisure call for new approaches in local development, such as entrepreneurial ecosystems or co-creation. This working paper elaborates exemplary research recommendations by building upon an explorative case study from Munich.

Keywords: lifestyle entrepreneurship, lifestyle entrepreneurs, work-life-balance, entrepreneurial destination

[WP]

Introduction

Global megatrends and the ongoing transformation require new concepts and solutions to shape the future of tourism. Especially during the current crises, entrepreneurs are vital to rethink traditional practices and take new business opportunities that also initiate sustainable development.

After Covid-19, the restart of tourism should question established patterns and activities of all tourism service providers and stakeholders. What are the future directions to follow? Taking the perspective of tourism destinations, essential trends are the provision of meaningful experiences through authenticity and a focus on local quality of life. Altered workplaces and digitization have established interlinked self-employment forms and, in turn, new perspectives on working time and leisure. Thus, a local space needs to balance the blurring interests of target groups, such entrepreneurs, residents and tourists more than ever. This also requires new directions for place branding, stakeholder management or district development, which is facilitated by new concepts, such as lifestyle-orientation.

This working paper focuses on the interface between entrepreneurship and lifestyles and its value for destinations. We assume that this discussion is a door-opener reflecting the purpose of destinations beyond the tourism sector.

Overlappings of entrepreneurship and lifestyles

The current generation of Millennials (date of birth between 1980-2000) stresses the importance of a satisfactory work-life balance (Figure 1), which is induced by an increasing information and mobile technology usage. Furthermore, work should comply with meaningfulness and provide space to unfold creativity, which opens the traditional workspace for alternative concepts such as co-working, digital nomadism or workation (Aleksić & Rangus, 2020). Various studies on work-life balance have an organizational background (Sun, Xu, Köseoglu, & Okumus, 2020) and analyze factors to promote creative work environments (Aleksić & Rangus, 2020).

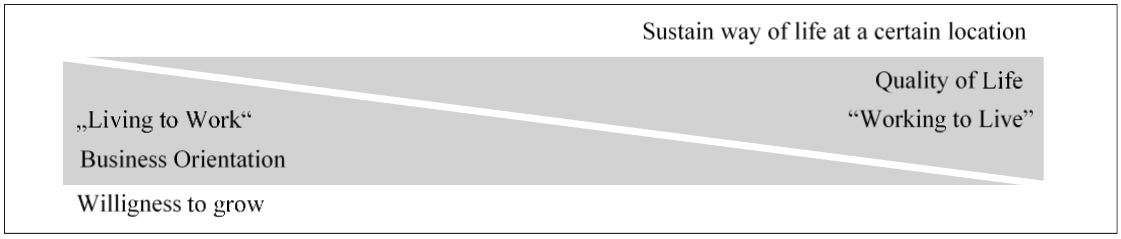

Figure 4: The Entrepreneurial Lifestyle as a Solution in the Work-Life Continuum.
Source: Own elaboration

Reflecting on work-life balance, a worker's lifestyle is increasingly relevant for companies and provides creative potentials for their environment. For example, the tourism destination entails two perspectives: the *entrepreneurial lifestyle* as an entrepreneurship-centered way of life and the *lifestyle entrepreneur* as a touristic service provider (Figure 2). Both Entrepreneurial Lifestyle and Lifestyle Entrepreneurship share the idea that work and life merge by intrinsic motivation, which finally replaces traditional industrial labor constrictions and allows interactions, strong personal ties and integrity (Claire, 2012). The global interconnectedness accelerates these developments: local and regional markets compete for high-skilled workers, which impacts their perspectives on spatial and substantial flexibility (Kofler, Innerhofer, & Marcher, 2020) and, subsequently, creates interconnected business communities with new work and leisure organization needs.

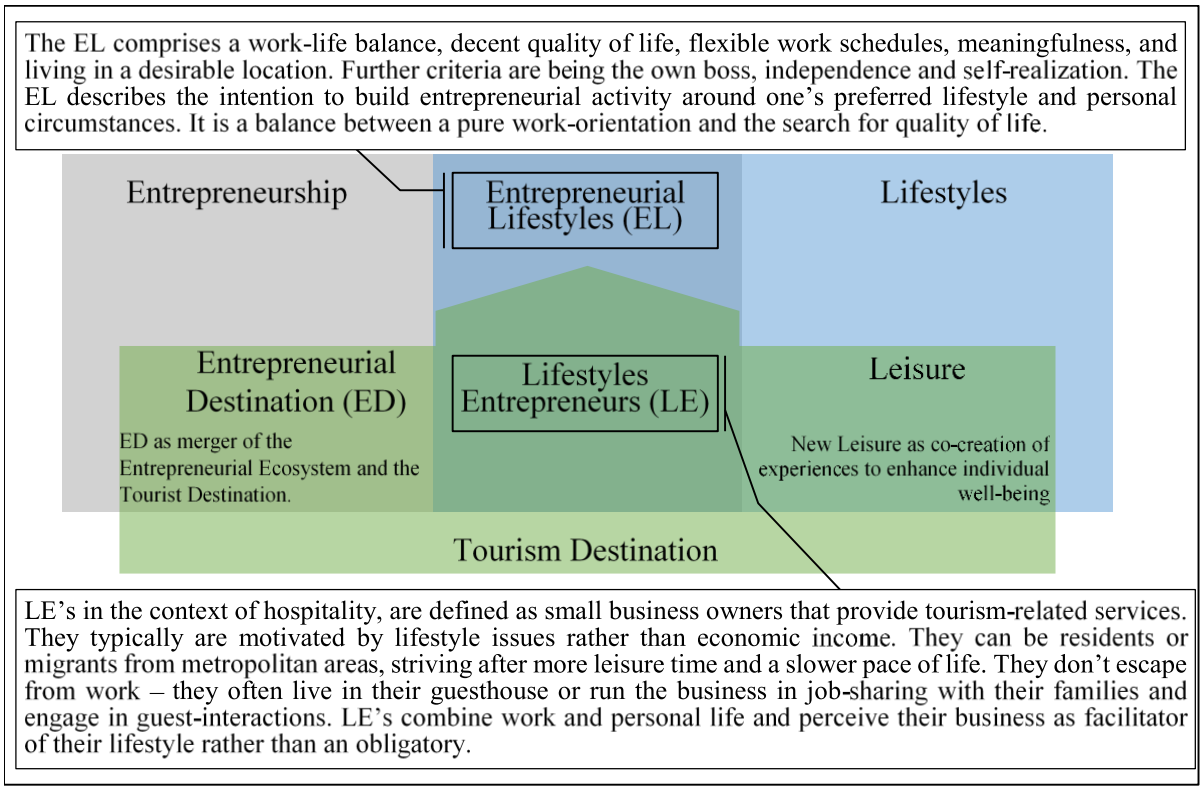

Figure 5. Interfaces of Entrepreneurship and Lifestyles.
Source: Adopted from Claire (2012); Sun et al. (2020).

Numerous trends support this lifestyle transition. For example, *New Work* diminishes traditional wage labor dependence and stresses the "Do-what-you-want" approach. Thereby, new job profiles evolve and allow people to follow their passion, leading to self-made products, creative networks or community production (Bergmann, 2020). Further trends are digital nomadism or workation that highlight the interface on destinations. In addition, co-working spaces are increasingly used to support socio-economic regeneration and offer affordable office space and an

environment for interaction and creativity (Bouncken & Reuschl, 2018). In such a creative setting, *"coworking can entail the valorization of spaces for leisure, art and cultural offerings, such as readings, workshops, concerts art performances and exhibitions"* (Thees, Zacher, & Eckert, 2020, p. 174). In sum, these trends call for entrepreneurs' active involvement in their environment and the necessity to provide space for creativity and interaction.

Conceptual approaches

Which concepts exist to elaborate on the local interface of lifestyle and entrepreneurship? Appreciating established approaches on location development, entrepreneurship-orientation, creative cities, urban culture or quality of life, we focus on new approaches that revive a vital combination of work and life in a particular space.

First, the entrepreneurial ecosystem has been recently researched, aiming to explore the role of local attractiveness for entrepreneurs and vice versa (Thees, Zacher, & Eckert, 2020). The entrepreneurial or Start-up ecosystem marks an approach on how entrepreneurship can be supported through numerous resources, institutions, and stakeholders producing shared knowledge (Isenberg, 2011; Stam, 2014). Building upon the different modes of entrepreneurial ecosystems, Thees et al. (2020) sketched the Entrepreneurial Destination from the perspective of integrated location development combining matters of work, life and leisure. Consequently, a mutual influence is confirmed: leisure-related services are important for the urban population and tourists and help to attract startups. Furthermore, a vital startup scene contributes to a city's/region's attractiveness and innovativeness.

Second, co-creation underlines the interaction between the ecosystem's actors (Bachinger, Kofler, & Pechlaner, 2020). In this light, the meaning of value shifts from a *"product- and firm-centric view to personalized consumer experiences"* (Prahalad & Ramaswamy, 2004, p. 5). The outcomes of co-creation can be manifold, e.g. experience-value in product usage, innovation in products and services, increased cooperation and networks, and distinctive business models (Prahalad & Ramaswamy, 2004). In an urban context, this encompasses concepts such as co-living, co-working or co-experience. Meanwhile, scholars further call for co-planning (Thees et al., 2020) that includes all local stakeholders.

Lastly, since almost two decades, temporary concepts have gradually been replacing the traditional fixation of possession/use, encouraging ideas such as sharing, co-working or pop-up infrastructure. The latter has been particularly applied in the service industry gthrough time-limited restaurants, hotels or creative spaces as interim use of property and buildings (Pechlaner & Innerhofer, 2017). Thereby, a location's image can be optimized and promoted as cultural and creative by facilitating temporary concepts (Colomb, 2012).

Empirical insights: Interactions in Munich's ecosystem

Based on initial learnings from Munich, we explore causal relations that evolve in lifestyle and entrepreneurship (Figure 3). This study has been carried out through 16 qualitative interviews with local startups, service providers or political institutions and analyzed through the GABEK method (Zelger, 2003).

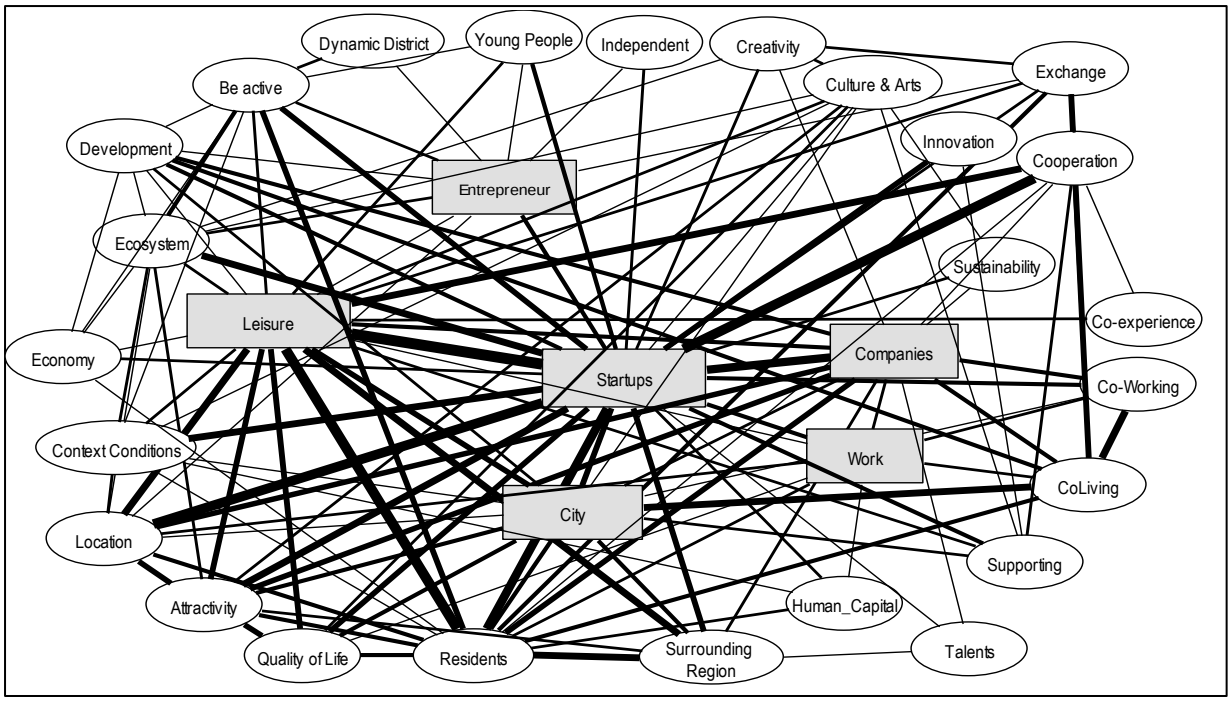

Figure 6: Entrepreneurial Destination Munich, edge weight>2.
Source: Extraction from WinRelan/GABEK©.

Starting with the entrepreneur's personality, the case study shows a strong relevance of locational factors, such as office space and availability of creative people. Local entrepreneurs appreciate Munich's high attractiveness and consume leisure offers and experiences in its surrounding. The entrepreneurs also function as catalysts for innovative and new offers in specific districts. For example, we observed a variety of alternative retail stores, gastronomy, galleries and creative spaces in startup districts. Gastronomy, leisure activities and accommodation are often provided by lifestyle entrepreneurs. We assume that entrepreneurs with their specific lifestyles and needs foster the creation of new services in their environment, as they are potential customers. Lifestyle-oriented entrepreneurs are hard-working but appreciate the high living standards, mainly during their breaks and spare time. Consequently, a dynamic startup scene develops, which shapes the cities' image and attracts tourists. In terms of the entrepreneurial destination, a targeted promotion of lifestyle entrepreneurship leads towards new services for guests, locals and workers. In this setting, entrepreneurs may procure their lifestyle to guests indirectly through their appearance and directly through touristic offers.

Sketching a research agenda

Certain research recommendations in tourism evolve on the interface of entrepreneurship and lifestyle. We call for an explorative approach to meet the requirements of highly flexible trends in the work-life environment.

Touristic product innovation

- To what extent does traditional tourism change towards a lifestyle-oriented entrepreneurial ecosystem on the interface of new labor and leisure needs?
- Which opportunities for tourism products evolve in an entrepreneurship-driven location?
- To what extend is the local Entrepreneurial Lifestyle a travel motivation for guests?
- What are applications of temporary concepts in destinations that combine work and life?

District development and startup-scene

- How do Lifestyle Entrepreneurs foster innovation in destinations?

- How do temporary concepts function as places of creativity and which impulses occur in a limited time?
- How can entrepreneurial destinations serve as strategy for a cross-stakeholder approach that recognizes the interconnectedness of leisure and entrepreneurs?

Conclusion

Concluding, we argue that the blurring lines of work and life and the importance of culture and creativity require alternative local approaches such as entrepreneurial ecosystem, co-creation or temporary concepts. A touristic valorization of the entrepreneurial lifestyle could serve as a source for innovation, promote the location's image and function as a place of interaction. This facilitates an integration of hospitality needs and entrepreneurial lifestyles in a sustainability-driven ecosystem.

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The Role Of Luxury Hospitality Employees

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Abstract

The human interaction component and the co-creation that occurs between staff and guests is an essential dimension of luxury hospitality industry. The influence of these interactions on guest experiences and the delivery of services will be explored in this paper. An interpretivist approach was adopted to investigate and evaluate managements' perspectives on how the luxury hotel experience in Melbourne, Australia is co-created. Qualitative methods of data collection were undertaken utilising semi-structured interviews. One of the initial findings is that employees must pay attention to the guest whole stay, this is done by creating a set of touch points to enhance the experiences. It is important to examine and evaluate the recruitment, selection, training, and development of hospitality employees so they are better able to anticipate and cater to guests' requirements and wants.

Keywords: frontline staff, luxury accommodation experience, co-creation

[WP]

Introduction

To gain more of a connection with their guests, hospitality entities are choreographing or creating luxury accommodation experiences via human interaction dimensions. For example, attention is being paid to their frontline staffs' appearance, professional behaviour, attitude, demeanour, their proactive service and how they encourage the socialisation of guests in order to foster the guest-employee relationship. In service industries such as hospitality, product quality has been replaced by service quality (Harkison, 2016).

The interactions between the producer and guest are more important than the product itself, and in the luxury accommodation industry it is this guest-staff interaction that is becoming more and more important. It is incumbent on frontline staff to facilitate this co-creation, due to the amount of interaction that they have with the guest. In the process of co-creating unique, memorable luxury accommodation experiences for guests, it is important to examine and evaluate the recruitment, selection, training, and development of hospitality professionals so they are better able to anticipate and cater to guests' requirements and wants (Harkison, 2016).

The purpose of this paper is to examine and evaluate the role that employees play in the delivery of luxury hospitality services and the luxury accommodation experience they anticipate will come with those luxury services. The role played by front-line staff will be examined and evaluated in regard to their involvement with guests. This involvement is one of the most important factors in luxury service delivery.

Literature review

Employees, especially frontline employees, are the ones who deliver the service and maintain the product that is the guests' experience. With this in mind, managers must carefully select and hire the 'correct' employees (Torres & Kline, 2006). The 'correct' employees are those who have personalities that are predisposed to delight guests. Once they are hired, managers must support their employees through training programmes and induct them into the culture of the organisation (Torres & Kline, 2006).

Walls, Okumus, Wang and Kwun (2011) suggested that, as well as trip-related factors (business or leisure), human interactions significantly impact the guest experience in luxury hotels. As the lodging industry consists of a high degree of interaction between guests and employees, guests'

emotions are often influenced by the services and actions of frontline employees (Han & Back, 2007). Guests want employees to have a positive attitude, professional behaviour and appearance, and to be proactive in service (Walls et al., 2011).

Service staff's encounters with guests usually begin with structured and rehearsed sequences of verbal exchanges (Scerri, Jenkins, & Lovell, 2017). Baum (2006) has recommended that service staff within luxury hotels should have the ability to converse with their guests about music, sport, politics and any other relevant topic with an international understanding. It has also been suggested that luxury hotels need to maintain a high staff-to-guest ratio to ensure that they can continue a high degree of interpersonal guest contact in what is seen as an opulent environment (Harkison, Hemmington & Hyde, 2018).

The success of a hospitality experience is thus based on the connection between the host and guest and the willingness of the guest to engage in the experience offered by the hotel company (Alcántara-Alcover, Artacho-Ramírez, Martínez-Guillamón, & Campos-Soriano, 2013). And, without a doubt, both staff and guests have roles to play in service encounters and service experiences (Lugosi, 2008). The dimensions of guest experiences within the context of a luxury hotel include the human interaction with fellow guests and employees, the physical environment, and the personal characteristics of guests (Ariffin, Nameghi, & Zakaria, 2013). Walls (2013) took this further by suggesting that the hotel experience should include a detailed strategy that manages the guests' entire journey from the pre-experience expectations right through to the post-experience assessments of the experience.

However the size of the property can impact on the guest experience as Cetin and Dincer (2014) suggest, luxury hotels with several hundred rooms might be advised to concentrate on the physical environment experiences, whereas smaller boutique hotels may want to focus on the social interaction experiences that take place within their establishments.

Delivering services that create memorable luxury accommodation experiences relies on frontline staff being able to engage guests on a sensory level, rather than on merely a functional one. This engagement includes cognitive, emotional, relational and behavioural. It is this intangible characteristic of the industry, provisions and tangible cues that plays an important part in enhancing the overall luxury accommodation experience that has been so far under researched.

Methods

Qualitative interviews were the key source for data collection, the main purpose of which was to gain an understanding from the perspective of the participant: this included not only what their viewpoint is, but also why they have this viewpoint (Easterby-Smith, Thorpe & Jackson, 2008). Using semi-structured interviews enabled the researchers to gain a balance between very structured interviews, which have an explanatory/descriptive approach, and the use of unstructured interviews, which enable a broad investigative approach (Altinay & Paraskevas, 2008). The data used for this working paper is from a wider study that was conducted on the transformation luxury hotel experiences in Melbourne. 20 service employees took part in the first phase of this study, participants were chosen through purposeful sampling.

Results and discussion

From the initial analysis, one of the strong themes that was found in the data was 'touchpoints'. Employees saw the experience as a flow of many different elements and touchpoints – elements that are memorable and happening throughout the stay, and that help guests to decide whether to come back or not. Employees felt that guests return to the hotel because of the experience they have at the hotel. Managers saw that staying in touch with guests throughout their stay is a way to make the guests feel special, and managers explained that guests are contacted (via email) before

they arrive, and that there are certain touchpoints throughout the stay when guests are contacted, and even after their stay they are contacted again (via email). As illustrated by Hotel Manager A1:

> *The most important touchpoint is when our guests pull up outside. If we get the first touchpoint right, then the rest of the touchpoints don't need to be so necessarily prominent*. (Hotel Manager A1)

Conclusion and implications

Luxury hotels, in general, have well-trained and engaged staff, but organisations need to ensure that they select and recruit the 'correct' employees. These employees have personalities that are predisposed to delight guests, and their appearance, professional behaviour, attitude and demeanour matches the organisation's culture.

Because of the a high degree of interaction with guests at luxury establishments, organisations need to ensure that their frontline employees are able to converse with guests on many topics, from both a domestic and an international perspective. For employees to co-create unforgettable guest experiences, they must pay attention to the guest's whole stay – starting with check-in, through to check out, and everything in-between. This is done by creating a set of 'touch points' to enhance the luxury accommodation experience, with little added surprises that will excite and stimulate the guests over the period of their stay.

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The Role Of Online Travel Companions On Destination Choice Under Perceiving Risk

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Abstract

Many Chinese tourists find travel companions online. This research explores the influence of travel companion risk on perceptions of destination risk. It examines the trade-off between various risk factors where increased risk in one area may reduce the level of risk in another. Thirty-four in-depth qualitative interviews with Chinese outbound travellers have been conducted. The preliminary results show the newly emerging concern of online travel companions and also indicated their moderating role between perceived risk and destination choice behaviour. This moderating effect can be explained in two ways: enhancing the sense of security while travelling in the chosen destination and increasing the sense of timesaving while selecting a particular destination. These preliminary findings enhance the understanding of online travel companions in an online destination decision making context and reinforce the sociopsychological significance and complexity of risk perceptions. The link between risk perceptions, destination decision making, and the online environment distinguishes this study from much previous work in this area.

Keywords: online travel companion, risk perception, destination choice

[WP]

Introduction

Travellers, nowadays, often turn to virtual travel communities to fulfil their travel-related tasks and goals (Fesenmaier, Wang, & Yu, 2002). In part, they utilize these channels to gain more information and reduce their perceived decision risk. However, with the popularity, of finding travel companions online, particularly for Chinese travellers, concerns and considerations about strangers as travel companions increase. Characteristics of independent Chinese travellers that have been noted in the literature include group orientation (prefer travelling in group), being 'tech-savvy', shorter length of journeys, and more flexible budgets (Cai, Cohen, & Tribe, 2019; du Cros & Ong, 2012). Although risk avoidance plays an essential role in group orientation, meeting unknown travel companions–first encountered online–in real life and travelling together can be relatively risky. Participants in this study sought same-culture travel companions online typically because of perceiving the risks associated with destinations. The alternatives were travelling alone or with someone from a different cultural background. Given its role in the decision risk management process, the use of online travel companions needs further exploration.

Literature Review

Traditional facets of perceived risk have been explored in the last two decades (Fuchs & Reichel, 2011), and most of them are related to the destination. More recently, and concerning the online environment, there have been some tourism studies that have investigated the risks induced by the use of technology, such as security risk (Kim, Kim, & Leong, 2005), financial risk (Crespo, Del Bosque, & de los Salmones Sánchez, 2009; Kim, Kim, & Leong, 2005). However, existing studies either overlook or obscure the active role that use of travel companions have in producing new risks and conflicts, especially in the online context. Furthermore, the rejection of specific destination alternatives includes lists of risk factors, which fuel the idea that if risks can be named and calculated, they can also be prevented or managed. Therefore, this paper presents

preliminary findings about how, and which, risk perceptions induced by online travel companions affects travellers' destination choices.

Tourism scholars have endeavoured to investigate the facets and dimensions of perceived risk with regard to travel modes selection (Bieger, Boksberger, & Laesser, 2007), destination choice (Fuchs & Reichel, 2006), international travel (Abrantes, Dolnicar, Kastenholz, & Seabra, 2013), and online communication and shopping behaviour in tourism (Park & Tussyadiah, 2017). There are a few studies that have confirmed that risk perceptions are contextual and situation-specific (Mavondo & Reisinger, 2005). The theory of perceived risk assumes consumers will perceive risk in purchasing behaviour. Ferrin, Kim, and Rao (2008) defined perceived risk in the online context as consumers' beliefs about the potential uncertain adverse outcomes from online transactions. Although this definition is specifically related to financial risk, this suggests that risk perception may also stem from the uncertainty of the environment itself. But there is a paucity of work on perceived risk with regard to destination choice involving the online environment (e.g., online information and online travel companions) in tourism.

Different variables may influence the perception of risk. From empirical research, it has been found that demographic factors, past travel experience, travel companions, and (the propensity to indulge in?) risky behaviour may be such factors (Elsrud, 2001; Graefe & Sönmez, 1998; Wichasin, 2011; Wong & Yeh, 2009). Travel companions have received extensive research attention, particularly in research on leisure constraints, which have been classified into interpersonal factors arising from individual experiences and relationships with others (Crawford & Godbey, 1987). Although a lack of suitable companionship is the most common constraint, with the widely spreading trend of finding travel companions online, this may be changing but with the change comes new risks.

Method

In order to be as open as possible, this study was based on interpretivism. The approach taken involves qualitative in-depth interviews combined with a longitudinal method to follow the entire decision-making process as it naturally progressed.

There were three criteria for selecting participants for this study: Chinese nationals who live in mainland China; independent travellers (over 18 years old) who make destination choices that involve the online environment; and planning to travel overseas in the next 12 months. The travellers who have travelled to more than ten countries were categorized as experienced travellers, while the others were denoted as inexperienced travellers.

Thematic analysis was employed, and all coding was done in Mandarin to prevent misunderstandings and loss of precision of concepts due to translation.

Preliminary findings

The popularity of finding travel companions online, while unexpected at the start of the study, emerged from the data and proved to be a considerable influence on risk perceptions and destination decision making. Investigating risk perceptions concerning selection of online travel companions may enhance current understanding of the dimensions of risk perception in destination decision making.

Companion-related risk perception

Usually, Chinese travellers seek offline companions from family members, relatives, friends, and colleagues. However, due to different amounts of annual leave (the amount of annual leave depends on working experience) (Council, 2007) and a company's unspoken rules, the challenge of matching vacations with offline friends is driving more and more potential travellers to connect with strangers online.

However, the selected companions are often total strangers; they are from a different family, have a diverse educational background, and may even have a substantially different character. Therefore, these inconsistencies result in uncertainties and risks from travelling with online travel companions, and these uncertainties can affect their destination choice.

Organizational risk

The majority of participants who sought and found online companions, expressed concerns that online companions may produce organizational problems, such as itinerary coordination issues, because those online companions were part of groups, not simply one person selecting one other person which is much easier to coordinate. These informants paid more attention to what they understood as 'team spirit' (sense of group harmony that avoid confrontation), and value and habit differences among considered companions. One of the reasons is that the companions with low team spirit would focus more on their interests, resulting in many coordination difficulties:

> *I am not interested in finding Chinese female as one of my team members, because they will bring lots of trouble. They want to be the princess[1] while they are not… (No.33, male, experienced)*

Interestingly, both experienced and inexperienced travellers mentioned this concern from female companions. Another concern is that different values or habits would bring a considerable difference in destination/sub destination choices which may cause a problem:

> *Different people have different habit, and you will travel together. Sometimes, he may accept what you have done, while you may disagree with him vice versa… (No.4, male, inexperienced)*

Physical risk

Twelve of the inexperienced participants mentioned the companion-related physical risk of the possibility of getting hurt while travelling with strangers known online. If they perceived much physical risk related to companions, they were inclined to change the destination or wait for someone else. An inexperienced female (No.30) expressed this concern: *'I always find someone online travelling with and living together…I was wondering whether she knew how dangerous it was or not'*. By contrast, experienced participants tended to be more relaxed about concerns from forming groups.

Time and financial risk

Most informants care about the level of 'like-mindedness' that whether they could find someone who is having a similar or identical opinion, disposition. Because a low level of 'like-mindedness' may bring trouble and uncertainty to itinerary planning and the group atmosphere, resulting in wasting time. An inexperienced male (No.14) informant expressed: *'making choices was a hassle, and more than four people would be a headache thing when you make a choice… small difference can be accommodated'.*

Additionally, the majority of participants believed that finding the "right" companions may result in greater trip enjoyment. Significantly, two of them mentioned that travelling in and of itself is meaningless; the meaning is what you experience with your companions, which makes the trip worth the time and money. As No.9 inexperienced female mentioned: '*while it matters where I am going to travel, I think whom I travel with will be more vital'.*

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[1] The word "princess" is mainly used to refer to those girls who have been spoiled since childhood, always demanding to be treated like a princess

Online travel companion as a moderator

In order to explain how tourists, attempt to balance perceived risks and how that balancing affects destination choice, the role of online travel companions was investigated. The majority of respondents stated that finding online travel companions decreased their perceptions of physical risk (the possibility of physical danger, injury or illness while travelling to the chosen destination). Without a companion, some even postpone their travel.

> *I have added a stranger online…I need someone to company with, and this is only for giving me the courage, then I will not be afraid of anything (No.5, female, inexperienced)*

It not only shows how the choice of online travel companions moderates risk associated with the destination, but also introduces new risks induced by coordination. For example, the potential that the vacation could become a waste of time due to coordination issues partly prompted changes in destination choice: '*In order not to waste everyone's time, I relatively comfortable to compromise as long as the main destination keeps same*' *(No.10, female, inexperienced).*

Conclusion and implication

The influence of online travel companions represents a new factor in understanding how perceived risk impacts destination choice. Based on the preliminary findings, future analysis and research will concentrate on how online-induced risk and destination-related risk are negotiated by travellers and how they, together, affect the destination decision-making process.

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The Role Of Visitor's Resilience In Understanding Tourism Resilience: A Conceptual Framework

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Abstract

Previous studies on tourism resilience have only focused on tourism organisations and operators, ignoring the resilience of tourists (local and foreign). This paper proposes a novel conceptual framework to a holistic conceptualisation of tourism resilience by incorporating traveller's resilience in the sphere of tourism resilience, urging researchers to reevaluate the existing approaches to resilience thinking in tourism theories, frameworks, and models.

Keywords: tourism resilience, visitors' experiences, visitors' resilience

[WP]

Introduction

As a transdisciplinary concept of research, resilience explains how individuals and systems respond to external shocks (Carpenter et. al., 2001), and it is often defined in terms of the ability to absorb disturbances, and maintain the pre-shock levels of connections between the system's elements (Espiner et. al., 2017; Felicetti, 2016). The concept, not only has been adopted to capture the responses to different types of shocks (Benard, 2002), such as social trauma (Bonanno, 2004; Ungar, 2013), ecosystem changes (Berkes et al.,2002; Sgrò et. al., 2011) and changing economic and political conditions (Vale, 2014), but it also has been broadly applied to various fields such as environmental systems (Gunderson, 2000; Nelson et. al., 2007), communities (Maguire et al.,2007), organisations (Sriskandarajah et al.,2010) and industries (Biggs, 2011), including tourism industry (Cochrane, 2010).

The tourism industry, which is one of the largest industries in the world, and a major driver of economic growth, involves multiple types of stakeholders groups (including visitors, organisations, operators, and government agencies) that are frequently confronted with challenges in the times of economic uncertainty, climate change, and pressures for sustainable travels. Accordingly, improved resilience and adaptive capacity in the tourism industry is vital. However, the previous studies on tourism resilience have largely focused on the adaptive capacity of tourism operators, while the resilience of visitors, who are one of main stakeholders in the industry, has been mainly neglected. This paper posits that the resilience of tourism industry is partly dependent on the adaptability and absorbability of travellers without which the perpetuity of the industry would be threatened.

Resilience in tourism

The tourism sector has been reciprocally related by the impacts of global environmental changes which make the development of this sector sensitive to what is happening in the surrounding, either locally or internationally (Bonham et.al,2006).

As this sector involves relationships among consumers (visitors), the suppliers (tourism operators), and a dynamic environment (Dwyer et. al., 2009; Mihalič, 2000), socio-economic resilience is one crucial part of 'destinations' systems to develop the capacity to adjust when external shocks are imposed (Becken, 2013). Resilience in tourism business suppliers such as hotel sector as an integral part of tourism industry has been studied by focusing on building disaster resilience (Brown et.al,2018). And to anticipate the effects of natural disasters, disaster management frameworks have been proposed (Faulkner, 2001). Since tourism development plays a critical role in the economic recovery process (Amore et. al., 2018; Chowdhury et. al., 2019),

tourism resilience from both the supplier and demand sides needs to be considered. Therefore, this paper presents a conceptual framework of visitor's resilience that enriches our understanding of tourism resilience which has been largely studied from supplier side.

The previous research on tourism resilience discussed the concepts of resilience and vulnerability related to tourism sector recovery by operationalising the new Destination Sustainability Framework (DSF) (Calgaro et al.,2009) and the designation of a coastal buffer zone by Sri Lankan government (Buultjens et al.2015). And a socio-ecological systems (SES) approach was adopted to illustrate that systems do not evolve in a linear pattern but are cyclical (Basurto et al.,2013). Human and non-human in any systems are interlinked in continuous adaptive cycles of growth, accumulation, restructuring, and renewal. Accordingly, the cyclical pattern indicates the dynamic nature of a system, which means after one cycle of change, reorganisation and use of resources, then a new norm is created, and eventually the system is to respond to the next rapid change (Holling, 2001).

The success of recovery from a shock depends on the ability of a region's capacity to adapt to the continuous changing competitive tourism business environment (Boschma, 2004). Accordingly, the resilience cycle clarifies that sustainability in tourism development is the capacity of a system where tourism business suppliers can build and maintain adaptive capability (Holling, 2001); this approach often neglects the visitor's dimension.

The following figure depicts principal elements of the tourism resilience cycle and shows how tourism resilience is currently understood; it only focuses on tourism suppliers cohesiveness. Figure 1 depicts how each element is inter-related and understanding their roles in the system is important because any tourism system will fail without successful engagement with tourism market and its dynamics.

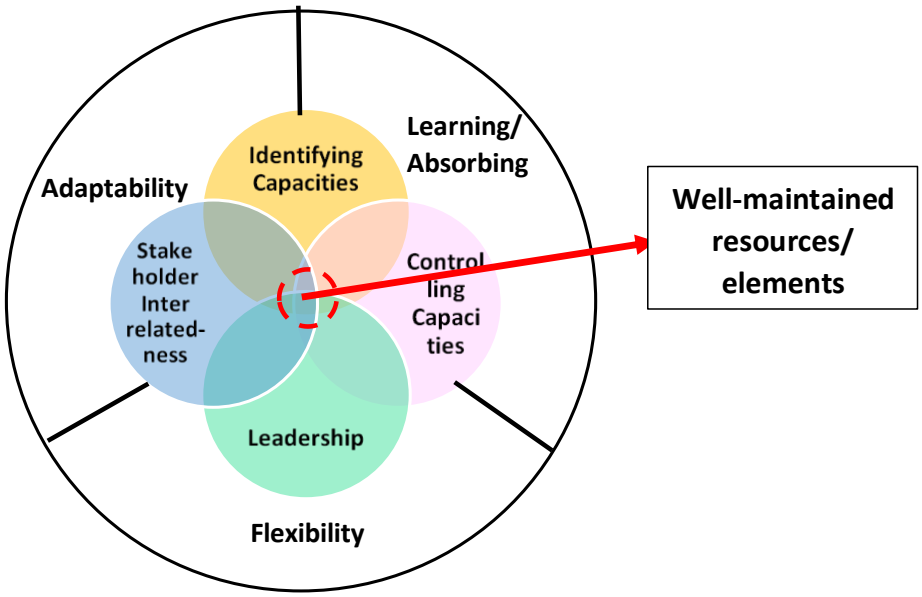

Figure 1. The Area of Tourism Resilience
Source: Author's elaboration, adopted from (Cochrane, 2010)

The ability to identify tourism potentials and possible problems is the first essential element that opens up opportunities for actions, adjustments, changes and transformations (Leach, 2008), followed by the second element which is the ability to control socio-economic and environmental impacts. The third key element is 'committed 'leadership' which is required to resolve changes happening in the development process (Ruiz-Ballesteros, 2011). The final element is 'stakeholder 'interrelatedness'. All stakeholders (such as governments, communities, tourism businesses, and

tourists) (Quadri-Felitti, 2019) have different roles and contributions to make toward tourism development, and their ability to work and synergise reflects their resilience and will influence the success of sustainable tourism development (Cheer et al.,2017). While the focus on these elements contribute to the understanding of tourism resilience, it largely ignores visitors' resilience, a gap which this paper addresses.

Conceptual framework

As one of the key stakeholders in the tourism industry, the role of visitors in building industry resilience cannot be ignored. Accordingly, this paper draws on the concept of economic resilience to propose a visitors' ability to withstand (experiential affinity and inherent values), adapt to, and recover from external shocks and adversity seems to be a key to opening pathways to tourism resilience. Figure 2 presents the proposed conceptual framework, and shows how different dimensions influence visitor's resilience.

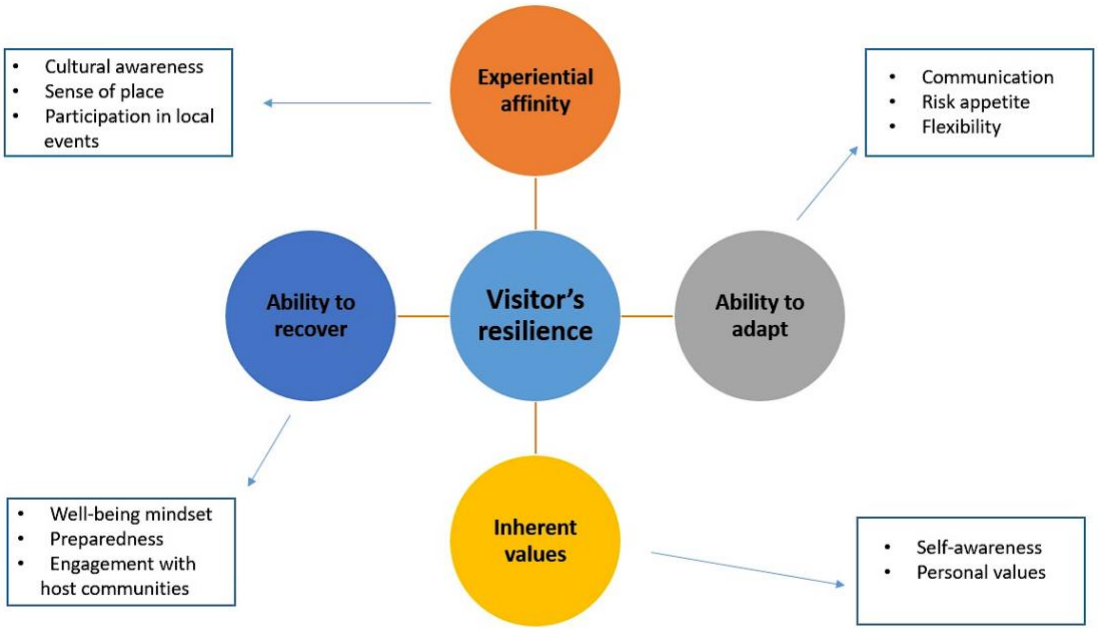

Figure 2. Dimensions Influencing Visitors Resilience

Methodology

This study adopts interpretivism as the research philosophy, and it integrates visitors interest as one of the main elements into the study of tourism resilience. Accordingly, the authors appreciate the differences between visitor's interests, affinity, and values in understanding sources of resilience amongst this group of stakeholders. Moreover, and influenced by interpretivism and relativist ontology, this research pays special attention to visitors values and adaptability as intersubjectively that is based on their sense of place and different levels of experiential travels. The authors propose employing multiple methods in order to reflect different aspects of the visitor's resilience.

Conclusion

This paper proposes a novel conceptual framework for investigating tourism resilience by emphasising the visitors' dimension in the tourism resilience sphere. As each different stakeholder groups have their own approach to dealing with external risks and potential system failures, the characteristic, adaptability and absorbability of each group should be studied proportionately. This paper complements the existing literature on developing resilience in tourism in a notable manner as it improves our understanding of visitor's inherent and adaptive resilience. The novel

contribution of the framework lies in its distinctly demand-side approach in assessing tourism resilience and seeks to create and build awareness within the supply-side.

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The Role That Vaccines May Play In Reigniting Global Tourism

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Abstract

It is apparent that the key elements in controlling the COVID-19 pandemic are the speed of government responses, the type of response, effective leadership, and willingness to base policies on science and flexibility. Where these elements are breached, control of the pandemic is difficult. The role that vaccines will play in post-COVID-19 tourism recovery will depend on how governments deal with the pandemic through the lens of the key elements outlined above as well as the characteristics of vaccines/s, the willingness of people to be vaccinated and the global availability of vaccines. This paper introduces the idea of a learning loop and how it may be used to assist governments to investigate the role that vaccines will play in the resumption of international travel.

Keywords: COVID-19, non-pharmaceutical interventions (NPI), vaccines, second wave, learning loop

[WP]

Introduction

By late November 2020 it was apparent that only a small handful of countries had successfully contained the SARS-CoV-2 virus through implementing strict public health measures, mass testing, contact tracing and closure of international and domestic borders (Centre for Disease Control and Prevention, 2020). Other countries have been less successful with much of Europe, the US and South America experiencing either second or third waves of transmission. Given the failure of public health measures in many countries, rapid and widespread inoculation appears to be the only solution to halting the COVID-19 pandemic. By late November 2020, three vaccines appear to have met the requirements for public use with some countries reporting their intention of commencing mass vaccine campaigns very early in 2021. However, there is uncertainty about the percentage of the population who will agree to be vaccinated. In the US for example, a recent Pew Research Centre (Tyson, Johnson and Funk, 2020) poll found that 49% of adult respondents indicated that they would decline vaccination in the near future.

Compared to the response times available to authorities during many crisis events, the COVID-19 pandemic has given governments opportunities to undertake limited experimentation with strategies to combat the pandemic and learn from the experiences of other countries thus creating a learning loop. A learning loop enables governments and citizens to experiment by using knowledge management tools to:

- learn what works and what doesn't work;
- develop and test data based on epidemiological and economic models; and
- based on the outcomes of these inputs, develop, implement and modify anti-COVID-19 strategies.

For example, a number of countries decided that maintaining the health of the economy was more important than overall public health and, as in the case of the US, have found this did not work and now see vaccines as the only effective way to combat the pandemic. In the long term, the need to understand why various decisions were made during the crisis period is also important. These decisions are made with limited knowledge unlike the knowledge available after the event. The aim of this paper is to introduce the idea of a learning loop and consider how it may be applied in understanding the role that vaccines may play in the resumption of international travel.

Discussion

Although the world was eleven months into the COVID-19 pandemic by mid-November 2020, there were many unknowns about the virus (Bottazzi et al 2020). From a medical standpoint, understanding how COVID-19 spreads and recognising its symptoms in various subpopulations is important for treatment and designing public health measures to stop further spreading (Tyson, Johnson and Funk 2020). From a tourism industry perspective an understanding of how COVID-19 spreads is a key factor in developing safeguards to protect travellers (World Health Organisation 2020).

Lessons learnt – Implications for tourism recovery

By November 2020 it was apparent that government responses to the pandemic had resulted in two distinctly different groupings of countries. The first group were largely COVID-19 free and were successfully using border closures, lockdowns, non-pharmaceutical interventions (NPIs), screening and contact tracing to either eliminate the virus or contain it with very low levels of community transmissions. Included in this group are New Zealand, China, Vietnam, Thailand, many South Pacific countries, Taiwan and Australia. Travel within and between these countries appears to be possible without a vaccine providing strong public health measures continue to be enforced and low levels of community transmission can be dealt with swiftly and successfully. A number of these countries are in the process of negotiating travel bubbles that will permit travel between bubble members without the need for on-arrival quarantine.

The majority of countries belong to the second group where NPIs, border closures, screening and lockdowns have had mixed success with many either entering a second wave, as in the case of much of Europe, or never having successfully combatted the first wave, such as the US and Brazil. These countries continue to have high rates of infections due to high levels of community transmission. Some members of this group allowed large scale travel after relative success in combatting the first wave but have been forced to reintroduce travel bans and, in the case of the UK, reimpose lockdowns to control growing rates of infection.

From a tourism perspective the current situation appears to be leading to two forms of international travel opportunities. The first refers to countries that have successfully contained the virus and, with the support of strong public health measures plus the opportunity to require incoming travellers to undergo rapid on-arrival testing, feel confident to develop short-term travel bubbles with other similar countries in the absence of a vaccine. For this group of countries high levels of vaccinations in origin and destination countries may not be required provided travel is not allowed to third countries experiencing on-going infections and low rates of vaccination. Ultimately, these countries are likely to require all incoming passengers to provide evidence of vaccination. The second form of international travel may be between countries that continue to experience community transmission and will require travellers to prove they have been vaccinated and may also require some level of rapid testing on arrival.

Discussion and conclusion

The experience of the UK demonstrates how the failure to institute a learning loop approach has had serious negative implications. The UK was slow to introduce lockdowns and border closures in the early stage of the pandemic leading to one of the world's highest death rates and rates of infection per million population. Pressure to reopen the country and allow international travel in the summer holiday period of 2020 led to a second wave requiring the reimposing of many restrictions. It is obvious that the government failed to learn from other countries and its own experience in the first wave that lockdowns and border closures should not be relaxed too quickly. The UK is not the only country facing these circumstances.

The role that a vaccine will play in post-COVID-19 tourism recovery will depend on the willingness of people to use the vaccine, the global availability of vaccines and level of pre-vaccine success

that countries have had in controlling the virus. The unknowns in this process indicate the roll that a learning loop approach based on knowledge management can play in developing strategies for the resumption of international travel. Successful adoption of a learning loop approach will depend on government's willingness to continually match real time outcomes with anticipated outcomes in a framework that facilitates rapid policy adjustment.

In conclusion it appears that the successful introduction of a vaccine will lead to the reopening of limited international travel during 2021. In many cases it can be expected that reopening of international travel will be on a bilateral basis based on the ability of each bilateral partner to control or eliminate community transmission and assurance that no threat will be posed by third party countries that may have less effective control over community transmission of the virus. It is also highly probable that future travellers will need to provide proof of vaccination prior to commencing international travel.

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The Service Model Of Futuristic Restaurants

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Abstract

The development of modern technology has compelled restaurant operators to adopt artificial intelligence and robotic solutions both the frontstage and backstage of the operation. Despite that, few studies have uncovered the service model of smart restaurants especially from a holistic perspective that is pivoted on the customer journey. This study therefore aims to unfold how futuristic restaurants engineer the customer experience with an emphasis on the role of modern technology and service personnel in the process. Data were obtained from the press pertaining to four popular smart restaurant brands in China. Insights derived from the data were categorized and highlighted in accordance with the mapping of the customer journey. Findings suggest that futuristic restaurant operators may adopt artificial intelligence and robotic solutions to enable a smart ordering process, liberate manpower from food preparation and delivery process to center on a role that is experience-centric, and to reengineer a superior customer experience through the lens of intelligent-based analytics.

Keywords: smart restaurants, case study, service model, robotic solutionsplace attachment, atmosphere, place aesthetics, theme restaurants

[WP]

Introduction

The advancement of technology has enabled hospitality operators to develop a better process that creates values for themselves, while engineering a superior experience for customers on the other hand (Huang & Rust, 2018). Particularly, technology secures an array of benefits for operators, including an improved management efficiency (Law, Sun, & Chan, 2019). Yet, other scholars have also contended that technology may engage customers to relish a customized offering and thus, customer satisfaction (Bitner, Brown, & Meuter, 2000). In restaurant contexts, the business has shifted from a “high-touch and low-tech” paradigm to a setting where the technology is embedded in all stages of the service process (Ahn & Seo, 2018). This ranges from ordering systems, intelligent kitchen, service delivery, to service evaluations (Bandoim, 2019). However, despite technology applications in hospitality service settings have attracted a growing attention, little has adopted a holistic approach that centers on the customer journey.

Moreover, given that technology is infused in the service process, the role of service personnel may require a shift despite some researches have asserted that human labors might be totally replaced by robotic solutions (McLeay, Osburg, Yoganathan, & Patterson, 2020). However, service personnel have been recognized crucial to the customer experience for decades and in some cases, their importance may outweigh the core product (Lin & Wong, 2020). Therefore, though service personnel are liberated from food preparation and delivery process, they might be empowered with a role that is highly experience-driven, such as acting like an entertainer or service facilitator in the service encounter (Pranter & Martin, 1991). As such, a service model that builds upon a holistic approach may enable operators and researchers alike to better understand the role of technology and service personnel in futuristic hospitality settings. Hence, our objective is to unfold business models of futuristic restaurants.

Methods

This study selected four popular smart restaurant brands in China, namely, Foodom, Robot.He, JD XCafe, and Haidilao smart restaurant, to uncover how futuristic restaurants can sustain the customer experience from the moment diners interact with smart ordering systems to post service encounters. In other words, case study was used to pattern business models of futuristic restaurants. These restaurants had operations across multiple main cities both the North and the South of the country. Moreover, each brand positioned itself relatively differently in business scales, target markets, as well as in food products, despite artificial intelligent technology was embedded both the frontstage and backstage of the operation; this heterogeneity enabled the consolidation of a model that pivots on a holistic lens of the customer experience in futuristic restaurants. This study further secured data from the press as each brand has allured a considerable coverage both at regional (e.g. Sohu, China Daily, and Xinhua) and international (e.g. Forbes, Business Insider, and Daily Mail) levels. Insights derived from the data were categorized and highlighted in accordance with the mapping of the customer journey as that of from an operator's perspective. In particular, two authors worked on the initial categorization, while an independent author took leadership for the second-round categorization. Key findings were unfolded in the following section.

Results

Stage 1: Prior to consumption

This stage accentuates how smart ordering systems enable diners to relish an ease of use, interactive, and preference-based smart ordering process. This process empowers online reservation, ordering, and billing, with a strong emphasis on managing the diners' preferences. For instance, Haidilao encourages diners to process in and interact with intelligent assistants on the ordering App or Tablets, though service personnel may provide additional support when it is needed. This however highlights the need for a customized taste, because those better accommodate and document dinners' appetites may attract repeat visits. On the contrary, notwithstanding that Foodom also utilizes an ordering App to facilitate a smart ordering process prior to customer arrivals, it has obtained an increasing criticism mainly pertains to the failure in rendering a customized taste and hence, customer dissatisfaction results.

Stage 2: Food preparation and consumption

This stage focuses on how robotic solutions create values for the restaurant as well as how service personnel elevate the onsite customer experience. Robotic solutions for food preparation and delivery liberate manpower but nonetheless foster standardized, efficient, and yet intelligent-based operations. On the other hand, service personnel are empowered to act as a service facilitator and entertainer for an enriched waiting and dining experience. For example, JD XCafe's smart ordering system is linked to its central kitchen, meaning that its robots automatically prepare and cook food in accordance with its preset recipes. Specifically, robots are able to control cooking time, materials, and temperature during food preparation. This standardized and automatic food preparation process ensures that timing and efficiency is realized. JD XCafe also recruits this robotic solution for its food delivery; its integrated functions within the robotic solution that encompass automatic driving, high-precision maps, obstacle avoidance techniques, path optimization, and voice reminding, promote a timely and intelligent food delivery process.

This intelligent mode is also adopted by Haidilao, and yet, it is also known for its enriched waiting experience. Waiting often provokes boredom and dissatisfaction, in which customer misbehaviors may recur during this stage. Haidilao however turns this misery into an interactive customer experience; it sets up a virtual-reality games area as well as providing entertaining shows that immerse diners in an experience of fun and memories.

Stage 3: Post-consumption

This stage centers on how robotic solutions facilitate cleaning services and how intelligent-based analytics enables customer experience remediation and improvement. Robot.He for instance, employs robots for tableware recycling and follow-up cleaning services, despite it has not yet achieved full automation. Moreover, this stage paves the path for service excellence, because customer feedback is maintained and intelligently analyzed; it allows the management to echo service issues as well as providing timely remediation responses to secure the customer base. This analytical approach for service excellence has been adopted by Haidilao, Robot.He, and other smart restaurants.

Conclusions and implications

This study proposes a service model that uncovers the customer journey to futuristic restaurants. Artificial intelligence and robotic solutions are embedded in the process by enabling a smart ordering process, liberating manpower from food preparation and delivery process to create values for the restaurant while offering an enriched experience for customers, and reengineering a superior customer experience as operators address service issues generated from intelligent-based analytics. This study therefore offers a blueprint for a comprehensive understanding of the customer experience in eras when advanced technology and talents are complementing to one another in futuristic service settings.

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The Tourist Wall: The Case Of China Visitors In Malaysia

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Abstract

Tourist bubbles reduce tourist anxiety but they also create walls. This exploratory study looks at how Chinese visitors publicly review Malaysia on mafengwo.com and qyer.com. There is a conspicuous silence on the discriminatory policies against Chinese Malaysians in those reviews even though manifestations of that policy is omnipresent. Thus, we look at how a Chinese tourist wall is constructed, and how tourist businesses are inadvertently strengthening that wall. We are also suggesting the importance of acknowledging "silence" in our data collection and analysis. This paper aims to facilitate our further understandings in Chinese tourists and the complexity of the host-guest relations in tourism.

Keywords: tourist wall, tourist bubble, Chinese tourist, ethnic harmony, ethnic discrimination, Malaysia

[WP]

Introduction

The increasing global acceptance of Union Pay alludes to the importance of China consumers, visitors and residents around the world. In tourism, tourism promotion agencies are tapping into various Chinese social media platforms, such as WeChat and mafengwo.com, to reach out to Chinese visitors (Ma, Hardy, & Ooi, 2020). While businesses are catering to and reaching out, they are also entrenching a Chinese visitor wall by perpetuating the Chinese "tourist bubble". Chinese visitors do not need to explore other platforms to communicate, seek information and interact with the world.

The suggestion that the Chinese are "closed-minded" carries little weight when studies have shown that they are keen on wanting to engage with locals and go native (Ma, Ooi, & Hardy, 2018). Many are adventurous (Cai, 2018). But Chinese guest-host interactions remain selective. Malaysia has a formal discriminatory ethnic policy against its own Chinese citizens, and it is publicly known. Dr. Huang Huikang, the then-Chinese ambassador to Malaysia, even openly criticized the policy in Kuala Lumpur's Chinatown back in 2015 (Reuters, 2015). Despite the growth of ethno-nationalistic sentiments in China, a huge majority of Chinese visitors are ignorant or seem to have ignored the discrimination of ethnic Chinese in their understanding and review of Malaysia. There is an apparent wall between the Chinese visitors and the host society.

So in this context, we define the tourist wall as the selectively manifested barriers and obstacles that prevent tourists from interacting and connecting with the host society. The barriers may be social, cultural and even technological, and are not necessarily insurmountable.

Tourist bubbles and Chinese tourists

A tourist bubble broadly refers to the physical and psychological spaces that tourists are protected within when they travel (Unger, Fuchs, & Uriely, 2019). These bubble-wrapped spaces alleviate tourist anxiety caused by strangeness of a destination (Ooi, 2019). They also inevitably create a wall between visitors and the host society. In our context, we refer to how Chinese visitors use China's dominant apps and platforms when they travel, as well as, receiving information and interpretation on host societies from Chinese sources. By doing so, they avoid awkward interactions with residents while picking up local knowledge and shun potential conflicts (Ma et al., 2020). Their understanding of the host society is then likely to be skewed towards a Chinese perspective.

Malaysian context

As a popular travel destination, Malaysia received 3.11 million Chinese tourists in 2019 (Tourism Malaysia, 2020). Malaysia officially presents an image of ethnic harmony, and celebrates its own Malaysian Chinese community and their heritage when targeting China's outbound tourism market. However, the "bumiputra" policy is a cornerstone of the country's social, economic and political governance strategy (Harris & Han, 2020). Under this "son of the soil" policy, the majority Malay and indigenous populations are privileged, and minority groups, such as the Malaysian Chinese and Indian, are not given equal access to education, government jobs and business support (Harris & Han, 2020). Seen as affirmative action for the economically oppressed Malay group in the past, the privileged treatment of the Malays is publicly obvious in Malaysian everyday life (NST, 2020). The discrimination of the Malaysian Chinese and Indians are just as obvious. Discussions of these formalised discrimination are common in many Malaysian Chinese language media channels, for instance.

Methodology

This paper reviews 150 travelogues posted on two major online travel communities of China (i.e. mafengwo.com and qyer.com). The two websites are dubbed as Chinese versions of *Lonely Planet* (Cohen & Cohen, 2015). An interpretive paradigm is adopted to understand the layered reality of the Chinese tourist bubble (Rossman & Rallis, 2003). By analyzing the online travelogues, we capture a range of diverse reviewers' comments, so as to create a myriad of rich and diverse understanding of how different tourist bubbles formed in the context of Chinese visitors in Malaysia.

Some findings

There is a silence on Malaysian ethnic politics in the travel reviews we saw, even though some Chinese visitors are aware of the policy after interacting with local residents. The issue of discriminating Malaysian Chinese seem irrelevant to their travel experience, and/or that they may not even be cognizant of the tacit discrimination they may have faced while in the country. The Chinese tourists seem to be walled out of Malaysian society. Based on our initial review of travelogues, media coverage and relevant literature, it is found that most Chinese tourists visiting Malaysia did not know the ethnic discrimination against minority groups, and only a few tourists noticed the situation from interactions with local residents. However, the fraught silence on discriminatory ethnic policies in Malaysia may arise from at least four interrelated reasons.

First, many of these tourists are not interested in deeper engagement with the local Malaysian host society, and find comfort and enjoyment in their protected tourist bubbles even though such experiences may be considered "shallow" (Ye, Zhang, & Yuen, 2012). Second, many tourists desire to engage more with the local community but are not able to because they are walled out and are merely using sources of information from China through their social media and news channels that do not say much about Malaysia (Lajevardi, Oskooii, Walker, & Westfall, 2020). So despite their efforts for a more "authentic" experience, their interpretation of the local host society remains superficial. Third, many visitors do not care about politics and want to enjoy Malaysia for only its tourist attractions. Fourth, many Chinese tourists may not want to engage with the issue because they consider the bumiputra policy irrelevant to their travels in Malaysia or they do not feel right to voice their outsider opinions (Fox & Holt, 2018). They have inadvertently fenced out politics from their tourist experience.

Conclusions

This study highlights "silence" in the construction of the tourist wall. What is not reviewed and spoken reveals much about the social and psychological spaces that tourists carry with them. Our discussion on the Chinese tourist bubble highlights the Chinese tourist wall. Our desire to cater to

the needs of Chinese visitors in using their social media platform, for instance, contribute to building that wall.

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Transformative Roles In A Tourism Living System

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Abstract

Tourism which seeks to regenerate communities and places, calls for roles that serve living systems. This paper aims to conceptualise the different roles of key stakeholders to enact regenerative tourism in destinations. Findings shared are derived from a scoping review study that sought to investigate what is known about the concept of regenerative tourism in the literature. The scoping review included a consultation exercise undertaken with world leading expert practitioners. The study's contributions to the development of new frontiers in tourism actor roles and paradigms will be discussed.

Keywords: regenerative tourism, tourism roles, tourism living system

[WP]

Introduction

With the growing interest in regeneration and its applications to tourism, new frameworks are beginning to arise that attempt to describe tourism systems and the roles of its key stakeholders. Challenges to mainstream tourism scholarship are emerging through claims that dominant conceptualisations of tourism systems do not, "recognize tourism as an interrelated system within the larger ecological living system" (Jamrozy, 2007, p. 125). Tourism starts being understood as a living system rather than an industry that is engaging with multiple actors and systems. Resulting from a scoping review that investigated the regenerative tourism concept, this working paper introduces a living systems model for tourism that emphasises which key roles are essential to an overarching life serving purpose to regenerate places and communities.

Methods

A scoping review was undertaken to investigate what is known about the regenerative tourism concept. The review included synthesis and analysis of a 59 journal papers and 116 grey literature records and a consultation exercise with key stakeholders was undertaken. The data was synthesised and themed using NVivo. A consultation exercise with key stakeholders was undertaken following the implementation recommendations of Levac, Colquhoun, and O'Brien (2010). Two rounds of consultations were conducted with regenerative tourism related practitioner experts to: review and validate the draft findings; identify anything missing that is emerging in the field of regenerative tourism; identify future research priorities. Findings were finalised and further analysed.

Findings

The scoping review revealed that regenerative tourism is informed by living systems thinking and the key actors, stakeholders and roles within tourism systems. The following will summarise these notions.

Living Systems

Drawing from an ecological worldview, living systems thinking,

> *begins by trying to see what is at the core of a system, around which the system organizes and orders itself. It looks at the web or larger context of reciprocal relationships within which it is embedded, since all systems are comprised of smaller systems and are part of larger systems. Together these aspects provide the basis for illuminating the potential inherent in a living system that it is attempting to manifest. This constant reaching toward being more whole, being more 'alive', is seen as the fuel for regeneration* (Mang & Reed, 2012, p. 30).

Using a living systems' perspective, the literature and consultation participants asserted that the aim is not to sustain tourism nor the economy, instead it is to make contributions that sustain and regenerate life. This posits tourism as a contributing system to and in relationship with other social-ecological systems in cities and regions. "A destination is a living system in the same way that a forest is a living system" (Toerisme Vlaanderen, 2019, p. 4).

Key stakeholders in regenerative tourism

For shifting tourism towards a regenerative model that conceptualises it as a living system, key stakeholders need to reimagine and reshape their roles and related activities. Regenerative practitioners define key stakeholders as those with a stake in contributing to places and communities meeting their full potential and regenerating themselves (Mang & Reed, 2012). Pollock (2012) identifies the key stakeholders as host, guest and place. Whilst it is widely accepted that hosts and guests are tourism stakeholders, the regenerative tourism literature includes place as a stakeholder arguing that humans must align themselves and develop reciprocal relationships with the culture and Nature of places (Mang & Reed, 2012; Pollock, 2015). Stakeholder guild partnerships (systems of mutually beneficial relationships) work together as interdependent co-creators with the shared purpose to increase the overall value and vitality of a place. Key stakeholders in regenerative tourism are configured as relational with interconnectivity amongst them (Araneda, 2019; Pollock, 2015). A social contract is negotiated that ensures all stakeholders, including natural environments, flourish (Cheer, 2020; Pollock, 2015). The aim of our paper is to conceptualise the different roles of key stakeholders that enact regenerative tourism in destinations. Several roles, depicted as boundary objects that are continually renegotiated (Wittmayer, Avelino, van Steenbergen, and Loorbach (2017) form the core three elements of the tourism stakeholder guild.

(Transformative) roles of key tourism stakeholders

Based on the review of regenerative tourism literature, we found that three key stakeholder groups are performing diverse roles that contribute towards regeneration of places and communities. They are outlined in Table 1.

Table 1. (Transformative) Roles of Key Tourism Stakeholders

Stakeholder	**Role**	**Role description**	**References**
Host – are those living in the community, caring for their place, those working or providing tourism services directly or indirectly. Also referred to as place keepers.	Host stewards	Care for the culture and natural environment of a place and working towards creating the conditions for life to thrive. Stewards mediate the relationships between humans and the natural world and maintaining the unique essence of place	(Archer, 2019; Cheer, 2020; Dwyer, 2018; Pollock, 2015, 2019; Toerisme Vlaanderen, 2019; Visit Flanders, 2019).
	Empowered agents	Self-govern and self-determine their own parameters of acceptable worldviews, cosmologies and knowledge systems in tourism development	(Chassagne & Everingham, 2019; Pollock, 2018
	Collaborators	Actors who collaborate with other key stakeholders, especially fostering a	(Araneda, 2018; Pollock, 2015; Visit Flanders, 2019).

		coexistence agreement between hosts and guests	
	Change agents	A role largely assigned to tourism businesses and planners with activities aiming to transform tourism systems towards regeneration	(Pollock, 2015)
Guest – are actors who visit the place, engage with hosts and generate different relations to place	Transformation agents	Guests transform themselves as a result of their tourism experiences and then adopt regenerative lifestyles	(Araneda, 2019; Dias, 2019)
	Participants	Guests who engage in regenerative tourism experiences	(Dias, 2019)
	Co-creators of value	Guests take responsibility for not harming the places that they visit and for paying for cost of the services being provided	(Pollock, 2015)
Place - place and the role of place is active towards transformations. As such, place is a key stakeholder in activating, and mediating transformative roles to enact regenerative tourism in cities and regions.	Identity shaper	Influencer and contributor to the overall health of the tourism living system and authentic tourism experiences	(Araneda, 2019)
	Niche	Place becomes a container from which cultural and ecological systems are brought together with humans	(Mang & Reed, 2012; Pollock, 2015)

Conceptual odel

The unpacking of role settings and configurations for enacting regenerative tourism as a living system reveals that roles are pluriform and interdependent with each other and also with relation to place. Whilst each role is assigned as belonging to a key stakeholder group, this only indicates an emphasis as essentially all roles are performed by all stakeholders to some degree (Figure 1).

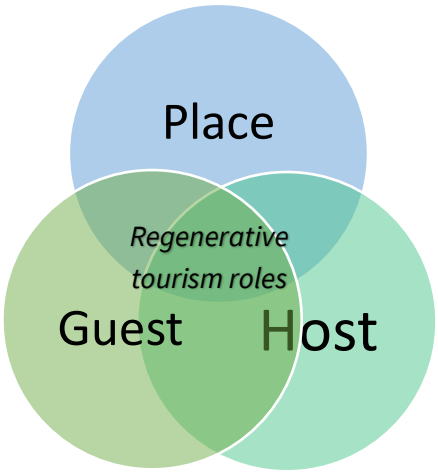

Figure 1. Tourism Stakeholder Guild: Mapping Regenerative Roles

Conclusion and implications

A tourism living system is a promising conception to understand the various interrelated relationships between stakeholders and regenerative roles that exist within tourism systems. The proposed model offers a starting point for understanding these diverse and interconnected roles. In the context of transitions using regenerative tourism approaches, further investigation of how framings of these roles, patterns and their potential for creating sustainable destinations is needed (Nystrom, Leminen, Westerlund, & Kortelainen, 2014). Applications of these roles to the operationalisation of regenerative tourism would clarify their contributions towards such transitions (Wittmayer et al., 2017).

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Volunteer Tourism Advisors In Chinese Volunteer Sending Organisations: A Role Identity Perspective

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Abstract

Volunteer tourism has received much attention from academics over the past two decades, however, research on volunteer tourism staff is rare. Understanding staff's role identities can contribute to hiring, training and retention strategies, but the study of staff's role identity in the tourism sector is largely under-researched. Moreover, the literature about Chinese volunteer tourism and Chinese staff's role identity is novel. This working paper presents a conceptual framework which guides the research to understand the role of advisors in Chinese volunteer sending organisations through the lens of role identity. The research aims to contribute to the knowledge of volunteer tourism staff and role identity theory in a Chinese context.

Keywords: Chinese volunteer tourism advisor, role identity, qualitative research

[WP]

Introduction

Research on volunteer tourism has been developing rapidly for over 20 years (Wearing et al., 2017). Even though researchers have acknowledged the value and importance of paid staff in volunteer tourism organisations (Coghlan, 2008), research on volunteer tourism staff is far less advanced compared to other actors in volunteer tourism (e.g. volunteer tourists and host communities). Paid staff in volunteer sending organisations who work in advisor roles have a long and substantial interaction with volunteer tourists through pre-trip preparation, in-destination communication and post-trip connections. These advisors are a key actors in facilitating volunteer tourism experience (Smith & Holmes, 2009), but little is known about the role of volunteer tourism advisors. This working paper presents a conceptual framework which will guide a study to uncover the role of advisors in volunteer tourism sending organisations through the lens of role identity. China will serve as the research context; although volunteer tourism has drawn media attention (Newseed, 2015), research on Chinese volunteer tourism is overlooked. This knowledge gap needs to be filled to match the fast development of volunteer tourism in China.

Literature review

Volunteer tourism, also referred to as voluntourism, is commonly considered as an alternative form of tourism which promotes sustainable and responsible travel (Wearing et al., 2017). Research on volunteer tourists is dominant among volunteer tourism studies (Wearing & McGehee, 2013), and volunteer tourist's experiences and motivations have been fully investigated (Liu, 2018). The second actor which has been a research focus are host communities , including host-guest relationships between the destination community and volunteer tourists, and the impact of volunteer tourists on these communities (Guttentag, 2011). The research shows both positive (Sin, 2009) and negative (Brunt & Courtney, 1999) reactions from host communities.

A third, less researched, stakeholder are volunteer tourism organisations, which can be commercial non-profit, or public-sector. Holmes and Smith (2009) identified three main volunteer tourism organisations: hosting, sending and servicing organisations (Figure 1). Sending organisations play an important role in maximising good practices through their operations during the volunteer tourists' selection, pre-departure preparation, orientation and post-trip evaluation (Wearing & McGehee, 2013).

Figure 1. Volunteer tourism organisations
Source: Adapted from Holmes and Smith (2009, p.34-5)

Coghlan (2008) indicated that the staff who work in the volunteer tourism organisation facilitate volunteer tourism experiences. In this research, the staff who provide guidance and assistance to volunteer tourists during pre-departure, in-destination and/or post-trip phases in the sending organisations are referred to as advisors. To date, there is no research on the role of advisors within sending organisations.

To investigate the role of advisors, this research uses role identity as the theoretical lens. Mlotshwa et al. (2015) pointed out role identity theory sought to explain how roles developed in societies and how people represented 'who' they were in different settings. All individuals carry out different roles in their lives (van Ingen & Wilson, 2017), and those roles and identities are hierarchically organised by prominence and salience within the self (Siebert & Siebert, 2007). The role of the advisory staff is relatively well studied in education settings such as student placements and training programs (Bilsland & Nagy, 2015). There is an absence of research on the role of advisory staff in a tourism setting. Moreover, research on staff's role identity is dominantly focused on Western countries. In the context of China, there is emerging research on staff's role identity (Liu et al., 2020), but it is still at a preliminary stage and deserves much scholarly attention.

Conceptual framework

A conceptual framework (Figure 2) is designed to guide this research. There are three circles in the framework.

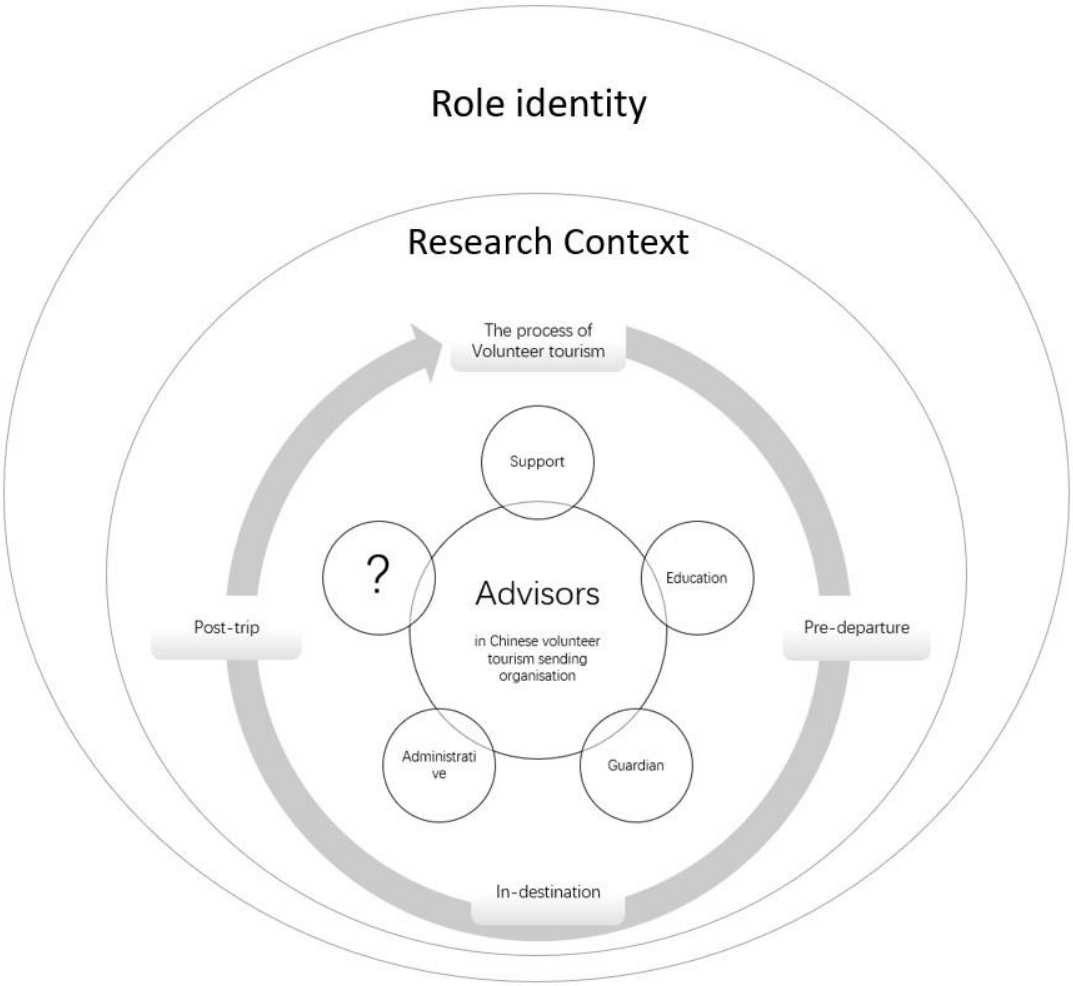

Figure 2. Conceptual Framework

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

The research context and role identity have been placed as two outer-circles in this framework to seek the factors which influence advisors' role identities. China, as an important cultural context in this research, will impact the role of advisors. Role identity theory will guide the analysis of the factors.

Research Questions

The role of advisors in Chinese volunteer sending organisations will be theoretical analysed through the lens of role identity. The research questions are:

- From the advisors' perspective, what are the roles and responsibilities of volunteer tourism advisors in Chinese sending organisations?
- How do the advisors perceive their roles and responsibilities during the pre-departure, in-destination and post-trip phases of volunteer tourism?
- What are the factors that influence and impact on how the advisors understand and perform their roles?

Contributions

This research will contribute to the knowledge of volunteer tourism staff, a crucial actor in volunteer tourism and expend role identity theory in a tourism context. The research will also advance the understanding of volunteer tourism staff and role identity in the context of China, which is relatively novel, with most volunteer tourism and role identity research focused on organisations based in the Western countries. From a practical perspective, the research will improve the understanding of the advisor's roles and responsibilities, so volunteer tourism organisations can support their staff better.

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What Shapes The Development Of Hospitality Higher Education At University Level? - A Suggestion For A Theoretical Framework

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Abstract

This paper introduces a theoretical framework to explore what drivers and how they can impact institutions in developing hospitality higher education in different contexts. Using the force field concept by Tribe (2002) and Dredge et al., (2012), critical education research (Apple, 2009) and comparative research, the framework will address the relationship among the idea of hospitality education (ideology), the choice of knowledge (epistemology) and teaching methods (pedagogy), which will impact how institutions design curriculum.

Keywords: hospitality higher education, factors and stakeholder influence, a theoretical framework, ideology

[WP]

Introduction

Triggering this framework is a need to revisit the question as to what shapes the development of hospitality higher education (HHE)? (Dredge et al., 2012: 2159). This question highly needs addressing especially when the context of HHE becomes more challenging driven by complex influences (Kunwar, 2018: 113) and stakeholders' demand (Lugosi, Lynch and Morrison, 2009; Sheldon et al., 2008; Sigala and Baum, 2003). There are numerous debates among different stakeholders about the relevance of HHE. While the industry and students favour vocational training to improve students' employability (Brotherton and Wood, 2000; Symes and McIntyre, 2000; Tribe, 2003), educators strongly support a move towards liberal education to extend knowledge (Airey & Tribe, 2000; Morrison and O'Mahony, 2003; Lashley, 2013; Lugosi et al., 2009; Tayler and Edgar, 1996). There also exists confusion about whether hospitality curriculum should meet global market for standardised curriculum (Go, 1998: 1) following "*Western models*" (Theuns and Go, 1992, p. 293) or contextual factors where the program is operated (Hooper, 1971; Jenkins and Shipman, 1976: 13; Lewis, 2005; Smith and Cooper, 2000: 90).

Studies on drivers impacting the development of HHE is not new in hospitality and tourism research (Hsu et al., 2017:142) especially in curriculum theme. This theme started in 1981 when Jafari and Ritchie first raised questions about what tourism knowledge and how it should be taught at higher education (HE) level (Tribe, 2002: 63). Till 2014, these questions were mostly answered by the introduction of main hospitality knowledge, curriculum approaches (Tribe, 2002 cited in Hsu et al., 2017: 142), HT education environment containing complex factors (Lugosi et al., 2017; Sheldon et al., 2008), stakeholder identification (Cooper and Westlake, 1998, p. 94), classification of national, institutional and contextual factors (Dredge et al., 2013) and impact level (e.g. macro, meso and micro (Becher, 1989; Dredge et al., 2013: 90-91; Stuart, 2001; Tight, 1998).

Following the growth of HHE, driver debates have changed significantly especially in vocational and liberal topic (Ayikoru et al., 2009; Barnett 2003; Busby 2001; Scrimshaw 1983; Tribe 2000). During a 1950s-to- 2000s period, the industry's demand became a main driver which results in a focus on vocational training and core business subject (e.g marketing, management) in HHE curriculum. Two outstanding examples are curriculum models by Koh (1995) and Holloway (1999) who use surveys and Delphi technique (empirical methods) to establish a core tourism curriculum with subjects favoured by the industry (Ayikoru et al., 2009; Go, 1998 cited in Lewis and Tribe, 2002: 17). These models help HHE reduce skill gaps in workforce, improve graduate employability (Airey & Tribe, 2000; Tribe, 1999: 9; 2001: 9; Lashley, 2013; Lugosi et al., 2009) and differentiate

hospitality discipline with others in HE level (Airey and Tribe, 2001: 277). Yet, this reduced approach leaves out other contextual factors (Tribe, 1999: 19-30; 2001: 9; 2005) while a vocational curriculum shows some shortages for not helping develop rounded reflective graduates (Dredge et al., 2012; Morgan, 2004; Morrison & O'Mahony, 2003) and poor management capacity for students (Airey and Tribe, 2000; Lashley, 2007, 2000).

Understanding this gap, since the 2000s, Tribe (2002) and Dredge et al., (2012) suggest a curriculum space to help institutions consider different factors (stakeholders' interests and external/ internal influences) when designing curriculum (Airey and Tribe, 2001: 284; Edelheim, 2014: 33; Sigala & Baum, 2003; Tribe, 2002). The model acknowledges trade-off decisions by curriculum designers at an institutional level (e.g. skills and knowledge, stakeholder demands, learning experiences) (Tribe, 1999; 2000) to develop a balance vocational and liberal curriculum (Belhassen and Caton, 2011). It also takes into account a national context, dynamic HE environment and an increasing stakeholder demand to suggest various pathways (vocational/ liberal, reflection vocational/ liberal) (Dredge et al., 2012: 2171). These authors further advise the adoption of this model should be different among institutions (Ayikoru, Tribe and Airey, 2009). Similarly, Edelheim suggests (2014: 36), institutions can design different curricula suitable with their capacity while being able to widely suit different stakeholder interest. Yet, such suggestion is still generic as it does not answer specifically questions- Why there are common elements across all curricula provided by different institutions? and What makes curriculum in one institution different to others? The fact that basic curriculum models and core subjects seem unchanged (Tribe, 2002) while contextual factors and stakeholder demands are not the same for every institution (Cooper, 2000; Smith and Cooper, 2000: 90; Shipman, 1976: 13) calls for further research.

Conclusions

To fulfil the research gap, the paper aims to suggest a theoretical framework to explain how drivers can impact institutions differently or similarly in developing HHE curriculum. It firstly adopts comparative research to identify to what extent different contexts related to *"national characters*" (Hans, 1959: 307) (e.g. political, cultural, and social factors) (Kandle, 1955), globalisation and post-modernism (Crossley, 2000) can impact the development of educational curriculum.

Secondly, the paper adopts critical education research by Apple (2000; 2008) to examine the relation between power and education. In a sense, at institutional level, the impact of power (e.g. politics, culture) in education can be displayed via the impact of discipline and state control in a political or economic form (Foucault, 1988). It can create autonomy or freedom of action for institutions or individuals in their decisions related to course provision (Foucaut, 1994: 241 in Ayikoru et al., 2009:8). Meanwhile, discipline power or "*meaning (s) in circulation*" (Hollinshead 1999:13) is deemed to influence the way certain subjects or knowledge are chosen for curriculum (Laclau and Mouffe 1985).

Thirdly, to discuss the value and purpose of HHE, the paper will adopt ideology which is defined as '*that system of beliefs which gives general direction to the educational policies of those who hold beliefs'* (Scrimshaw, 1983, p. 2). The examination of ideology will be linked with discussions about the nature of subjects (epistemology) and teaching approaches (pedagogy) suggested by Littledyke's study (2007) (*figure 3).* An epistemological discussion is made based on assumptions about what is counted as "*official"* or legitimate hospitality knowledge (Apple, 1979/ 2004, 2000) while pedagogy is examined in terms of teaching styles (e.g. lectures, fieldwork) (Christie, Miller, Cooke, & White, 2013). Such ideological discussions will base on assumptions about who has power to decide "official" hospitality knowledge based on social context and structures (economic, social and political development) (Apple, 1979/ 2004, 2000, 2009: 3) which is different

with ideology used for pedagogy and curriculum approach discussion by Tribe (2002) and Dredge et al., (2012).

Implication

Two main ideologies, neoliberalism and neoconservatism will be adopted to address the relation of power and education (Apples, 2009: 13). Embracing a vision of a reduced government control to encourage a free market for competition, neoliberalism encourages higher education to becomes a commodity market (Miyoshi, 1998 cited in Apple, 2009: 43) in which universities are enterprises to make profits by selling "*market knowledge"* (Newson 1994: 152) for students as customers (Beattie, 2018). It means, universities should react more to external factors to make decisions on course provisions and curriculum planning. Meanwhile, supports a vision of a strong state control over knowledge production and institution management. In education, this ideology embraces the government control in national curriculum and development standards (Apple, 2006; Buras and Apple, 2008).

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ABSTRACTS ONLY

Abstracts are listed alphabetically by paper title.

“I Don’t Have Money To Pay Rent” But “I Feel Free”: How Migrant Food Delivery Workers Use Agency To Overcome Precarity In The ‘Gig’ Economy

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Abstract

Temporary migrant workers are often underemployed and excluded from work opportunities. As a result, many decide to undertake roles such as hospitality, contract cleaning, physical labour, and more recently the platform economy. Local platform work requires a physical presence, and is facilitated through ridesharing and food delivery platforms such as Uber and Deliveroo. The ‘gig’ economy has been lauded as a disruptor of traditional work arrangements, but conditions can be exploitative due to a lack of wage guarantees, limited benefits, and insecurity. This paper looks at the conditions faced by temporary migrant workers in the food delivery sector in Brisbane, Australia. This research is based on ongoing ethnographic fieldwork, including methods such as participant observation (online & offline), shadowing, and semi-structured interviews with migrant food delivery workers and key stakeholders. Preliminary evidence from the field suggests that despite their precarious circumstances and negative working conditions, migrant food delivery riders use various strategies to find aspects of the work enjoyable. The migrant platform workers in this study use their agency to make the most of their circumstances by balancing other life and study commitments around their chosen work hours; building social and economic capital; and as a means to improve their level of English. This research is important as it shows a need to rethink the push from some academics and advocates to regulate the platform economy, as the unintended consequences from this approach could further displace migrant workers and exclude them from roles that they both need and enjoy.

Keywords: migrant workers, platform economy, hospitality, food delivery, precarity, agency

[WP]

A Day In The Life Of Guest Experience Stagers: The Saffire Freycinet Experience

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Abstract

This case study illustrates a day in the life of hosts and guests at Saffire Freycinet, a luxury lodge in Tasmania, Australia. It highlights key aspects in the co-creation and management of high quality accommodation experiences in a luxury lodge. The case study allows students to reflect on and apply the concepts of guest experience, experience quality, staging, management and co-creation of luxury accommodation experiences.

Pending publication: Sigala, M., Yeark, A., Presbury, R., Fang, M. & Smith, K. (2021). *Case Based Research in Tourism, Travel, Hospitality and Events*. Springer Verlag

Keywords: guest experience, luxury lodge, boutique accommodation, service blueprint, experience quality, luxury accommodation, co-creation

[CS]

A Search For Commonality Among Sustainable Tourism Indicators

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Abstract

Sustainable tourism has been researched for over 30 years. In that time, it has been recognised that tourism sustainability encompasses a holistic approach with a number of dimensions of sustainability including environmental, economic, and social. To this end, tools have been created and implemented to measure how “sustainable” a tourism operation or destination may be. The dominant approach is to employ a set of indicators which measures the sustainability dimensions. There has been a continual development of new indicator sets over time, but are so many different indicator sets needed? Instead of expending energy to build new tools to suit evermore specific settings, attention should be turned to analyse the tools that already exist. Addressing this gap, the aim of this research is to compare existing sustainable tourism indicator sets. Applying sampling criteria, 17 of the most influential, representative and available indicator sets were selected. These indicator sets incorporated 1,872 individual indicators. To facilitate comparison, each indicator was categorised according to two frameworks: dimensions of sustainability and the Driver-Pressure-State-Impact-Response model. The results of this study will determine whether these indicator sets are truly distinct and identify overlapping aspects. Additionally, the research will consider the effectiveness of the two frameworks to represent the sample data. The findings are intended to address the research gap regarding understanding the existing tools used to measure sustainable tourism, with the intent to guide future use and design of sustainable tourism indicator sets.

Keywords: sustainable, tourism, indicators

[WP]

AI-Enabled Data Innovation And Value Creation In Customer-Centric Firm Communities

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Abstract

We propose that customer-centric firm communities create value for both firms and consumers. Firm communities create value for consumers based on consumer needs. We categorize customer-centric value creation based on two dimensions: capacity constraint and duration of consumer demand. Moreover, efficient customer-centric value creation is enabled by data and information shared within firm communities. AI facilitation improves the effectiveness and efficiency of data sharing in firm communities and mitigates challenges such as privacy concerns.

Keywords: value creation, AI, firm communities, firm relationships, ecosystem

[WP]

Airports As Windows To A Destination

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Abstract

Airports are usually the first and/or last point of experience of a destination by most tourists. There is limited understanding in the tourism literature of Millennial tourist's behaviour at airports from psychological perspective on whether transit experiences are windows to destination experiences and future destination visitation. This case study of Singapore's Changi airport uses the tri-component attitude model to deconstruct the cognitive, affective and conative dimensions of Millennial tourists by conducting four focus groups. The study supported all three elements of the tri-component attitude model. This study will make a theoretical contribution by extending the literature on the tri-component attitude model to understanding Millennial tourist's transit airport experiences in the tourism domain. Practical contributions include insights for airport operators and destination marketers on maximising the opportunity to encourage sharing of experiences, encourage repeat visitation the airport and/or extend their stay at the destination on their next visit. Insights are also offered to how hub and spoke airports and destination could potentially target Millennials post Covid-19.

Keywords: airport experience, destination perception, Tri-component Attitude Model, millennials

[WP]

An Analysis On The Roles Of Religious Guides – Japanese Shugendō As Case Study

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Abstract

Despite extensive studies on the roles of contemporary tour guides (Cohen, 1985; Weiler & Davis ,1993; Howard, Thwaites & Smith, 2001; Pereira & Mykletun, 2012), comparatively little in-depth research has focused on the role of religious figures (such as priests or monks) who act as guides. However, past researchers have examined the subject of religious figures in tour guiding (Adriotis, 2009; Stausberg, 2011; Aukland, 2015; Hellman, 2019). In order to bridge this research gap, this study' aims to analyze the role of religious figures that act as guides in religious tourism, and develop a role framework, following the mentioned past research on the subject.

In order to accomplish this objective, this working paper takes as case study the guiding carried out during the experience program offered by the Shippōryū-ji temple (Osaka prefecture, Japan). This temple is affiliated to Shugendō, an ascetic religious tradition with mixed elements from Shintoism, Daoism and Buddhism. Shippōryū-ji in particular offers an experience program, in which trained mountain ascetics guide lay participants through a 5 hours program that takes place in the Inunaki mountain. Here, the ascetics guide participants to perform a series of ascetic practices. Preliminary fieldwork consisted of semi-structured interviews with the temple's authorities to further understand Shugendō and the experience program. These interviews also proved to be a valuable opportunity to build a positive relationship with the temple's authorities. Due to the COVID-19 pandemic, the experience program was suspended from March to September 2020; therefore, fieldwork had to be postponed until October 2020, when Shippōryū-ji reopened the program to reduced groups. Following fieldwork will consist of participation in the experience programs and later semi-structured interviews with the guides themselves. This data will be transcribed and analyzed with the assistance of CAQDAS.

Keywords: religious tourism, guiding, Japan, Shugendo

[WP]

An Integrated Framework Of Various Place-Related Concepts To Understand People-Place Relationship In Nature-Based Settings

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Abstract

This paper presents different approaches to analyse place attachment and its related concepts to determine pro-environmental behavioural intentions towards nature-based settings. It identifies some critical gaps in the literature and extends existing theoretical frameworks by considering additional factors and the entire process from input (activities), through mediations (attachment, meanings, satisfaction) to output (behavioural intentions). It also reviews the definition of various essential place-related concepts and outlines why the suggested framework is required for accurate research of people-place relationship. Finally, contributions to theory, limitations and recommendations are discussed.

Keywords: place activity, place attachment, place meaning, place satisfaction, pro-environmental behavioural intentions

[WP]

Australian Tourism Operators: What Are They Up To On Social Media?

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Abstract

Despite research on social media marketing (SMM) gaining popularity in the last decade, there are still significant gaps remaining, especially when it comes to SMM's practices of tourism operators. The aim of this study is to assess the SMM's practices of small to medium tourism operators in Australia. More specifically, the paper reports on the most popular social media platforms used by Australian tourism operators; self-rating of their SMM's expertise; how often they utilise SMM plans; and business/marketing objectives they are trying to achieve through SMM. The research findings indicate that it is valuable for tourism practitioners to better understand their target audience and devise their SMM strategy accordingly. The paper concludes by outlining implications of the findings and future research directions.

Keywords: social media marketing, tourism operators, SMEs, tourism marketing, online survey

[WP]

Beautiful Ugliness & Ugly Beauty: Developing A Typology Of Aesthetic Experiences In Tourism

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Abstract

The study aims to identify and describe the essence of aesthetic experiences in tourism. We observed several gaps in the existing literature, including a lack of comprehensive conceptualization a comprehensive typology of aesthetic experiences and in capturing the structure of aesthetic experiences. Adopting Husserl's descriptive methodology, we conducted 28 interviews with tourists visiting Hong Kong. Data are analyzed based on Giorgi's Descriptive Phenomenological Method in Psychology. The study will be valuable in expanding knowledge of aesthetic experiences and insightful in design thinking of destination management in terms of aesthetics.

Keywords: aesthetic experience, ugliness, beauty, borderline experience, phenomenology

[WP]

Between A Rock And A Hard Place: Tourism And Contested Sites

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Abstract

Uluru is one of Australia's most famous national icons and tourist attractions. Uluru, as a tourist site, has long been contested due to multiple stakeholders with competing perspectives and often incompatible approaches to the management of tourism. The most controversial tourist activity at Uluru has long been the climb to the top of the rock. The local Aboriginal people, the Anangu of the Mutitjulu community, request that visitors not climb: a request that has been largely ignored by tourists for many years. However, on the 26th October 2019, the climb was closed to visitors. This research is concerned with understanding how tourists have responded to the Uluru climb closure.

A thematic analysis of Trip Advisor reviews of tourist experiences at Uluru between January 2019 and June 2020 reveals four overarching themes: 'the climb and the closure', 'contestation surrounding the climb', 'Uluru as an attraction', and 'Uluru and the climb as a travel recommendation'. These themes are examined theoretically within the context of the Tourist Gaze, and extend upon this framework with new gazes emerging from the study findings. This working paper presents a unique contribution to academic and practical knowledge on a major event in the history of Uluru, as well as Australian tourism more broadly.

Keywords: contested sites, Uluru, tourist behaviour, the tourist gaze

[WP]

Can Frontline Hospitality Employees Handle The Pressure?

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Abstract

Extra-role service is a clearly wanted behavior within hospitality organizations. However, performance pressure could discourage these discretionary behaviors. We theorize that as organizations place a strong emphasis on high levels of performance, employees' urgency to raise performance combined with the especially stressful characteristics of hospitality work, could threaten the emergence of discretionary behaviors such as extra-role service. Using structural equation modeling to test our predictions and data from 300 frontline employee, our study hopes to contribute in several ways. First, we seek to respond to call for a deeper understanding of how different stressors are linked to hospitality work. Second, we hope to extend the research on engagement by providing better knowledge of influence of performance pressure on employees' engagement level. Third, we hope our study can clarify if mindfulness effects are able to align with the organization's objectives, since the results have been mixed so far. Finally, we expect that our results provide potentially good practical implications for training and recruiting policies in hospitality management.

Keywords: performance pressure, work stress, engagement, extra-role service, mindfulness, hotels

[WP]

Chinese Family Dynamics Within RV Drive Tourism In Western Country: A Conceptualization Of Cultural Difference

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Abstract

The dearth of research into Chinese family travel within RV drive tourism calls for an interdisciplinary study using novel qualitative research strategies. The multi-dimensional research approach taken in this study regarding Chinese RV family tourism provides a new conceptual framework which contributes to the methodological development in family tourism research. The results obtained from whole-family interviews with Chinese families and insights expressed from their social media platforms provide theoretical and practical implications. The research offers insights on discovering family dynamics from the perspectives of parents, grandparents, and children. The conceptualisation of Chinese RV family tourism in a specific cultural context also proposes directions for further research.

Keywords: RV tourism, family, gender, conceptualisation, social media, culture

[WP]

Construct International Traditional Chinese Medical Tourism Destination In Post COVID-19 Era: A Case Study Of Beijing-Tianjin-Hebei Region

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Abstract

The global COVID-19 outbreak in 2020 has had a huge impact on the world economy and posed a great threat to human health. Traditional Chinese medicine (TCM), as an ancient medical skill, has been adopted by the Chinese government and medical experts to make medical plans to help patients recover their health. Although the concept of health advocated in traditional Chinese medicine has gained people's trust, investigation regarding traditional Chinese medicine as medical tourism competitiveness in China has been limited and narrow in scope. This case study take a qualitative approach to identify and analyzed the position Beijing-Tianjin-Hebei region as a competitive medical tourism destination in post COVID-19 era. This study has shown that medical tourism operators need to further understand the demand of the tourism market, and break the regional integration in the process of transportation accessibility, medical cost, and influence factors of the difference of experience quality, can help medical tourism destination for better development opportunities

Keywords: medical tourism, regional destination, Beijing-Tianjin-Hebei, case study

[WP]

Crisis Induced Marketing-Mix Innovation: The Case Of The Foodservice Industry

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Abstract

The study reveals the innovation pattern of foodservice enterprises in the midst of the COVID-19 crisis. In-depth interviews with fifteen employees and managers from ten restaurants were conducted. The qualitative research approach was used to evaluate the influencing factors of decision with new business models that offer ad hoc solutions. Our findings further reveal several themes of business improvisations including new sales channels, new product development, and new pricing strategies that were evolved based upon the severity of the pandemic and competitors. The innovation pattern illuminates theoretical and practical significance for service operators in coping with the crisis.

Keywords: restaurant, innovation pattern, crisis management, marketing mix, COVID-19

[WP]

Destination Branding: Public Management Perspective For Co-Created Development

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Abstract

Destination branding theory and practice have long been used by marketing scholars and practitioners to sell the destination to outside audiences. As the discipline is maturing, there is an increased focus on the branded community. This paper argues that as destination brands do not only sell the destination but also envision the destination, branding practitioners look to inspire the receiving community towards a coherent and coordinated approach to tourism promotion and development. This includes tourism operators, destination management organisations and the local communities. This study focused on the case of Tasmania and how tourism operators perceived the brand. The research found that while branding practitioners were aware of best practice in terms of bringing the local tourism operators onboard the branding project, despite their best efforts, support for the brand amongst tourism operators was scattered. We argue that this is due to a lack of explicit conceptualisation and a theoretical framework for the management of the receiving communities in destination branding. A public management approach is proposed to mitigate these shortcomings.

Keywords: destination branding, brand adoption, stakeholder co-creation, public management, destination development

[WP]

Destination Management For Sustainability

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Abstract

Implementing sustainable projects is arguably among the most vitally important tasks in destination management. The success thereof depends on what projects or management interventions are seen as sustainable and how these can be implemented. Understanding these processes and the factors that shape them is essential in embedding sustainability in destination management. In this paper, we investigate how sustainability is implemented in nature-based tourism destinations in the Tyrolean Oberland in Austria and on the South Island of New Zealand. Using semi-structured interviews with leading destination managers as an empirical basis, we seek to understand what types of projects destination managers see as sustainable and how these projects are put into practice. Specifically, we ask 1) what types of projects tourism destination managers associate with as sustainable development for their areas, and 2) how these destination managers implement these projects. In doing so, we combine two strands of inquiry. Previous knowledge on sustainability implementation offers the theoretical as well as the practical context. Political sciences implementation theory is used to provide the conceptual context. Consequently, our contribution is twofold. We add to the knowledge on the implementation of sustainable tourism, especially in nature-based tourism destinations; and we expand the knowledge on implementation more generally by drawing on the specific context of tourism .

Keywords: destination, development, governance, planning, stakeholder

[WP]

Developing Disaster Resilience From A Processual Dynamic View

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Abstract

This study takes a processual view of resilience to investigate how tourism organisations utilise dynamic capabilities to achieve resilience at different disaster management stages. A longitudinal qualitative research design was used to gain insights into this process. Data include on-site observation, secondary documents, and in-depth interviews with representatives from 25 tourism organisations and industry stakeholders across two years. The resulting dynamic resilience framework uses the three steps in the dynamic capability (sensing, seizing, transforming) to explain how tourism organisations meet resilience goals at each stage of the disaster management process. The paper highlights the importance of a trial-and-error process to reflect on their decision-making for future events, which helps explain the cyclical nature of resilience building.

Keywords: disaster resilience, dynamic capabilities, resilience process, turbulent environments, trial and error

[WP]

Does Paradoxical Leadership Improve Employee's Intention To Go The Extra Mile In The Hospitality Industry?

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Abstract

Hospitality organizations face the challenge of building business more adaptable to today's complex and competitive reality. This study aims to examine how an emerging approach as paradoxical leadership could improve several behaviors of frontline employees helping hotels to compete, such as extra-role service and behaviors oriented toward personal and organizational improvement (self-improvement and employee voice). The proposed theoretical model will be tested with structural equation modeling (SEM) using data from 311 employees in Spanish hotels. Our study seeks to respond to the call for more research to explain how leadership style can help hospitality organizations to adapt to current demands. Paradoxical leadership could respond to this need offering a new approach for people management that helps hotel organizations become more adaptive to paradoxical demands. Further, our empirical analysis of the mediating role of workers' improvement-oriented behavior opens a new perspective onto the challenge of building hospitality organizations capable of achieve more satisfied customers, higher service quality, positive impacts, and thus more likelihood of business success.

Keywords: paradoxical leadership, extra-role service, voice, self-improvement, observational learning, advice seeking

[WP]

Employability 2021: Career Perceptions Of Graduating Hospitality Management Students Amid The COVID-19 Crisis

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Abstract

The COVID-19 pandemic has bought disruptions to daily life and for university students this period has resulted in significant disruption. From a career perspective, this includes the way students plan their short-term careers, seek their first graduate role, and approach their future career development. Pre-COVID-19, career indecision, being unsure of your career interests or career path, had already been an issue for many university students, however, due to Covid-19 this issue has intensified (Boo & Kim, 2020). Therefore, it is beneficial to further understand how the current global pandemic has contributed to, or perhaps even heightened students' career indecision. This study explores perceptions of graduating hospitality management students as they approach employment post-graduation within the concept of career indecision, seeking to understand how the COVID-19 pandemic has impacted their approach to initial employability. Theoretically, this research applies the concept of career indecision to a pandemic context that is having a significant impact on tourism related industries, adding depth to this domain. From a practical perspective, this research prompts further discussions on the employability of recent hospitality graduates, providing academics with additional knowledge and also allowing students to empathise with each other. From an educational standpoint, this research highlights areas students need further support, allowing educational institutions to better cater to them. For the hospitality industry, this research highlights feelings of recent graduates and identifies areas where graduates could be further guided as they look to enter the hospitality workforce.

Keywords: COVID-19, career indecision, employability, graduate recruitment

[WP]

Environmentally Extended Input-Output Analysis – A Simple, User-Friendly Approach For Tourism Managers To Assess The Carbon Emissions Of Their Suppliers

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Abstract

The tourism industry contributes eight percent to global carbon emissions, directly and indirectly. Direct carbon emissions are easy to understand, but indirect carbon emissions are often neglected. Traditionally, Life Cycle Assessment has been used to calculate indirect emissions. This method is time consuming and expensive, requiring extensive data collection. We introduce an alternative approach, Environmentally Extended Input- Output Analysis. This method has mainly been used at macro-level to estimate carbon emissions at national or regional level. We show how Environmentally Extended Input-Output Analysis can be used at the business level. We illustrate the approach by calculating the carbon emissions generated by one hotel room cleaning, concluding that it demands less data, is cheaper and more user-friendly than Life Cycle Assessment, yet leads to similar results. Environmentally Extended Input-Output Analysis makes it possible for small and medium tourism businesses to estimate the total carbon emissions of their operations and direct managerial mitigation efforts.

Keywords: environmentally extended input-output analysis, life cycle assessment, tourism carbon inventories, tourism environmental impact

[WP]

Exploring Human Transformation In Festival Experiences: The Case Of Burning Man

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Abstract

We are increasingly moving towards the transformation age, in which a wide offer of experiences is emerging aimed at triggering and accelerating human transformation. In order to understand how to design experiences with such potential, this study focuses on the context of events and festivals as a time-space vehicle for long-lasting transformation. This study takes the research context of Burning Man, which is often stipulated as one of the world's most transformative festivals. Since social media serve as an ideal tool that extends experiences beyond the physical space, this research examines big data through Instagram by including the pre-liminal, during-event and post-liminal experiences. The paper takes its theoretical lens from environmental psychology to uncover the interplay between socio-environmental factors and human transformation by using a deep topological data analysis. This study contributes to the emerging body of transformational experience design, and provides a framework for researchers and practitioners to intentionally design environments that allow for human flourishing and transformation.

Keywords: transformation, experience design, festival, environmental psychology, Instagram, topological data analysis

[WP]

Exploring Impacts Of Vanishing Glaciers On Pro-Environmental Behaviour Intentions: Quantitative Approach Regarding Emotional Influences

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Abstract

Climate change is severely impacting glacier tourism destinations that lead to the emergence of Last-Chance Tourism in those places. This new tourism trend holds a paradox as last-chance tourist often travels long distance to see natural features threaten by climate change. However, is visitor's relation with endangered places can impact their intention to act sustainably? Through a quantitative survey conducted in the largest glacier tourism place in France, this working research paper aims to answer this question. Preliminary results show that the majority of the respondents are aware about climate change issues, ready to act for the environment, and emotionally responsive with landscape. Furthermore, results suggest that emotional components of the visit (mainly sadness and anger) as well as the perception of glaciers as reflexive landscape increase visitor intention to adopt pro-environmental behaviour in the future. Further analyses have to be conducted to deepen those results and link pro-environmental behaviour intentions with another construct like Place attachment.

Keywords: climate change, emotions, sustainability, experiences, visitors

[WP]

Exploring Pre Covid-19 Expectations Of Impact In Volunteer Tourism: A Lesson For The Future

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Abstract

Every year a considerable number of people, predominantly from Western countries, travel to different parts of the world with the hope of doing good and making a difference through volunteer tourism. However, a consistent measurement of impact for volunteer tourism has yet to be agreed upon. Furthermore, the perception of impact can be used to better understand the expectations a volunteer tourist of their experience. Our study explores 6,267 volunteer tourist reflections of their impact collected by a volunteer tourist sending organisation. Automated text analysis is used in combination with manual assessment of coding to explore key themes. Key themes are identified, including the defining of projects, volunteer roles, and tasks, as well as the perception of contribution through hours worked, breaks taken, and length of time on a project. Ultimately, it is important to understand perceived impact, given previous debates both in the academic and wider literature about the nature of volunteer tourism. Data was collected prior to COVID-19 and provides insight into key areas of focus as the industry seeks to rebuild following the pandemic.

Keywords: volunteer tourism, perceived impact, reflective reviews

[WP]

Giving Voices To The Professional Tour Guides: Perspectives Of Their Social Identity.

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Abstract

Research has shown that tour guides' performance has a positive impact on tourist satisfaction, yet they are often seasonal workers without recognition, work stability, defined workplace conditions or remuneration despite the job requiring an extensive professional skill set. Previous research mainly deals with the voices of tourists, not tour guides. The intent of this qualitative case study is therefore to gather their perspectives of the commonalities within their work-related challenges, expectations and sense of belonging and understand how this impacts on their sense of self and social identity. The findings are based on focus groups and individual interviews of professional tour guides belonging to the Professional Tour Guide Association of Australia (PTGAA). Their social identity is an overview of the 'self' of these members (self-identification) and the 'we' versus the 'them' (social comparison and self-categorisation) which form the building blocks of Tajfel's Social Identity Theory.

Keywords: tour guide challenges, tour guide industry practices, tour guide roles and work experiences, Tajfel's Social Identity theory

[WP]

Health And Working Conditions Of Nepali Porters

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Abstract

Porters who carry loads for trekkers are under researched and under recognised for the work they do. Their health and wellbeing and their working conditions are very harsh and under resourced. They are often inequitably remunerated for their troubles. Recognition by government level organisations and tourism operators could enable these workers to gain recognition and appropriate recompense in the face of these overwhelming challenges. Data was collected from 10 porters undertaking training at a Nepali Porters' training organisation, based in Kathmandu, Nepal. The project used semi-structured in-depth interviews. Participants were involved in a 45-60-minute interview. All the interviews were recorded and then transcribed into English by a bilingual Nepali PhD student. The data was imported into NVivo where it was coded using a hierarchical, thematic coding structure approach. Grounded Theory was used to generate themes, results and findings. Porters reported that they needed to improve their English language skills to interact more fully with tourists. Further reports of lack of appropriate accommodation, inadequate clothing, and little understanding about issues of First Aid were other points noted.

Keywords: Nepal, porters, trekking, Himalayas, wellbeing, health, working conditions

[WP]

Hospitality Through The Screen – Investigating Online Teaching Experiences Of Hospitality Educators

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Abstract

Global crises such as the COVID-19 pandemic have created an accelerated need for the education sector to accept, adopt and adapt to online teaching. This has largely affected the delivery and effectiveness of hospitality courses which traditionally rely on a face-to-face pedagogy to impart a hospitable service mindset to students. While research has investigated the experience and perceptions of students studying hospitality online, little attention has been given to those of educators who are tasked to instil the hospitable service mindset through their delivery. This study seeks to explore the experience and perceptions of hospitality educators teaching through the screen, the challenges faced, and teaching methods used to develop a hospitable service mindset crucial to a high-touch profession. Using in-depth semi-structured interviews, this inductive exploratory study aims to assist higher education providers and educators with designing and delivering effective online hospitality courses, respectively. The findings will support the development of hospitality graduates that are better attuned to the concepts of hospitality and hospitableness manifested through their service mindset and delivery.

Keywords: hospitality, hospitableness, online teaching, teaching experiences, hospitality higher education

[WP]

How 'Smart' Is Destination Planning In Australia? A Content Analysis Of Smart Tourism Concepts In Victoria's Regional Destination Management Plans

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Abstract

Purpose: To assess the smart tourism concepts in the strategic priorities and approaches to destination development and planning outlined in destination management plans (DMPs) in Victoria, Australia. Methodology: The study used a qualitative content analysis of DMPs published by regional tourism organisations from the 12 tourism regions of Victoria. The DMPs were coded using a deductive approach to identify the use of smart tourism concepts, based on the frameworks and theory on smart destination competitiveness and development. Findings: This study found that DMPs from Victoria's tourism regions all displayed at least some level of 'smartness', but the range between regions was considerable. All but one of Victoria's tourism regions were more inclined to use 'soft' smart components, such as human capital development and collaboration, than 'hard' smart components, such as information and communications technology platforms, infrastructure and big data collection. Conclusion: Hard and soft components of smartness are apparent in the strategic planning of all 12 tourism regions in Victoria. The regions vary drastically, however, in their overall levels of smartness, as well as in their tendency to use soft versus hard components of smart destination management. Theoretical and practical implications of the research provide insight into 'smarter' destination planning and management strategies in Victoria and the potential for smart destination development within an Australian context.

Keywords: smart tourism destination, destination management planning, content analysis, sustainable tourism, tourism governance, smart destinations

[WP]

How Dare You Cancel Pride?!: Lessons From The Cancellation Of The Wagga Wagga Mardi Gras

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Abstract

LGBTQI+ Pride events are typically contentious, and more so when they happen in environments with a robust heteronormative culture such as a rural or regional community. Within these communities, LGBTQI+ individuals typically remain invisible due to fears of retribution. This invisibility however, inadvertently reinforcing hegemonic notions of gender and sexuality. Pride events, therefore, help disrupt this environment, inverting the norms and bringing visibility to the local LGBTQI+ communities. This paper explores the cancellation of a rural pride event in response to COVID19. The findings guide how communication of such cancellations should be managed.

Keywords: COVID-19, events

[WP]

How Do Host-Children In A Developing Country Perceive Tourism Impacts On Their Quality Of Life

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Abstract

While tourism has transformative power, it unavoidably generates negative social impacts on local communities. Host-children are more vulnerable to adverse impacts than host-adults. It is critical to understand tourism impacts on host-children's quality of life (QOL) from their perspectives. Hence, this paper explores how host-children in a developing country perceive tourism impacts on their QOL. Data were collected from 54 Cambodian host-children engaging in voluntourism using a combination of photo-elicitation interviews, drawings, and semi-structured group interviews, and from 34 Cambodian host-children on the street using observation and a semi-structured informal chat. The findings revealed that tourism improved host-children material, education and community wellbeing while it threatened their health and safety. This paper offers three recommendations to minimise the negative impacts of tourism to protect host-children and contribute to sustainable tourism development.

Keywords: communities, labour, qualitative research, sustainability, tourism, well-being

[WP]

How Does Human Capital Investment Impact Employee Productivity? The Case For The New Zealand Hotel Industry.

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Abstract

The purpose of this research is to examine how human capital investment impacts employee productivity and how human capital return on investment is tracked in the hotel industry in New Zealand, a country where tourism is one of the largest foreign exchange earners. Human capital investment in the form of employee education and training is becoming an increasingly important area within the tourism sector because high quality of service continues to be a significant characteristic in differentiating an organisation from its competitors and thus investing in human capital can lead to productive workforce which enhances revenue and return on investment. This research employs mixed methods, employing both qualitative and quantitative approaches to elicit responses from managerial staff and employees on their definition and measurement of employee productivity. The study will be within international and domestic brands of hotels within three to five-star hotels in two focus regions in New Zealand, namely Auckland, Christchurch and Queenstown.

Keywords: hotel, human capital investment, employee productivity, return on investment, tourism

[WP]

How Much Do Hotel Guests Really Value Non-Core Hotel Services That Burden The Environment?

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Abstract

The tourism industry has negative consequences for the environment. Some tourism services, such as transportation, stand at the core of any tourism activity and are difficult to change or eliminate. Others are non-core, such as the provision of single-use plastics in hotels. Avoiding such non-core services has the potential to reduce the environmental footprint of tourism accommodation. Yet, accommodation providers are hesitant to change the status quo because they are concerned it will reduce guest satisfaction. Using a discrete choice experiment, we study the relative importance of a range of non-core services typically provided by hotels. Our findings guide hotels in selectively eliminating environmentally harmful, non-core services that are not highly valued by hotel guests.

Keywords: sustainability, hotel services, discrete choice model, hotel guests

[WP]

Implementation Of Green Event Strategies: Knowledge Transfer In Temporary Organisations

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Abstract

Event executives have received much theoretical attention in their commitment to promote green events. However, a discrepancy exists between executives' green intentions and their implementation. Few studies to date have explored if and how event executives transfer green messages into their operations. We conceptualise events as temporary organisations and investigate how knowledge of environmental issues is diffused within event teams. Qualitative Comparative Analysis (QCA) will be used to explore the ability and motivations of heterogeneous staff (paid employees and volunteers) on knowledge diffusion. We expect to identify various practices that promote or hinder the knowledge transfer and how event operations become more eco-friendly. The results will contribute to a better understanding of knowledge transfer within temporary organisations and provide practical strategies for green events.

Keywords: green events, knowledge transfer, temporary organisation, qualitative comparative analysis (QCA)

[WP]

Influence Of Stakeholders On Environmental Sustainability

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Abstract

Purpose: The paper presents the findings of the influence of stakeholders on Environmentally Sustainable Policies and Practices (ESPPs) in the Australian hotel industry. This study aims to ascertain this influence from the perspective of the managers of the hotels and the study involved a range of hotels of different profiles and management structures.

Design/methodology/approach: The study conducted one-on-one interviews with hotel managers. The aim of the sample and sample size was to ensure representation by different segments of the hotel industry to include international chain affiliated hotels, Australian chain affiliated hotels and independent hotels.

Findings: An analysis of the findings suggests that owners and shareholders are the biggest influencers as their investment takes primary importance. Other stakeholders such as guests generally play a secondary role in influencing the ESPPs of hotels. Globalisation and improved communication technologies have caused a drift from traditional owner and shareholders hierarchies of power and control to an era in which a variety of stakeholders are increasingly playing an important role.

Originality/value: This study is broadly informed by the stakeholder theory. Owners, shareholders, and other stakeholders have a significant influence and create both drivers and barriers to environmental sustainability in the Australian hotel industry. It can be observed from statements by hotel managers in this research that implementing environmental sustainability in the hotel industry is a complex task due to the presence of many stakeholders with differing agendas and objectives.

Keywords: sustainability, environment, stakeholders, hotels, Australia

[WP]

International Tourism And Infectious Disease Transmission Nexus: A Cross-Country Study

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Abstract

The relationship between pandemics and travel is an essential element in understanding health security and global change. Using cross-country data for 180 countries, this study investigates the impact of tourism and several other socio-economic variables on the spread of three pandemics, namely, SARS outbreak, Swine flu pandemic and current Covid-19 pandemic. Preliminary data analysis revealed that there is a strong positive relationship between tourism and pandemics, in terms of the number of cases and deaths. The multiple regression analysis revealed that the higher the number of inbound and outbound tourism, the higher the number of reported infected Covid-19 cases. The countries that have experience with handling SARS or Swine flu pandemic have been able to reduce Covid-19 cases significantly.

Keywords: tourism, pandemics, COVID-19, SARS, Swine flu, cross-country

[WP]

Internet Of Things And Memorable Experiences In The Hotel Industry

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Abstract

IoT integrates the physical and the virtual realm and opens new possibilities for the development of marketing strategies and the improvement of service experience. Until now, few studies explore the introduction of IoT in the hotel industry in relation to customer experience, no study has integrated IoT in memorable experiences. Also, memorable experiences in hospitality settings have not been fully conceptualised yet. The present paper aims to create a theoretical framework that expands from diverse studies in the tourism and service literature and from the dimensions of memorable experiences developed by Tung & Ritchie (2011) by taking as a setting the hotel industry. The creation of the conceptual framework is divided in 2 steps: 1) the creation of a model of memorable experiences within the servicescape; 2) the integration of IoT in the above identified model. The theoretical framework identifies human interaction, pleasant sensory stimuli, easiness in accessing services, and identity and uniqueness as antecedents of memorable experiences. In such a framework, IoT is seen as a useful tool allowing for the customization of sensory stimuli, the integration of automation and human interaction, the discovery of local culture, and an easier access to services and information.

Keywords: experiences, hospitality, information and communication technologies

[WP]

Interpreting Landscapes And Landscape Interpretation: Insights From Chinese Visitors' Encounters With Uluru

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Abstract

Interpretation has long been used as an elective educational tool to reveal, inform and inspire the meaning of an attraction. Landscapes also feature in interpretation – signs, talks, displays and multi-media presentations are often used to explain formation of particular structures and to communicate their relevance. To date, a majority of interpretation research has been conducted in Western contexts using Western-based principles established to accommodate visitors' preferences and motivations. Identifying interpretation requirements of non-Western groups has not been well investigated. This paper explores the interpretive needs of Chinese outbound visitors through their lived encounters with an iconic Australian outback landscape – Uluru/Ayers Rock. Findings reveal that Chinese travellers often employ playful analogies, practice introspections and increasingly desire for scientific knowledge. The chronological timeline also links to Chinese travellers' historical and cultural identities that could be considered for interpretive program planning.

Keywords: interpretation, tourism landscape, Chinese visitors, Uluru-Kata Tjuta National Park

[WP]

Lessons Learned: Applying Constructivist Grounded Theory To Explore Robotic Customer Service In Hotels

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Abstract

Grounded theory is a rigorous yet challenging methodology to implement. This paper explores a PhD student researcher's experience of applying a constructivist grounded theory (CGT) methodology to study customer perceptions of robotic service within hotels. The two-phased research approach is explained to detail the process of sampling, data collection and analysis used throughout the study and to communicate essential components of the grounded theory process. Key benefits and challenges of CGT, and the strategies the researcher used in his application of this methodology, are explored. The paper provides insights for future researchers who intend to apply a CGT methodological approach, particularly in higher degree research or as early career researchers. It also demonstrates potential strategies for the use of CGT to study emerging fields such as robotic customer service, which may require innovative approaches to existing methodologies.

Keywords: Constructivist grounded theory methodology, robotic service, hospitality, hotel service, customer service

[WP]

Linking Tourist Motivation, Experience, And Altruism To Responsible Tourism Awareness

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Abstract

This study analyses tourists' motivations, experiences, and altruism as antecedents of responsible tourism awareness (RTA). A questionnaire-based survey was administered to domestic tourists in several Indonesian coffee tourism destinations, resulting in 366 valid responses that were examined by path analysis. Result shows that experience played a role as mediator for strengthening motivations and altruism to RTA. Finally, responsible tourism marketing is discussed as implications of this research.

Keywords: altruism, responsible tourism awareness, motivation, experience, coffee tourists

[WP]

Main Models Of International Medical Tourism

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Abstract

People travel all over the world for numerous reasons. When people travel from one place to another place, across the international border to receive some form of medical treatment, is called medical tourism. The phenomenon was created during the late twentieth century, and nowadays it is a very well-known term around the world. Tourism industry and health care system are crucial for a country's economic development. With the demand for economic development, many countries started creating various medical tourism destinations and companies. Overall, this paper tries to answer the following questions: "What is medical tourism?", "What are the models of medical tourism?", etc. It aims to do so by reviewing various research articles and websites on tourism. This paper is a case study which mainly discusses the pre-existing models of international medical tourism and suggests a new model from China's perspective.

Keywords: medical tourism, healthcare, tourism development, Thailand, India, US, Hong Kong

[WP]

Post-Pandemic Revisit Intention To Japan: How Trust In Risk Regulation Navigates Travel Constraints Of Chinese Tourists

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Abstract

This study aims to investigate what sort of travel constraints are influential for Chinese tourists' visiting intention to Japan after the travel ban is lifted in the post-COVID-19 pandemic, and to what extent can trust in risk regulation of destination attenuate their travel constraints. A data set of 276 respondents who have been to Japan showed that health-concern, political, structural, and interpersonal constraints are the primary travel constraints. However, only interpersonal constraint had negative impact on revisit intention. Results also confirmed the negative and significant influences of trust in risk regulation of destination on travel constraints. Unexpectedly, the direct effect of trust in risk regulation of destination on revisit intention was insignificant. Theoretical and practical implications for recovery of tourism are also discussed.

Keywords: Japan, Chinese tourists, travel constraints, trust in risk regulation of destination, revisit intention

[WP]

Predicting Frequent Flyer Programs Choice: An Application Of Multinomial Logit Model

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Abstract

To better identify the match between frequent flyer programs and customer segments, this study differentiates frequent flyer programs into four distinct types and employs multinomial logit analysis to investigate the extent to which various personal factors (i.e. demographic, psychological and traveling characters) affect consumer's choice of frequent flyer programs. Empirical results indicate that demographic and individual traveling characteristics such as household annual income, religion, and the frequency of business trips were the main factors predicting individual choice of frequent flyer programs. Psychological factors, however, were less effective predictors of traveler's choices.

Keywords: multinomial logit analysis, frequent-flyer programs, consumer choice, program design, psychological mechanisms, program differentiation

[WP]

Priming Environmental Self-Identity To Trigger Tourist Pro-Environmental Behaviour

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Abstract

The main purpose of this study is to examine how priming self-identity influences tourist pro-environmental behaviour. A quantitative methodology will be employed through experiments to test research hypotheses. Quasi-experiment is also to be conducted to investigate the link between behavioural intention and actual behaviour. The findings will make theoretical contributions to the existing literature in sustainable tourism. Moreover, the present study is to provide practical contributions for tourism operators with insights into the strategy of encouraging pro-environmental behaviours.

Keywords: priming effect, sustainable tourism, pro-environmental behaviour, experimental design, self-identity

[WP]

Queensland's First Nations Tourism Plan: Setting A Framework For A Sustainable First Nations Tourism Sector

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Abstract

In response to unprecedented growth in Queensland's Indigenous tourism sector, in 2019, the Queensland Tourism Industry Council (QTIC) undertook an extensive consultation process to develop Queensland's First Nations Tourism Plan. The goal of the plan, which was developed, driven and managed by Queensland's First Nations Peoples, was to set a framework that leverages Queensland's First Nations cultural heritage and stewardship of country. The plan is underpinned by the 2012 Larrakia Principles and was established to inspire the development of a sustainable First Nations tourism sector that offers diverse, authentic and engaging tourism experiences. Further, the plan provides a strategic roadmap to guide industry bodies, state government agencies and other stakeholders to assist in supporting the sector's aspirations for the future. This working paper, co-authored by the Indigenous tourism industry leaders who championed the plan, and academic colleagues who were engaged in the development of the plan and consultation process, will share insights from the journey and outcomes of Queensland's inaugural First Nations Tourism Plan.

Keywords: First Nations, Indigenous, tourism, plan, Queensland

[WP]

R U Ok? An Exploration Of Young People's Well-Being As A Result Of Event Attendance

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Abstract

The ABC Australia Talks survey in 2019 found that young people reported to be lonelier than older people. To alleviate loneliness, social connections are sought through various means, such as through attendance at events and festivals. Literature within events studies has often suggested the social implications of event attendance, therefore this study seeks to examine the relationship between events and well-being. A survey capturing data on young people's event attendance, social connectedness and well-being was administered. These preliminary findings illustrate that young people's well-being could be enhanced; however further investigation is needed to understand the impact of events.

Keywords: well-being, social connectedness, young people, events

[WP]

Rebuilding Student Confidence In Tourism, Hospitality And Events Post-COVID-19

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Abstract

The COVID-19 pandemic has brought the most significant disruption to education in history. Higher education in Tourism, Hospitality and Events (THE) has been no exception. While growing evidence explores the reshaping of higher education in a COVID-19 era, limited discussion exists on the specific impacts on THE education and, in particular, the challenges of rebuilding student and wider stakeholder confidence. This paper advances this discussion by focusing on the impact of COVID-19 on the THE educational experience. Case examples are explored based on the institutional responses of four universities in Australia; Hong Kong, China; Malaysia and Scotland. These responses are explored across the pre, during and post phases of students' educational journey. Common approaches are drawn through the use of lesson drawing. Broader implications and issues affecting institutions and students are discerned and lessons for the future of THE education are extrapolated. Finally, avenues for future research are suggested.

Keywords: COVID-19, tourism, hospitality, events, education, students, confidence

[WP]

Resisting Marginalisation In Regional Australia Through LGBTQI+ Events

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Abstract

In recent years, LGBTQI+ events have spread beyond the cities into regional areas. On one hand, LGBTQI+ communities utilise gay events as mediums to communicate their identities and to seek support from broader society. On the other hand, regional destinations utilise such events to attract a varied spectrum of visitors. Events are known to be the catalysts in shaping the identity and branding of various destinations. At the same time, they play a significant role in our social systems. The socio-cultural impact of events aimed at marginalised and minority groups have been particularly overlooked. This working paper presents a research agenda aimed at investigating how the regional communities are resisting marginalisation and inadvertently reshaping destination brand image through their annual queer events. Using Social Movement Theory (SMT), the research assesses the public sentiment associated with two regional LGBTQI+ events in Australia – Broken Heel Festival in Broken Hill, New South Wales and FABalice in Alice Springs, Northern Territory.

Keywords: LGBTQI+, events, identity, regional Australia, marginalisation, social justice

[WP]

Self-Revealing Or Hypocritical: Investigating The Impact Of Tour Guides' Emotional Labour On Tourist Engagement Behaviour

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Abstract

Based on the emotional contagion theory, this study is an experimental study to investigate how the emotional labour of tour guides (surface performance vs. deep performance) affects customer engagement behaviour. This study enriches the application of emotional contagion theory in the tourism field. It is also believed to serve as the framework for travel agencies to promote positive emotional experiences of tourists by training and motivating tour guides to perform positively and emotionally. Further, this study is beneficial for travel agencies to enhance their strategy on customer engagement, helping them gain more competitive advantages in the post-pandemic era.

Keywords: COVID-19, emotions, labour, visitors

[WP]

Slow And Spatial: The Oznomadic Lifestyle

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Abstract

In this working paper we begin to conceptualise a nomadic (or travelling) community in Australia whose mobile identity is predicated on a lifestyle of transience and temporality. OzNomads are those who have no fixed address but live in mobile accommodation, such as a caravan or campervan. Our research shows that they are not a homogenous group; they vary in age, education, length of travel, travelling companions, and employment status. However, we found that OzNomads share travel and lifestyle motivations and experiences which give this group a distinct collective mobile identity comprised of temporality (to travel slowly and simply) and transience (unconfined by location, systems or structures). Our research concludes that hearing the voices of this community may contribute new ideas to the current debates surrounding re-defining tourism experiences post Covid-19.

Keywords: collective identity, lifestyle, mobility, nomad, traveller

[WP]

Social Licence And Tourism Spatialities

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Abstract

Amidst enduring discourses, a noticeable absence in the myriad conversation threads concerning tourism is the notion of social licence - more specifically, 'social licence to operate'. The concept has been applied extensively to enquiries into extractive industries including mining, forestry, fisheries and agriculture. Owen and Kemp (2013) describe social licence as premised on the idea of informal or 'tacit' licensing that signals the presence or absence of a critical mass of public consent, which may range from reluctant acceptance to a relationship based on high levels of trust. Apropos, social licence is applied to tourism destination spatialities and how it might be employed as a heuristic to guide praxis and policy development. To establish the backdrop for this work, theoretical assemblages around Social Licence is applied to the Uluru-Kata Tjuta National Park in central Australia. I advocate for the integration of social licence thinking into the tourism spatialities discourse leveraging the three pillars of tourism geographies – people, place and space. The twin issues of social and ecological resilience and the protection of the commons and communities from irreversible and adverse outcomes is as important in tourism as it is in extractive endeavours. Yet, for all of the discussion about the impacts of tourism and measures to address adverse outcomes, the employment of social licence in policy and planning frameworks is largely muted. Social License is poised to feature more prominently in tourism geographies and mobilities research as we grapple with just how destination communities might address the power disparities between them and the global travel supply chain.

Keywords: social licence, social licence to operate, tourism spatialities, sustainable tourism, tourism resilience

[WP]

Still The Festival State? Future Intentions Of South Australians To Engage In Events Amidst COVID-19 Restriction Easing

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Abstract

Events and festivals provide value to destinations as well as individuals, with events used to market a destination and encourage visitation in addition to offering a platform for individuals to socialise and gain benefits. This has been distinctly impacted by the COVID-19 pandemic, with many events and festivals cancelled, postponed or operating under restrictions. Focusing on South Australians, this paper provides an insight into the recovery of sporting and cultural events. A survey was conducted to capture information on pre COVID-19 travel and activity engagement to compare with attendance since restrictions eased and future intentions to attend events. Results demonstrated low levels of attendance at sporting events, cultural or music events and markets. Whilst the data on future intentions to attend events seems more positive, the timeline for this recovery is unknown.

Keywords: events, festivals, COVID-19, South Australia

[WP]

Supporting Tourism Students Through COVID-19 Career Shock

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Abstract

COVID-19's impact on the tourism industry, especially in regard to available employment opportunities, poses challenges for current tertiary tourism students who will be entering an industry severely different to what was originally expected. Qualitative interviews as part of a wider ongoing study with current tourism management students at two New Zealand universities identified opportunities for universities to support students throughout their degree in preparation for entering the disrupted tourism industry. Four interlinked themes (information, networking, internships and application support) were identified. Connections with the industry as well as alumni would aid students creating a professional network, with the aim to a) gain insight into the new dynamics of the job market and b) identify opportunities that might not be accessible otherwise. Additional effort in linking students with internship opportunities that fulfil the same purpose was also strongly suggested with shifting priorities based on students' degree progression.

Keywords: careers, career support, career shock, tourism employment, tourism education

[WP]

Surviving Multiple Shocks: Vulnerabilities And Resilience Of Tourism SMEs In Victoria, Australia

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Abstract

The tourism industry in the state of Victoria, Australia has been heavily impacted by bushfires and COVID-19. This paper explores the experience of small and medium-sized businesses (SMEs) during the multiple shocks. Through a mixed method research design, the study examines the impact of the shocks on SMEs, and identifies factors that contribute to SME vulnerability and resilience. The study provides empirical evidence of acute financial pressures on SMEs due to COVID-19. It highlights how shortcomings in tourism systems enhance SME vulnerability, and underscores the key role of owner-managers in building SME resilience.

Keywords: SME, vulnerability, resilience, COVID-19, bushfire, multiple shocks

[WP]

Sustainable Tourism And Public Opinion: Examining The Language Surrounding The Closure Of Uluru To Climbers

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Abstract

The decision to cease the climbing of one of Australia's major tourist attractions, the UNESCO World Heritage site Uluru, on 26th October 2019, has attracted much controversy, debate and worldwide attention.

This case study explores traditional media commentary and reporting as well as social media discussions in the lead up to the closure of the climb. Drawing on framing theory, three key frames emerge that illustrate the opposing perspectives on the role of destination tourism. Through the economic lens, UNESCO World Heritage attractions like the Uluru climb perform a crucial role in supporting a country's economy. As a national treasure, the rock should be freely accessible to all Australians (entitlement frame). However, the inclusive sustainability worldview considers a site's history, contemporary relationship with the (local) community and potential for future generations.

This case highlights issues in change management processes with regards to access to heritage sites. Insights into the narrative in the lead up to the closure of the climb enable readers to explore the complexities surrounding the desire to shift towards a more sustainable tourism model.

Pending publication: Sigala, M., Yeark, A., Presbury, R., Fang, M. & Smith, K. (2021). *Case Based Research in Tourism, Travel, Hospitality and Events.* Springer Verlag

Keywords: sustainable tourism, Uluru, destination travel, Indigenous Australians, selfie-tourism, overcrowding

[CS]

The Double-Edged Sword Of Wine Tourism: The Economic And Environmental Impacts Of Wine Tourism In Australia

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Abstract

With greater integration of regional culture, heritage, and winescape, wine tourism has been perceived as one of the most thriving segments of tourism demand globally. With more than 40 millions of tourists visiting wineries each year, wine tourism has increasingly seen as a business strategy that not only adds financial benefits to the wine business but also assists the region in strengthening its position in an increasingly competitive tourism market. At the same time, these economic benefits are associated with significant increases in carbon emissions. This prominent issue however received very limited attention from the existing wine tourism literature, wine industry environmental studies, or wine industry sustainability frameworks. The failure to take the carbon costs of wine tourism risks the pursuit of an unlimited growth approach to wine tourism, which, in turn, can exacerbate the negative impact of climate change on the wine sector. In this study, we provide the first-ever macro-level carbon emission profile for wine tourism activities in Australia. Using the environmentally extended input-output modelling methodology, we offer a comprehensive picture of the carbon footprint of this growing market, and provide a trade-off analysis that discusses the amount of emissions that are produced to earn one-dollar of revenue via wine tourism. Implications on the Australia government $50 million "Export and Regional Wine Support Package" to promote international wine tourism to Australia are provided at the end.

Keywords: wine tourism, environmentally extended input-output analysis, carbon emissions, Australia

[WP]

The Effect Of COVID-19 Risk Perception On Tourists' Travel Intention To A Mega-Sport Event Host Country: The 2020 Tokyo Olympic Games And The Tourists From A Neighbouring Country

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Abstract

The postponement of the 2020 Tokyo Olympic Games critically impacted the sport tourism and hospitality industries in the host country due to the threat of infectious disease, COVID-19. There is, however, a lack of empirical research on how risk perceptions toward infectious disease affect travel intention to a mega sporting event destination. This study aims to examine the effect of risk perception toward COVID-19 on behavioral intention to travel to a host region. This study specifically focuses on the COVID-19 risk perception of potential tourists from a neighboring country, South Korea, and their intention to travel to Japan, the host country. Employing the case of the 2020 Tokyo Olympic Games, this study addresses the effect of South Korean tourists' COVID-19 risk perception, on travel anxiety, travel safety, and intention to travel to a host region. In our results, COVID-19 risk perception was found to have a negative effect on travel intention, while travel safety positively affected travel intention. The findings suggest that the sport event tourism destination with as infectious disease risk had a strong negative impact on tourists' travel intention beyond the geographical advantage in which tourists can perceive a neighboring country as an easy-to-go-to destination. In addition, this research calls upon the efforts of event hosting organizations to provide a safe image for potential tourists in order to mitigate economic losses.

Keywords: COVID-19, mega-sport event, risk perception, intention to travel, tourist destination

[WP]

The Importance Of Multi-Level Connections For Tourism Destination Resilience

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Abstract

This paper is based on two case studies conducted in Echuca-Moama and Bright, which are tourism destinations located in regional Victoria (Australia). Both destinations have been impacted, at varying degrees, by COVID-19 and the 2019-2020 bushfires. Given the broad reaching impacts of the pandemic, novel approaches are appropriate to identify strategies for building destination resilience in the post-pandemic period. The aim of the study is to explore the adaptive capacity of tourism destinations to disasters using a human-centred socioecological framework. Findings suggest that the framework is useful for understanding adaptive capacity from the bottom up in the tourism system, and that social connectedness and multi-level collaborations are both very important for adaptive capacity of destinations.

Keywords: recovery, collaboration, COVID-19, crisis, adaptive capacity, socioecological model

[WP]

The Relationship Between Internal Communication And Team Performance In Event Management At Australian Hotels

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Abstract

This paper examines the relationship between internal communications and team performance in the events management area of Australian hotels. A survey was employed to collect data from hotel employees. The research found that there was a clear relationship between effective internal communications and team performance.

Keywords: internal communication, team communication, team work, team effectiveness, crossfunctional work, event management

[WP]

The Role Of Habit In Tourist Behaviour

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Abstract

In the field of tourism behaviour, the role of habit has been understudied. A vital component of habit formation is behavioural repetition in a stable context, which appears incompatible with tourism – an activity which is inherently sporadic and in ever-changing contexts. However, there are avenues through which habit can exist in tourism, such as habit transfer and context-dependent memory. The current study aims to investigate to what degree habits exist within tourism behaviour and the nature of their existence; if they are transferred from existing habits or unique to tourism. This will be achieved through a self-report survey measuring habit strength for numerous tourist behaviours and the congruence of associated home habits. The outcomes of this research have the potential to improve the understanding of habit in tourism while generating methods to optimise behaviour change techniques in the tourism space.

Keywords: tourism, consumer behaviour, sustainability

[WP]

The Role Of Tourism Education And Its Impact On Student Wellbeing During 'COVID-Pause'

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Abstract

For the tourism and hospitality industry, the COVID-19 pandemic has created an extremely challenging landscape to work in. Employees and employers within these sectors have faced many challenges around sustaining employment/employees during the pandemic, with significant drops in tourism arrival and subsequent lowering in tourist expenditure. With a shaken industry, the University of Tasmania (UTAS) in partnership with industry and the government designed and offered a Graduate Certificate of Tourism, Environmental and Cultural Heritage (GC TECH) for those Tasmanian residents who had lost their jobs or faced significant disruption to their work due to COVID-19. Students were able to gain access to the course without tuition fees, and the designers of this course hoped that this offering would allow those experiencing a 'COVID-Pause' in their careers and employment, to upskill, gain education, and subsequently improve their wellbeing by offering an opportunity to connect with others in their situation while empowering themselves with new knowledge in their field. Through a web-based survey to all enrolled students and focus group interviews conducted in an online platform with three focus groups (total 18 students), the research questions will be responded to. It is anticipated that this study will contribute to the understanding of the role that education plays in uncertain times. This research project aims to understand any improvements to student wellbeing that education (especially the hybrid blended online learning mode that the course adopts) can have, and how education can facilitate building connections between people during the COVID-Pause, offering insights into how academic institutions can contribute to their communities by offering these types of educational experiences.

Keywords: wellbeing, education, tourism, COVID-Pause, online learning, skill enhancement

[WP]

Thinking Outside The [Escape] Box: Using Game-Based Learning To Test And Reinforce Students' Learning

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Abstract

As a service-oriented industry, tourism relies heavily on employees with good communication and problem-solving skills. Accordingy, higher education institutions are expected to produce graduates who possess a theoretical understanding of their field, as well as the skills and ability to adapt to new and challenging situations (Spowart, 2011). This paper explores the use of game-based learning (Šćepanović, Žarić & Matijević, 2015) to develop these skills. Two versions of an escape box were developed: a physical version with boxes and printed materials for a postgraduate course and a digital version for an online undergraduate course. In teams, students were required to solve puzzles embedded into scenarios exploring issues that had been discussed in the courses. Preliminary analysis reveals that both cohorts found the learning activities interesting, engaging and educational. They enjoyed solving challenges in a team environment and thought the 'real world' scenarios were a great way to consolidate their understanding of course content. Comparisons between the two cohorts' feedback revealed that although the physical version was regarded as more stressful, it elicited more participation and created a sense of togetherness.

Keywords: game-based learning, escape box, soft skill development, learning, higher education

[WP]

Thriving In Uncertain Worlds: The Mediating Role Of Psychological Safety In Hospitality And Tourism Students' Online Learning Outcomes

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Abstract

The largest disruption of education has occurred due to the COVID-19 pandemic, which resulted in rapid transitioning to online learning for students. In particular, hospitality and tourism students who are educated in a practical skills-based face-to-face learning environment have faced challenges in adapting to the different educational experience. In this context, this study develops and empirically tests a conceptual framework to enhance the understanding of students' online learning experience. Drawn from a review of relevant literature and theories, the proposed model suggests that students' perceived online learning environment and psychological safety affect their tourism, hospitality and events threshold learning outcomes. A questionnaire survey and interviews are undertaken with undergraduate hospitality and tourism students. The findings of this study are expected to offer theoretical and practical implications for educational researchers and practitioners in hospitality and tourism fields to design online courses that enhance students' learning achievement.

Keywords: online learning perceptions, psychological safety, mediating effect, learning outcomes, hospitality and tourism education

[WP]

Top Management Team's Perception Of Gender Equality Initiatives In Tourism Organisations

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Abstract

Despite the growing attention on women's employment issues in tourism, women continue to face gender inequality such as the gender pay gap, under-representation of women in leadership role, and over-representation of women in part-time and seasonal jobs (UNWTO & UN Women, 2019). Diversity management literature has cautioned that implementation gap may exist between the diversity initiative and people's perception (Conley, Colgan, Creegan, McKearney, & Wright, 2007). However, few studies examined the implementation gap through the perspectives of major organisational actors such as top management who plays a decisive role in making and implementing gender equality initiatives. Accordingly, this study investigates how top management team (TMT) members perceive gender inequalities and gender equality initiatives in their organisations. The study applies the theory of gendering process (Acker, 1990) to analyse the perception of TMT members. Gendering is the progressive socialisation of the dominant gender norms (EIGE, 2019). Gendering in organisations manifests in four aspects: organising system, organisational culture, interactions on the job and individual gendered identities. The study examines how gendering process influences major organisational actors in their view on gender inequalities and gender equality initiatives. The findings are expected to contribute to theoretical discussion of how their views may relate with the performance of tourism organisations for gender equality.

Keywords: performance, planning, policy, qualitative research, sustainability, workforce

[WP]

Tourism As A Vehicle Of Reconciliation In 'Post-Conflict' Bangladesh: Indigenous Community Perspectives On Tourism Development In The Chittagong Hill Tracts

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Abstract

This study explored the views of Bangladesh's indigenous Jumma people of the Chittagong Hill Tracts (CHT) towards current tourism developments in a 'post-conflict' environment. Primarily, it has identified a range of positive outcomes and the key challenges encountered since the cessation of hostilities in 1997 that resulted in the creation of the Chittagong Hill Tracts Peace Accord (1997). This study is one of the first of its kind in offering indigenous narratives on tourism development discourse in Bangladesh. Based on in-depth interviews with 27 indigenous business owners and employees in the CHT tourism sector, this paper applies the community capitals framework (CCF) to explore how the growth of tourism has led to community development outcomes. The findings reveal that many human and social capital benefits have been realised through tourism development, including greater economic stability, an improvement in living standards, and the perception amongst respondents of brighter prospects for their families. However, although several respondents reported that tourism had in part performed as a vehicle of reconciliation between indigenous and non-indigenous Bangladeshis, a number of political and cultural challenges still remained. These included a perceived lack of government support towards further tourism development and continued feelings of mistrust between some indigenous hosts and non-indigenous domestic tourists. Thus, this paper not only provides indigenous insights into the nature of tourism development, but also offers recommendations from their perspective so that the benefits of tourism may become further pronounced in the future.

Keywords: tourism development, Bangladesh, post-conflict, Chittagong Hill Tracts

[WP]

Towards A 5D Model Of Learning And Teaching In Tourism And Hospitality Education

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Abstract

Although blended learning (BL) has been an attractive approach in higher education the covid-19 situation forced many institutions into distance learning (DL) models that enabled their students to study from home. In some institutions in the UK face to face teaching continued till early November and students were given the choice of returning on campus or staying at home. However, in many institutions, staying at home option did not guarantee synchronous online teaching and learning experience. This paper examines a case study of one final year undergraduate hospitality management module, that was delivered both faces to face and with synchronous online delivery at the same time. Utilising observation techniques and an autoethnographic approach of one educator the paper presents the strategies and tactics utilised and the feedback received from students as well as success rates. Early findings suggest that allowing the mixing of face to face and online learning for students brings added value for both groups of students and allows for a new approach to learning and teaching. One that does not segregate groups that prefer face to face and groups that prefer online teaching. The paper concludes with a conceptual model of true blended learning and social integration for students branded as 5D learning and teaching.

Keywords: blended learning, online learning, distance learning, digital technologies, education

[WP]

Understanding Tourists' Responses To Misbehaviours Committed By Compatriot Tourists

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Abstract

The present research examines tourists' responses toward a misbehaviour committed by their compatriot tourists in the international travel context. Specifically, it tests the mediating role of emotions and moderating effect of ingroup identification on evaluations of the misbehaving tourist as well as the tourist destination involved. Two experimental studies are developed to test the research hypotheses, using misbehaviours with different levels of severity as scenarios. Data collection is currently underway. Findings are expected to contribute to the knowledge of ingroup deviance in the tourism context, and inform policy development and destination marketing strategies on mitigating the negative impact of tourist misbehaviour.

Keywords: tourist misbehaviour, social identity theory, ingroup deviance, emotions, prosocial behaviour, tourist-host relationship

[WP]

Visualisation Of Major Markets' Contributions To The Economic Recovery Of Tourism After The COVID-19 Pandemic: Mapping Tourism Expenditure Between 2009-2019 In New Zealand

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Abstract

New Zealand's tourism, which comprises a substantial sector of its national economy, has been severely impacted due to the Covid-19 pandemic which commenced in early 2020. Aiming to explore potential opportunities for tourism with a background of strict border restrictions, we revealed the spatial patterns of tourism expenditures in New Zealand in the past decade (2009-2019). The MRTEs (Monthly Regional Tourism Estimates) database was used in the online mapping tool established in this study, as a means to visually reveal ways tourists from different origins exhibited specific preferences for certain travel destinations, and contributions to the tourism economy. A comparison between domestic tourism expenditure indicates that there is potential for increased inter-island travel for New Zealanders: Despite the hotspots such as Auckland, Wellington, Christchurch and Queenstown, North/South Islanders mostly travelled only within their own island. Australian visitors constituted a considerable percentage of NZ's tourism incomes, nevertheless, they are less important than domestic travellers in expenditure. Europe, China and USA visitors took up major proportions of NZ's international tourism in the past decade, and the size of expenditure kept growing. Travellers from different origins showed diverse preferences to tourism products. This study can support border policy making with proposed tourism industry recovery targets.

Keywords: tourism expenditure, mapping tool, GIS, COVID-19, New Zealand

[WP]

What Can Employees Earn From OCB Engagement—The Impact Of OCB On Employee QWL

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Abstract

Organizational Citizenship Behavior (OCB) has become an increasingly important topic. Many studies have been conducted in exploring the impact of OCB on organizations. However, research overlooks the key impact of OCB on the behavior performers—employees. This study explored the relationship among OCBs, employee positive emotion, employee role overload, and employee quality of work life (QWL). By emphasizing on the positive employee-level consequences of OCB, the results of this study can provide hotel managers a differ from traditional way to motivate employees to engage in more OCB activities with no monetary investment needed.

Keywords: emotions, hospitality, human resources, well-being

[WP]
