



**Handbook of 13th APacCHRIE Conference
in conjunction with 14th APF Conference**

10-12 June 2015, Auckland, New Zealand

Welcome from the head of hosting school



Tēnā koutou katoa. Welcome.

It is a privilege to greet delegates from many places around the world as we gather for the 13th APacCHRIE Conference in conjunction with the 14th APF Conference and the associated Youth Conference. I am delighted that this year's conference is taking place in Auckland and is hosted by Auckland University of Technology's School of Hospitality and Tourism.

I believe that the theme of this year's conference, Hospitality & Tourism in a Greening World- Challenges and Opportunities, provides a platform for educators, researchers and industry practitioners to engage with a wide range of topics, exchange ideas and reflect on how to grasp the opportunities and face the challenges in tourism and hospitality education, research and the industry.

As the head of the hosting School, I am most grateful for the collective effort of many people (school staff, research assistants, industry practitioners) who have helped to organise the conference. Thank you also to the many students who have been involved in managing the conference as part of their Co-operative Education or as student volunteers. Thank you to our sponsors for their generous support. Thank you to the APacCHRIE Board who entrusted us to host the conference and for your ongoing support.

Thank you to all delegates for attending the conference. I hope you enjoy the conference and the wider surrounds of our beautiful city.

A handwritten signature in black ink that reads 'L M O'Neill'.

Linda O'Neill
Head of School of Hospitality and Tourism
Deputy Dean (Academic), Faculty of Culture and Society
Auckland University of Technology



Editors' Welcome

Welcome to 2015 APacCHRIE/APF and beautiful Aotearoa New Zealand!

The editorial team has been extremely busy since the first call for papers went out last year. In total we reviewed nearly 300 papers from authors in 20 countries, and with the help of 102 reviewers and 20 stream chairs, finalised a stunning programme of 168 oral presentations and 42 posters. The theme of sustainability was evident in many papers submitted for review, and we continued with this theme by providing digital proceedings and a digital book of abstracts, both available from the conference app and on your complimentary USB stick.

All papers were blind peer reviewed, with two or more knowledgeable reviewers for full papers, and one or more for working papers. We are very appreciative of the hard work put in by the authors, some of whom are graduate students presenting for the first time, while others are seasoned presenters known to many of us already. We also appreciate the patience of those who were asked to reduce or extend their papers to fit the recommended word counts, or to revisit aspects of the papers that the reviewers felt needed more work.

Reviewers and stream chairs recommended best papers, and the final decisions were made by the APacCHRIE Research Director for the best conference paper sponsored by Hong Kong Polytechnic University, Doctor of Hospitality and Tourism Management. The editors of Hospitality and Society also awarded a best paper in the critical studies stream, and the editor of the International Journal of Contemporary Hospitality Management selected a best paper in contemporary issues.

Oral presentations will run from Wednesday afternoon to Friday afternoon, and the posters will be displayed on Thursday and Friday, with a dedicated poster session on Friday afternoon. We hope this will provide delegates with plenty of opportunities to chat with authors about their work over a cup of sustainably produced coffee! From around 210 presentations, we are delighted to present some really thought-provoking papers that we believe you will find both stimulating and useful in your own work.

The editorial team wishes you an enjoyable and productive conference, renewing old friendships and forming new ones.

With many thanks and best wishes
Dr Jill Poulston and Dr Peter Kim
Editors

Acknowledgements

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Student Contribution

AUT students have been actively involved in managing the 2015 APacCHRIE/APF Conference. Since 2014, 34 students have worked on planning, accommodation, website, Facebook, Twitter and special conference tours, as part of their study. There are more than 80 additional AUT student volunteers working on-site as registration coordinators, presentation room monitors, stage managers, and hospitality and catering staff.

The conference organising committee is particularly indebted to final year Cooperative Education students on the BA Events Management degree. We acknowledge the contribution of the following AUT students: Janith Amaratunga, Chloe Miller, Brandon Mann, Maupenei Wilson, Charlotte Eglinton, Sherin Nicholson, Arlene Underwood, Brooke Miller, Eileen Ido, Kathryn Ward, Chantelle Pulevaka, Beckie Epke, Neta Setefano and Autumn Valido.

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A call for active play and nature in hotels and resorts

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Abstract

This research examines the importance of active play and calls for increased active play amenities in resorts and hotels. Active play is decreasing, as today's children prefer to engage in sedentary/screen behaviours. Yet active play has proven physical, social and educational benefits. Hospitality and tourism organisations tend to focus on man made amenities such as gyms or golf courses rather than natural ones such as hiking trails or playgrounds. This paper suggests that the tourism and hospitality industries, such as resorts and hotels with a focus on families, consider increasing active play areas for children in their recreation offerings.

Keywords: Active play, free play, resorts, nature, playgrounds

A comparison between types of heritage tourists in the Bay of Islands, New Zealand and Hong Kong

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Abstract

Identifying tourist segments through typological construction remains an important task for destinations. This paper discusses a project to replicate a cultural tourist typology for New Zealand's Bay of Islands (BOI). A semi-structured survey was utilized for the data collection from 201 respondents obtained through quota sampling. The results showed noticeable differences from the original research (McKercher, 2002) done on Hong Kong. The dimensions on which the typology matrix was constructed (centrality of motivation and depth of experience) were differentially influenced by the cultural distance of the respondents. One particular type, serendipitous tourists, were found to be much more frequent in the BOI. These results can be accounted for by the fact that BOI heritage resources are well known nationally but not internationally and because tourists received guidance on which attractions to visit.

Keywords: Bay of Islands, domestic tourist, heritage tourist, McKercher's cultural tourist typology, attraction site popularity

A model of brand equity and its application to night market tourism

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Abstract

In recent years, attempts by tourism planners and the government to improve regional economic development and attract foreign tourists have been linked to the development of culinary brand equity and distinctive food that is traditional and local. This study links the concepts of brand equity, culinary attraction, and tourist satisfaction from the perspective of foreign tourists at the Taiwanese night market. Specifically, this study posits that culinary attraction mediates the relationship between brand equity and tourist satisfaction, and the sub-dimension of brand image mediates the relationship between awareness and utilitarian value. The hypotheses are tested based on a survey of 456 foreign tourists who have experience with Taiwanese night market tourism. Baron and Kenny's (1986) procedure provides support for the hypotheses, and an extension of Structural Equation Modeling (SEM) is used to confirm the results of this study.

Keywords: Brand Equity, Culinary Attraction, Satisfaction, Night Market

A multilevel analysis of leader-member exchange (LMX) and leader-member guanxi (LMG) in the Chinese hospitality industry

Mrs Pola Wang

Auckland University of Technology

Abstract

This research adopts a quantitative method to investigate the supervisor-subordinate relationship and how it affects staff performance in Chinese hospitality industry from a multi-level perspective. An indigenous construct, leader-member guanxi (LMG) which identifies supervisor-subordinate personal relationship is applied and compared to leader-member work relationship (LMX) originated from social exchange theory. The differentiation of LMX and LMG is also analysed and its dual effect on subordinates' job satisfaction, service oriented organisational citizenship behaviour, and team cohesion is discussed with practical implications for the managers in the hospitality industry.

Keywords: Hospitality, Job satisfaction, Leader-member guanxi differentiation, Leader-member exchange differentiation, Service oriented OCB, Team cohesion.

A multilevel investigation of the role of the service environment on impulsive gambling

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Abstract

This study explores the relationships among casino service environment, impulsive gambling and gambling behaviors (spending, visiting frequency and length of stay). Analysis of service environment was approached from both individual and organizational levels. The investigation was undertaken in Macau casinos, and involved testing organizational service environment as a moderator and impulsive gambling as a mediator. Results from testing these relationships indicate that casino service environment does explain significant variance in impulsive gambling which subsequently influences gambling behaviors. The mediation testing shows that impulsive gambling demonstrates partial and full mediation effects between various service environment factors and the outcome variables. Casino service environment on an organizational level also successfully moderates the linkage between individual perception of service environment, impulsive gambling and gambling behaviors.

Keywords: service environment, impulsive gambling, casino, customer loyalty

A snapshot of MOOCs in hospitality and tourism

Ms Laurel Horton-Tognazzini, Mr Peter Ryan, Mr Alan Williams

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Abstract

Massive Open Online Courses (MOOCs) are a significant disruptive innovation in the current higher education environment. Although the media and academia often make sweeping generalisations about MOOCs, ranging from a utopian to dystopian future, such hyperbole about innovations is common, and often misguided. Critics focus on the dismal completion rates, typically less than 10% while pundits laud the massive and global enrolments. This paper helps ground the hyperbole, reviewing MOOCs in the broad discipline of hospitality and tourism and provides a snapshot of the eight MOOCs currently on offer.

Keywords: Hospitality, MOOCs, eLearning, Tourism

A study of characteristics of female Chinese tourists who participate in New Zealand wine tourism

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Abstract

This study deals with female Chinese tourists' wine attitudes, wine behaviours and the role of New Zealand wine tourism. The primary objective is to gain a better understanding of the behaviour of female Chinese tourists in New Zealand in relation to wine tourism. Twenty-three female Chinese tourists over 18 years of age were interviewed about their experiences, attitudes, and behaviours regarding wine consumption while at New Zealand wineries. The findings show several main influences on female Chinese tourists' experiences including travel time, the reputation of wineries, and tour members. From the research perspective, female Chinese tourists appear to visit wineries and vineyards for wine education, leisure with friends, and to experience a different culture during overseas travel. From a practical perspective, a major implication for winery businesses in New Zealand is that marketing strategies should focus on different consumer groups from diverse cultural backgrounds, who show a wider range of consumer behaviours than mainstream segments.

Key words: wine tourism, female Chinese market, New Zealand wine industry

A study of success factors for small to medium sized hotel management companies in China

Mr Arthur Wang

The Hong Kong Polytechnic University

Abstract

The hotel market in China is prosperous and the opportunity is huge but very limited academic literature specifically explores critical success factors for small-to-medium-sized hotel management companies in China, neither the priorities of those success factors. Also, search for academic papers investigating the opinions of hotel management executives from different regions of the world who have operations in China has been limited. Therefore, this study aims to clarify and search for solutions for the success of small-to-medium-sized hotel management companies in China by using Delphi Method to identify the critical success factors allowing hotel SMEs competing with domestic and international chain operators, as well as to provide a comprehensive categorization and prioritization of the critical success factors, and to present a case study based on the findings of this study.

Keywords: Success factors, SMEs, China hotel industry, Chain advantages, Competiveness, Capabilities

A study of the relationships among leisure involvement, organizational commitment and well-being: Viewpoints from fans of a professional baseball team in Taiwan

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Abstract

In Taiwan, baseball has been the most popular sport. Professional baseball playoffs began in 1990 and have attracted more than 10 million people watching until 1997. Baseball watching became a popular leisure activity. The purpose of this research was to understand fans' leisure involvement, organizational commitment, and well-being and to establish a conceptual model of Chinese Professional Baseball League fans' well-being. A total of 406 valid questionnaires were collected.

The results of the exploratory factor analysis indicate that there are three factors for leisure involvement: "attraction," "self-expression," and "centrality to lifestyle." The three factors for organizational commitment are "affective commitment," "continuance commitment," and "normative commitment." The three dimensions of factors for well-being are "life satisfaction," "positive affect," and "negative affect." The overall modified model showed a fair fit of the data. After the structural equation modeling was conducted, the results showed that leisure involvement and organizational commitment positively and significantly influenced well-being; their leisure involvement also positively and significantly influenced organizational commitment.

Based on the results of this study, some managerial suggestions are proposed for the organization Brother Elephants Baseball Team. For example, fan's leisure involvement and organizational commitment can be promoted in order to enhance their well-being.

Keywords: baseball fans, leisure involvement, organizational commitment, structural equation modeling, Taiwan, well-being

A taste of sustainability: How can restaurateurs contribute to sustainability efforts?

Dr Aise Kim, **Dr Freya Higgins-Desbiolles**, Dr Gayathri Wijesinghe
University of South Australia

Abstract

Consumers are increasingly concerned about their food choices in terms of environmental impact, supporting local providers and creating sustainable food networks. Recognising recent transitions in the attitudes of restaurateurs, various restaurant initiatives and certification programs have been developed, helping restaurants to track activities based on the three pillars of sustainability in terms of economic benefits, environmental protection, and social responsibility. In reality, however, the link between sustainability imperatives and the local restaurant sector is problematic in a number of ways. This research highlights key challenging issues related to applying a broad and complex scope of sustainability to sustainable restaurant practices. This paper argues that it is important to trace the restaurateurs' value judgements, best practice outcomes, and barriers relating to sustainable restaurant practices affecting them. It is intended that this research will help promote a greater understanding of the ways in which restaurateurs could operate, maintain and contribute to fostering more holistic initiatives of sustainability.

Keywords: restaurants, sustainable restaurant practice, sustainability, trade-offs, challenging issues, barriers

Accommodation preferences of the girlfriend getaway market: Self-image, satisfaction and loyalty

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Abstract

The study aims at identifying the dimensions of accommodation and service of importance to the girlfriend getaway (GGA) market and their relationship with self-image, satisfaction and loyalty. Analysis of data from 540 women travellers who participated in a GGA in Malaysia revealed eight dimensions of accommodation preferences such as Room Amenities, Safety, and Room Design and Decoration, among others. Not all accommodation dimensions predicted self-image, satisfaction and loyalty. In fact, self-image and satisfaction were stronger predictors of loyalty than accommodation dimensions. Theoretical and managerial implications are offered.

Keywords: self-image, women, girlfriend getaway, satisfaction, Asia

An analysis of lodging preferences for food tourists

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Abstract

The aim of this study was to examine lodging preferences of food tourists. Food tourism is a rapidly growing industry, but little academic research has been conducted focusing on food tourism. Many studies have been conducted in the closely related wine tourism industry; including studies focused on lodging preferences. Yet, food tourists and wine tourists do not have the same demographic and psychographic features. Data collected at the Taste Trekkers food tourism conference in Providence, Rhode Island, United States found self-identified food tourists to be more sensitive to low-price lodging. Respondents with a more restrictive view of food tourism (a belief that food tourism must be food-centric) indicated stronger preference for locations near a food-related experience and locations with knowledge of local food than respondents not holding this view. Implications are important for lodging providers and marketers to better attract food tourists to their establishments.

Keywords: Food Tourism, Food Tourists, Hospitality, Lodging, Tourism, Wine Tourism

An empirical investigation of the relationship between international tourists and Taiwanese international hotel operations

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Abstract

This paper models the exchange rate effect on the hotel demand and explores the relationship between international tourists and room sales, income or price with fixed panel regression model. Our findings show that the coefficients of exchange rate effect are only significant on Japanese Yen and US Dollar, and support the relationship between the demand effect and the hotel operation variables.

Keywords: Hotel, Tourist arrival, Exchange rate, Operations, Economy, Aggregation bias

An empirical study of the effects of emotional labour on tour guides' role performance in Hong Kong

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Abstract

Tour guides play a key role in hosting group package tours; their service quality directly influences customers' overall impressions of and satisfaction with the tour (Wong & Wang, 2009). Past studies on tour guides have mostly used qualitative methods to explore the nature of roles performed by tour guides and have seldom considered relationships with other relevant factors. To fill the research gap, this study adopted a quantitative method to examine the effects of emotional labour (surface acting and deep acting) on tour guides' role performance and to investigate correlations between variables. The results show that surface acting is negatively related to role performance while deep acting is positively related to role performance. Moreover, both surface acting and deep acting predict tour guides' role performance.

Keywords: Emotional Labour, Deep Acting, Surface Acting, Role Performance, Tour Guide, Tourism Industry

An exploratory study of green hospitality enterprise leadership style

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Abstract

Global environmental sustainability development has caused serious influence and impact over the past number of years. This study summarizes the different types of green hospitality enterprise leadership style and analyzes the four attributes of transformational leaders. The leadership style in the hospitality industry has a complex structure which is formed by employee and organizational variables. Sustainable development concept is defined as decision making from the leader is based on the standards of successful business. Furthermore, the leader needs to choose the most suitable leadership style. Survey will be conducted in Taiwanese metropolitan areas and interviews will be completed with government-certified green hospitality operators who are either senior managers or business owners.

Keywords: green hospitality, green management, green enterprise, leadership, leadership style, transformational leader

An extended model of Importance-Performance Analysis (IPA) as a benchmarking technique for hotel service quality

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Abstract

Although Importance-Performance Analysis (IPA) is an effective way to prioritise attributes of service quality, there are certain limitations which made it not capable of evaluating and enhancing service quality relative to competitors. Addressing methodological problems with IPA this research proposes, this study presents an extended model of IPA for benchmarking. It is designed for hotels, and possibly other service organisations, to analyse and understand the level of service quality compared to their competitors using two dimensional benchmarking as the tool. In particular, the use of an extended IPA model based on vector relations between attributes to help a hotel understand its competitiveness compared to its competitors in terms of service quality. An empirical study was conducted to examine the applicability of the extended IPA model in the two hotels in Taiwan. Based on the findings, implications for research and practice are provided.

Keywords: Importance-Performance Analysis (IPA), Service Quality, Hotels, Benchmarking

An integrated perspective of tourist to sustainable tourism development

Dr Chih-Hsing Liu¹, Prof Jeou-Shyan Horng², Sheng-Fang Chou¹, Ying-Chun Chen¹, Jingfeng Jiang^{1,3}, Yong-Quan Li⁴, Bernard Gan⁵

¹Ming Chuan University, ²Shih Chien University, ³Fujian Normal University, ⁴Huaqiao University, ⁵University of New South Wales

Abstract

This paper problematizes the terms 'sustainable tourism and satisfaction'. It conceptualizes sustainable tourism as a future trend in tourism and argues that although sustainable tourism and satisfaction frequently function as a means of tourist evaluation and experience for attractions, their social significance extends far beyond current tourism planning. This paper uses empirical material from 642 tourists who had sustainable tourism experiences and gathers samples from several natural resource conservation zones in Taiwan. If tourists feel a sense of novelty about a tourist destination, they may increase their sustainable experience and further enhance their willingness and satisfaction towards sustainable tourism. In addition, sustainable tourism studies suggest that novelty enhances emotional excitement, which in turn leads to more overall valuable evaluations and higher satisfaction. This paper tests both direct and indirect mechanisms simultaneously using structural equation modeling (SEM) methods. The results support the predictions.

Keywords: Novelty, Sustainable Experience, Excitement, Value, Satisfaction, Sustainable Tourism

Analysis and control on the life cycle of Zhangye Danxia Geopark resort in the northwest of China

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Abstract

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

Keywords: Tourism area life cycle, qualitative analysis, quantitative analysis, strategies of regulating, Zhangye Danxia Geopark China, linear trend model

Application of virtual visualization techniques in understanding users' perceptions of lodging interior environments

Dr Lisa Slevitch, Dr Tilanka Chandrasekera, Dr Jing Yang, Dr Yeasun Chung
Oklahoma State University

Abstract

The objectives of the study are to: (1) identify interior color and texture combinations that provide an optimal cognitive load and emotional appeal to lodging customers and to develop guidelines on what color and texture combinations create most favorable perceptions of a hotel room; (2) to test mobile neuroimaging technology and immersive Virtual Reality technology for hospitality research purposes. Experimental research design (3 x 2) and convenience sampling will be used. Oculus Rift Virtual Reality Head Mounted Display and Emotive EPOC EEG headset will be utilized to measure how color and texture variations affect cognitive load and emotional state of respondents in the virtual hotel room environment. Findings are expected to provide guidelines on creating unique, comforting, and appealing atmospheres to lodging industry customers. The study contributes to the body of knowledge regarding human perception of lodging industry environments by investigating neurological activity of the brain.

Keywords: Neuroaesthetics, virtual visualization techniques, lodging interior environment, customer perceptions, cognitive load

Applying constructivist grounded theory: A study of the language of service in Sydney's luxury hotels

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Abstract

While a number of methodological approaches guide exploratory qualitative research, grounded theory integrates rigorous guidelines for the systematic construction of theory. This paper explains how the constructivist grounded theory methodology was successfully applied in a PhD study. The exploratory study analysed the language of service in Sydney's five-star (luxury) hotels, with grounded theory methods informing concurrent data collection and analysis of intensive interviews with frontline service providers. Critical stages in the progression of a grounded theory study are identified through a five-phased approach for methodological reporting. In addition to the theoretical and applied values of this approach, the approach provides sound guidance to researchers, and particularly researchers new to grounded theory.

Keywords: Constructivist Grounded Theory; Methodology; Qualitative Research; Postgraduate Research; Service Encounters; Spoken Language

Are Chinese visitor service perceptions and expectations being met when travelling in New Zealand? An exploratory study

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Abstract

The focus of this study was to explore the perceptions and expectations of service experiences for Chinese visitors travelling in New Zealand. This study examined the current literature relevant to the Chinese visitor market, which informed the conduct of a face to face survey with 100 Chinese visitors. The survey findings confirmed that Chinese visitors were generally satisfied with the service provided during their travel experiences in New Zealand along with the natural beauty of the environment, but that there were some elements of their visit that did not meet their expectations. Chinese visitors also reported that transport options were inconvenient and expensive, and there were language difficulties. There was a need for more tourism literature made available in Chinese, together with trained speakers in Chinese within the New Zealand tourism industry.

Keywords: Chinese, tourists, natural, experiences, service, transport

Assessing the utility of Massive Open Online Courses in tourism

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Abstract

The Massive Open Online Course (MOOC) democratic ideal, free education for all, disrupts traditional education by offering learning opportunities for the under-served and underprivileged masses. While global enrolment in MOOCs increases, MOOC completion rates are low, usually under 10%. Furthermore, those that take MOOCs are usually the privileged: first world, upper income, male university graduates in English-speaking countries. This paper takes a small step towards addressing this quandary, drawing on fledgling hospitality and tourism examples to expand and reconceptualise MOOC success measures. In addition to traditional course success measures, such as completion rates or test scores, this paper argues for alternative indicators to assess the MOOC ideal of open learning and sharing for all. Specifically, we propose to utilise two primary indicators for measuring success, MOOC supply and MOOC demand, which draw on diversity and universal opportunities to illustrate and support the proposed success areas. The implications offer an opportunity to expand existing assessment frameworks, and promote a relevant basis for understanding the use and utility of MOOCs that are specific to the hospitality and tourism industry.

Keywords: Education, Massive Open Online Course, MOOC, Online Learning

Assessment criteria of 'creative tourism': Lessons learned from Thailand

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¹Thammasat University, ²Designated Areas for Sustainable Tourism Administration

Abstract

Faculty of Sociology and Anthropology, Thammasat University and The Designated Areas for Sustainable Tourism Administration (Public Organization) of DASTA have jointly developed a new type of tourism, so called creative tourism, in Thailand in order to promote community empowerment and cultural diversity through a research project. The assessment criteria of creative tourism has been developed for evaluating potential tourist activities in six designated areas of DASTA. This paper discusses the assessment criteria consisting of five components. The first component is the area qualification, which judges cultural or natural distinctiveness. The second component highlights the participation process, which allows tourists to be in contact with local people and their cultural surroundings. The third component emphasizes on the ability of the host community to explain and communicate the important components of tourist activities. The fourth component deals with activity management by the host. Finally, the last component focuses on a suitable and well-prepared learning environment.

Keywords: Assessment Criteria, Authenticity, Creative Tourism, Sense of Place, Sustainable Tourism, Thailand

Astonishment, Derrida and commercial hospitality

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Auckland University of Technology

Abstract

The aim of this paper is to explore Jacques Derrida's deconstruction of hospitality, particularly the two texts: *Of Hospitality* (2000a) and *Hostipitality* (2000b), within the context of commercial hospitality. The failure of the academy and industry to consider Derrida's work is questioned and discussed. The implications of absolute (unconditional) hospitality, reciprocity, generosity, transactions and the internet are then explored within the context of Derrida's thinking, particularly his possible-impossible aporias. This conceptual approach is presented on an assumption that these ideas will create astonishment that will, in turn, excite new and different approaches for thinking about hospitality and therefore will have implications for hospitality education and the hospitality industry.

Key Words: Astonishment, Commercial, Derrida, Hospitality

Attitudes towards Hong Kong outbound tour tipping policy between tour escorts and tour participants

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Abstract

This study focuses on tour escorts' and tour participants' perspectives on tipping policy of package tours. In Hong Kong, service charge for tour escort included in the package tour service is perceived as "tips", which is, in fact, of recommendatory nature; therefore, this policy has provoked disputes between tour escorts and tour participants. This exploratory research focuses on the attitudes towards the current and proposed mixed tipping policy from the perspectives of tour escorts and tour participants. Using qualitative methodology with content analysis, this study reveals notable divergent attitude towards the current "recommendatory" tipping policy and the proposed mixed tipping policy between the tour escorts and the tour participants; nevertheless, both parties reach a consensus on using the explicit wording as the exact amount of the service charge without the word "recommendatory" shown in the current TIC directive and all the package tour promotional materials.

Keywords: Service charge, tips, tour escort, tour participant, tipping policy, recommended tipping

Authenticity and disorientation in Kazakhstani tourism encounters

Dr Guillaume Tiberghien, Prof Simon Milne
Auckland University of Technology

Abstract

It is argued that travelers aim to find a unique, exotic authentic tourism encounter when travelling, one that corresponds to their search for the experience of difference, foreignness and disorientation. Disorientation is defined as “the condition of having lost your bearings”. Despite ample research being conducted on tourists’ perceptions of authenticity of destinations’ cultural heritage, there is still a dearth of work looking at how the concept of disorientation can influence visitors’ perception of authenticity of the places they visit.

This paper presents the concept of disorientation that emerges from visitors’ perceptions of authenticity related to two eco-cultural tours in Kazakhstan. The empirical research is based on in-depth semi-structured interviews conducted between August 2011 and May 2012 that were carried out with domestic and international visitors. Using a constructivist grounded theory methodology, the findings of the study reveal that the concept of disorientation influences visitors’ authentication positions on various dimensions of Kazakhstani eco-cultural tourism, and is dependent on visitors’ expectations of the tourism destination and their previous travelling experiences.

Keywords: Authenticity, Cultural Heritage, Disorientation, Kazakhstan, Tourism, Encounters, Visitor Experience.

Automatic tubig machines (ATM) in Philippine small restaurants and retail stores: Their role in the greening future

Prof Ephraimuel Jose Abellana, Prof Janice Abellana
Far Eastern University

Abstract

Water (“tubig” means in Philippine dialect) is a vital and a strength resource in life because it is a treasure of the people. Life evolves in the presence of water. It is the beginning and ending journey in this world. Water is a meaningful resource in every household, public and private office, establishments and the like. Dependence of water is a paramount existence in all living things. This resource connects the existence of life whether in the inside and outside venues of man’s needs.

This qualitative using an ethnographic approach of research study which aims to identify the benefits and contribution relationships between innovation strategy, automatic tubig machines, restaurant service, and to examine its beneficial contribution to the small restaurants and retail stores. The data collected from the different selected cities with different small restaurants and retail participants and its owners. There were stronger relationships and significant factors about ATM.

Key words: Automatic Tubig Machines (ATM), Hazardous, Innovation, Greening future, Sustainability, Vending Machine

Beach sport event tourism and linkages with physical activity on local residents of Mount Maunganui: Methodological considerations

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Abstract

Beach sport tourism is a field that has yet to be researched. Research shows that sports tourism in natural destinations influences the behaviour of the host community, contributing in different ways to its development and lifestyle (Hinch & Higham, 2011). Sport tourism may operate as a 'catalyst' to engage local residents into physical activity and related lifestyles (Fredline, 2005; Jackson, Weed, & Houlihan, 2003). We are investigating how beach sport events (BSE) at a tourism destination impact physical activity and related lifestyles of local residents. This paper presents some of the methodological issues within this study.

Keywords: Beach sport tourism, methodology, stakeholders, social impacts, sustainable tourism.

Becoming a social space: How food and drink establishments can build brand communities based on sport teams

Ms Dorothy Collins, Dr Bob Heere, Dr Brian Mihalik
University of South Carolina

Abstract

This study examines how third-place locations provide social space for and facilitate sport-based brand communities. The study also identifies factors fans deem critical to such locations. This study seeks to understand how secondary brand communities arise at these locations. This ethnographic study was conducted through attendance at weekly meetings of a New York Jets fan club. The study found that incentive programs, seating location, and ability to see the game were important to fans. It found that physical placement, being shielded from an out-group, and consistency of staff enhanced group experience. Finally, the formation of a secondary brand community was facilitated by the combination of an incentive program and consistent staffing, which made group members feel welcome. The managerial implications of this study are that it provides the opportunity for third-place locations to increase revenue by creating a loyal customer base from the sport property's fan community.

Keywords: Brand Community, Social Space, Sport Fans

Biographical research in tourism: A case study of German seniors

Dr Dominik Huber, Prof Simon Milne, Prof Ken Hyde
Auckland University of Technology

Abstract

This paper explores the use of biographical research methods in the study of tourism behaviour among older adults. The article argues that these methods can provide an emic perspective on seniors' tourism behaviour over their life course and introduces a qualitative biographical participatory research approach conducted as a case study of seniors in Freising, Germany. A variety of techniques to the collection and analysis of biographical data have been developed and applied including approaches to the graphical presentation of summaries of biographical data, ecomaps and the use of vacation photos and travel records. Results of this study suggest that researching individual biographies in depth provides a contextualized understanding of senior' travel patterns and enables to comprehend how and why tourism behaviour changes in old age.

Keywords: Biographical research, constraints and facilitators, ecological systems theory, qualitative methods, senior tourism, tourism behaviour

Bringing life to learning: A study of active learning in hospitality education

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Abstract

Active learning connects students to the real life situations resembling what they will encounter in their future job. In hospitality education, active learning through some lively, fun and exciting activities introduces students to some practical scenarios that they may experience in their future hospitality career. This study finds 18 active learning items used in the hospitality education using comprehensive literature review, in-depth and focus group interviews with hospitality educators and students. Based on the findings, implications on potential benefits of using active learning are drawn as well as the relationship between active learning and student engagement in terms of “knowledge seeking” and “skills enhancement” is discussed.

Keywords: Active Learning, Hospitality Education, Student Engagement.

Cafés and restaurants as models of sustainability

Dr Freya Higgins-Desbiolles, Dr Gayathri Wijesinghe
University of South Australia

Abstract

Sustainability is a key concern of all societies as human impact on finite natural environments is raising alarm. Food systems, food cultures and food justice are some arenas of recent focus because of their indispensability to human survival and thriving. Following on from a pilot study conducted in 2011, this research investigated the ways restaurants and cafés might contribute towards transitions to more sustainable living and consumption practices. In this work, we interviewed 20 restaurateurs in three locations in Australia in order to investigate how such sustainable eateries may influence stakeholder awareness, participation in sustainability, and how this could be packaged for destination marketing. Here we report findings on how some of these restaurateurs use their restaurants as tools to model sustainability to stakeholders in order to foster transitions to more sustainable living. These findings suggest that restaurants are being used in innovative ways to foster societal transformation.

Keywords: Sustainable restaurants, critical hospitality, modelling sustainability

Can hosting festivals help increase the sense of place for residents?

Dr Siu-lan (Amy) So, Ms Soey Lei
University of Macau

Abstract

Hosting festivals and celebration events by communities have become a global trend. The benefits generated through organizing festivals have been proven as significant and valuable. Previous studies mainly focus on investigating the direct and indirect benefits of hosting destination such as economic and social benefits. Very few studies have examined the relationship between festival and sense of place of a hosting destination's residents. Sense of place is an important topic since it links to other significant issues that affect a society. This study aims to examine if festival can increase the sense of place of residents through conducting a quantitative research in Macao, SAR, China. The results concluded that there is a significant positive relationship between hosting festival and the place identity and place attachment. The result suggested that it is worthwhile for destination marketers to invest money in hosting community events and festivals.

Keywords: Asia Pacific, Conference, Hospitality, Research, Sustainability, Tourism

Cheese tourism: Exploratory comparison between local cheese producers in Vall de Boí (Catalonia, Spain) and Banks Peninsula (Canterbury, New Zealand)

Mr Francesc Fusté Forné^{1,2}

¹*Universitat de Girona*, ²*Lincoln University*

Abstract

Nowadays one of the specialized tourism niches which is reaching greater importance is food tourism; and gastronomy of a place represents the integration of landscape's characteristics, both natural and cultural. In this situation, the culinary heritage must act as a source of local development and allow destinations to provide guests with a bit of the local authenticity; and fighting against the seasonality of tourism demand. Regarding their culinary heritage, natural and rural areas of both Catalonia and New Zealand have a particular foodscape which is strongly marked by the four seasons that modulate the landscape and territory as forgers of this food heritage. Besides, cheese is to be one of the most outstanding products, which lead to a new branch of food tourism which is known as 'cheese tourism'.

Keywords: Catalonia, cheese tourism, food tourism, local development, New Zealand, rural tourism.

Citation analysis of a classic tourism paper

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¹*Nanjing University*, ²*Griffith University*, ³*University of South Carolina*

Abstract

This study examines the academic influences of Butler's classic paper titled 'The concept of a tourist area cycle of evolution: Implications for management of resources' through citation analysis of the Google Scholar database. From analyzing the citations by publication year, publication journal, citing authors, research focus area, and field/discipline distribution, an interesting picture of the impact of a classic tourism paper on the English language scientific community is presented. Also illustrated is tourism knowledge development and dissemination in the past three decades. The research process also presents a useful framework for analyzing other influential publications within the tourism and hospitality field.

Keywords: Butler, Citation analysis, Google Scholar, Knowledge development, Peer review, Tourism area life cycle

Collaborative study on the transition of hospitality and tourism education towards ASEAN Economic Community 2015

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Abstract

By the end of this year the 10 countries that make up the Association of Southeast Asian Nations (ASEAN) are joining forces as a single community, the ASEAN Economic Community (AEC).

The goal of ASEAN Economic Community is to become a single production base where goods can be manufactured anywhere and distributed efficiently to anywhere within the region. ASEAN needs to work towards the goal of freer movement of labor and capital, but in reality, integration and the free flow of resources will only be gradual.

AEC is a very good idea of regionalism that encourages development in the ASEAN region. However, several challenges are facing the hospitality and tourism organizations, education and training providers, professionals, and most especially the students taking-up hotel and tourism management.

This study examined the implications of ASEAN Economic Community (AEC) in hospitality and tourism education among hotel and tourism management students from Thailand, Philippines, Vietnam, and Indonesia. It further elaborates the understanding of the students with regards to the assessment and certification to be recognized as hospitality and tourism professionals in other ASEAN member states. It will explore the differences between the responses across the student demographics.

Keywords: ASEAN, ASEAN Economic Community, hotel and tourism management students, assessment and certification, tourism professionals, perception and attitude

Collage creation as an elicitation tool in tourism academic research

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The Hong Kong Polytechnic University

Abstract

This paper aims at proposing collage creation as an elicitation tool of underexplored potential in tourism research by presenting its noteworthy contribution to a research project. Research that requires richness of in-depth and detailed information constitutes a challenge: when information is not entirely rationally elaborated by individuals (e.g. destination image, ideal experience, etc.) traditional elicitation techniques (e.g. words association) are not enough, at times. Collage creation was included as an elicitation tool within the methodology of an exploratory research investigating the destination image of Jordan. This work focuses on the challenges and the solutions adopted in relation to the tool development, and stresses the assessment of the tool-related trustworthiness, in this specific application. Collage creation as an elicitation tool proved efficacious in encouraging participants' thoughts elaboration, aiding self-expression and disclosing preconceptions and stereotypes. Both tourism and hospitality research could benefit by its potential through further tool development.

Keywords: Collage creation, destination image, elicitation tool, qualitative research method, research tool development

Data breaches: Should managers of hospitality firms be alarmed?

Prof Mark Johnson, Ms Tolani Lawson, Prof A.J. Singh
Michigan State University

Abstract

This paper analyses the consequences of data breach incidents in the hospitality industry by examining stock price changes around the time that breaches are reported. Stock price changes reflect direct, indirect, current and expected future costs associated with a data breach. We report five primary findings. First, the total costs of a data breach in the hospitality industry are, on average, 1.24% of market value. Second, the average cost of a breach in the hospitality industry is twice that in the retail industry, -0.51%. Third, we find that the cost of a hacking breach doesn't differ from the cost of other breaches. Fourth, we find that subsequent breaches are no more costly than initial breaches. Finally, there is no difference in the cost of data breaches experienced by hotel versus restaurant firms.

Keywords: Data Breach, Cyber Security, Event Study

Defining Western and Asian culture through tourism

Mr Ryan Patrick Smith

Hong Kong Polytechnic University

Abstract

There is a common conception that Asian and Western cultures differ. Tourism is one main driver gaining other cultural knowledge to pass on with others. This paper attempted to define differences of Western and Asian cultures through Hofstede's cultural dimensions. An aggregated score was calculated using each cultural dimension for selected Asian and Western countries separately based upon a weighted tourism penetration index. Results indicated that there are large cultural differences between the Asian and the Western societies in regards to 5 of the 6 cultural dimensions. Using tourism as a way of understanding cultures, the findings show how Westerners perceive Asian culture and how Asians perceive Western Culture. The results of this research can be used to further investigate cultural differences in the business environment.

Keywords: Cultural Dimensions, Cultural Differences, Defining Differences, Asian Culture, Tourism Penetration Index, Western Culture

Derailing trajectories: Evaluating leisure and agency within Australian thoroughbred horse racing

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Abstract

Within the Australian thoroughbred horse racing industry, leisure-seeking behaviour among younger adults threatens the sustainability of its future. Primarily, young adults are attracted to how much alcohol, and its consumption, is glamourised as a matter of course. This is not only an endemic crisis for an entire generation of racegoers, but identifies, perhaps, a potential collapse in 'social capital' with generational change. This study evaluates the relationship between leisure and ageing among adults, and how the role of human agency, and its effect on individuals, helps create the circumstances for the transformation process of regular race-going. With a quantitative online survey aimed at current racegoers in development, greater insight could be gained into how the racing industry might shape attitudes toward experiences more efficiently among younger adults. A model of predictive leisure-seeking behaviour could be established, therefore, improving communication between marketers and leisure-seekers.

Keywords: Ageing, agency, attitudes, behaviour, leisure, social

Destination brand equity of Switzerland and Austria as perceived by Chinese tourists

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The Hong Kong Polytechnic University

Abstract

The main purpose of this study is to understand Hong Kong Chinese tourists to Switzerland and test a destination brand equity model using a sample of tourists from China's Hong Kong SAR who visit Switzerland. In comparison to overall brand equity of the two countries, Austria was found to be better evaluated by Hong Kong travellers than Switzerland. It may require caution for immediate marketing implications due to possible substitutability of the two destinations from the perspective of Hong Kong Chinese travellers. In the process of data analysis in the study, it was revealed that the travellers perceived similar destination image toward Austria and Switzerland in terms of various tourism facilities and cleanliness, cultural resources, hospitality and amusement, and sightseeing opportunities.

Keywords: destination, brand, equity, Switzerland, Austria

Destination marketing: Image turn around strategies for SMEs from the tourism/hospitality industry

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¹*Institute for Tourism Studies*, ²*University of Liverpool*

Abstract

This study aims to explore the strategies adopted by SMEs in which the country suffers from a prolonged negative destination image, what information affects destination image and how image modification could help through tourists own experience. The research adopted a mixed methods paradigm by collecting information from the perspective of both industry and tourists. Interviews were conducted with 12 business representatives where a prolonged negative image which has directly affected economic growth and/or challenged their business. A total of 333 respondents were recruited to complete a questionnaire regarding their preconceptions and expectations before their visit, and the experiences and final thoughts that shaped the image of BC they take back home after their visit. The results of the qualitative study reveals that SMEs did adopted strategies which are categorized into marketing, media and collaborative strategies to restore their business and worked out ways to improve the destination image. The quantitative study confirms the effectiveness of “come and see yourself strategy” adopted by SMEs in qualitative study as tourist own experience has its role in image modification. The findings provide insight for SMEs in places where suffering adverse media coverage such as “Occupy Central” in Hong Kong or “poor infrastructure” in Macau to formulate strategic plan turn around the negative image.

Keywords: Negative destination image, media strategies, marketing strategies, collaborate strategies

Determinants of dining satisfaction and post-dining behavioral intentions of military personnel

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Tunghai University

Abstract

There are more than 200 million meals served yearly for military personnel in Taiwan. However, this huge demand gains little attentions on related academic studies. The paper aims to examine the determinants of foodservice satisfaction and post-dining behavioral intentions of military personnel. The measures of foodservice satisfaction and post-dining behavioral intentions of military personnel were developed based on a thorough literature review in order to create a questionnaire for data collection. A total of 1,000 questionnaires were distributed to 29 military dining settings in Taiwan. SEM (Structured Equation Model) was employed to assess the measurement and structural models. We find that the classic four constructs (i.e. service quality, food quality, food sensory, and atmospherics) are still good for military foodservice evaluation while items under each construct were tailored to military foodservice setting.

Keywords: atmospherics, behavioral intension, food quality, food satisfaction, food sensory, service quality

Developing a framework for sustainability service innovation in Taiwan hospitality industry

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¹*Shih Chien University*, ²*MingDao University*

Abstract

This study attempts to identify the important attributes of sustainability service innovation in hospitality. We extend the related literature in hotel sustainability innovation and service innovation. The results show that sustainability innovation, organizational factors and characteristics of innovations are three main attributes. Sustainability innovation included sustainability management, environmental communication, resource conservation, energy conservation, green marketing strategy, green corporate social responsibility, technology innovation and culture and creative innovation. Organizational factors comprised organizational resources, organizational capabilities and organizational strategy. Characteristics of innovations consist relative advantage, compatibility, simplicity and trialability.

Keywords: sustainability innovation, service innovation, hospitality

Developing a star rating system for tourism accommodation providers in Tonga

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Auckland Institute of Studies

Abstract

Quality standards are an integral part of achieving a world class competitive tourism industry in Tonga. Developing an accreditation framework for accommodation business is part of a range of interventions designed to improve the outcomes for tourism in Tonga. The current minimum standards do not prepare or incentivise an accommodation business to improve, and whilst they were a useful building block, it is now timely to develop a more integrated and sustained approach to reflect and improve the quality of accommodation. After a number of individual meetings and wider stakeholder consultations with industry were held, the consensus was to develop a star rating system (ranging from 1 to 5 stars). Stakeholders also highlighted that the proposed Tonga Accommodation Star Rating System should apply to all accommodation facilities once they are licensed under the Tourist Act. The introduction of this system will support the development needs of tourism business, whilst also providing visitors with appropriate expectations about the level of service and facility they will receive. This approach has been designed to ensure the system has integrity, whilst also ensuring the approach can be easily understood and administered. Sustainable criteria have also been included, and a strategic opportunity exists to further align the validation and certification processes with the requirements of the global sustainable tourism criteria.

Keywords: Tonga, Star Rating System, Accommodation, Research, Tourism

Developing sustainable tourism: A multi-expert involvement perspective

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Abstract

The outlook of sustainable tourism has been spread over thirty years. Until now, it is still facing many barriers in the implementation of sustainable tourism. However, with the efforts of government and industry, the awareness of tourists is not complete enough to change their behavior. In the literature of sustainable behavior, most research follow with interests in tourists' attitude and behavior, methods to behavior change based on the organizational behavior or on behavior change theory, and steps to reward sustainable behavior change. There is a gap that less research pays attention to specify the importance and role of sustainable behavior in sustainable tourism from the view of government, industry and educational institutions. In this research, we follow the phenomenographic method to interview 18 experts to discuss the achievement of sustainable tourism in Taiwan with perspectives from government, industry and educational institutions. The findings of this study essentially provide the functions and dimension of sustainable tourism and practical achievement in Taiwan. And the critical attributes to sustainable behavior change are proposed here as suggestion for follow-up practices.

Keywords: Sustainable Tourism; Sustainable Behavior; Behavior Change

Development and validation of an instrument to measure the effectiveness of Halal food management systems in the Malaysian food service industry

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¹*Universiti Putra Malaysia*, ²*Halal Product Research Institute*

Abstract

To date, limited empirical research is available on the implementation of Malaysian halal food standard (i.e. MS1500: 2009). Even less is known about research attempting to establish the measures to assess the effectiveness of halal food management system in Malaysian food service industry. Thus, the proposed study aims to develop an instrument for measuring the effectiveness of halal food management system, and to assess reliability and validity of the instrument. Semi-structured in-depth interviews will be conducted with halal experts (e.g. representatives from halal agencies) and Halal executives to identify critical factors for effective implementation of the halal management system. Following qualitative phase analysis, an instrument to assess the system effectiveness will be developed and tested to halal certified food service companies. This study will provide food service organisations with a tool for evaluating their halal management and guidance about which areas they must improve to ensure the halal and toyyiban aspects of their products.

Keywords: Halal Food, Management System, Food Service, Malaysia, Halal Certification, Halal Tourism

Development and validation of the creativity scale among practitioners in the Taiwanese tourism and hospitality industry

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¹*Shih Chien University*, ²*MingDao University*, ³*Tamkang University*

Abstract

This study draws on tourism and hospitality literature to develop a new creativity scale that highlights the importance of this issue among the tourism and hospitality industry. It is important for practitioners to develop greater creativity. However, few studies have comprehensively examined the impact of creativity on changes in the tourism and hospitality industry, and empirical research on the critical attributes of creativity from the perspective of tourism and hospitality practitioners is lacking. This study seeks to fill this gap by constructing a new theoretical model and testing it in the tourism and hospitality sector. The reliability and validity of the scale are examined with exploratory factor analysis and confirmatory factor analysis, using samples collected from tourism and hospitality practitioners. The results identify five critical attributes of creativity: process, creativity, culture, proactive personality, and satisfaction. Implications for theoretical and practical applications are also discussed.

Keywords: Creativity, Hospitality, Practitioner, Taiwan, Tourism

Digital disruption in the New Zealand wholesale travel sector

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Abstract

This study aims to outline the process of integration and consolidation by the New Zealand wholesale travel sector and explore how ICTs can be exploited by stakeholders to gain or regain control of their distribution channel. A single case study approach was adopted to allow an in-depth, intensive investigation of one organisation, the New Zealand operation of Helloworld Ltd. The findings show that whilst the wholesale sector acknowledges changes in consumer preferences and a desire to book online, they are constrained by the cost of ICT development and a sense of frustration is palpable. This research makes an important contribution to our understanding of how the evolving nature of ICT underpinned changes in the structure of the outbound wholesaler travel sector in New Zealand and the process of integration and consolidation which has led to the current industry structure.

Keywords: Consolidation, Distribution, ICT, Integration, Intermediaries, Wholesale

Digital-enhanced learning in Aotearoa, New Zealand: Te Matatiki and event studies

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Abstract

This working paper reflects on the possibility of changing the trend in the adoption of digital technologies in education. It sustains a new student-centred perspective that empowers students as content producers, administrators of the digital instruments, and authors of layers of information. Empowered students can shift from being passive consumers of the latest technology to being active participants in the co-construction of knowledge (Morellato, 2014). The student-centred perspective is explored in a project at a New Zealand University that promotes discovery (Barr & Tagg, 1995), experiential learning (Kolb, 1984) and the use of a problem solving learning approach (Woods, 1996). Students actively administrate their own online space and they build knowledge using a variety of multi-modal channels. Moreover, they used instruments for collaborating and supporting the generation of explanations towards the construction of new knowledge.

Keywords: collaborative learning, knowledge mobilization, digital and mobile technologies, learning and teaching, information society, innovation in education.

Dining at casual-typed restaurant: Descriptive findings from Klang Valley, Malaysia

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Universiti Putra Malaysia

Abstract

This study aimed to identify the pattern of consumption among casual dining restaurant customers in Klang Valley area, Malaysia. To achieve the objective, 800 questionnaires were distributed. Only 682 responses were accepted for further analysis. Data analysis was performed using Statistical Package for Social Science (SPSS) version 21. The information of consumption at casual dining restaurant namely (1) frequency of visiting to casual dining restaurant, (2) source of information influenced restaurant selection, (3) reasons of dining out at casual dining restaurant, and (4) average of spending at casual dining restaurant are gathered through this study. The results obtained provide valuable information for practitioners in planning operations and formulate strategy based on consumption pattern in order to attract new customers, retain the existing customers and capture customer's desire instead of only focusing on earning maximum profits.

Keywords: Casual Dining Restaurant, Descriptive analysis, Dining out, Frequency of visiting, Influencing media, Restaurants

Disaggregate food and labour cost performance from the total-factor framework to enhance menu performance in Chinese- and Japanese-style restaurant chains

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Abstract

As the listed restaurants are increasing, the investors gradually address on the operating performance for the listed restaurant chains. The menu represents a form of selling advertisement and has also been recognized as an important marketing communication tool between the restaurant and consumer. Extant researches assess the menu item performance using the multi-factor efficiency index. However, there is a paucity of studies to focus on the disaggregate efficiency in order to improve the individual input resource performance. Resource-saving target ratios (RSTR) for 35 menu items in two different cultural type of restaurant chains including Chinese-style and Japanese-style restaurants on three consecutive months are assessed in a total-factor framework. The empirical findings indicate that the average total-factor food cost efficiency (TFFCE) is better than the total-factor labour cost efficiency (TFLCE) in these two types' restaurants. Restauranteur needs to address on the enhancement of labour efficiency first. The TFFCE (90%) and TFLCE (79%) of Chinese-type restaurant are better than those (86% of TFFCE and 66% of TFLCE) of Japanese-type restaurant in the observant periods. The Chinese-style restaurant has the better resource efficiency. Managerial discussion and the future direction for further study are discussed.

Keywords: Menu item, Total-factor Food Cost Efficiency, Total-factor Labour Cost Efficiency, Data Envelopment Analysis

Duration of advertising effects in the tourism and hospitality industry

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Abstract

Due to the intangible characteristics of service, the tourism and hospitality industry relies heavily on advertising. The purpose of this study is to investigate whether there is a positive relationship between advertising expenditures and firm value. Furthermore, the study aims at determining whether advertising expenditures had a positive long-term effect on firm value. Mergent Online was used as data resource to collect the financial information in 2013, 2012, and 2011. 191 public companies in airline, hotel, and restaurant industries were searched and 92 effective samples were obtained. Results showed that the firm value of public companies in tourism and hospitality industry was significantly influenced by their previous firm performances, monopoly rent, and lagged advertising effect. Moreover, advertising didn't have an immediate impact on firm value.

Keywords: Advertising Effects, Firm Value, Hospitality, Tourism

Earthquake impacts, organizational resilience and recovery of the accommodation/food services sector in Canterbury, New Zealand: A comparative assessment

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Abstract

The purpose of this study is to analyse the felt earthquake impacts, resilience and recovery of organizations in Canterbury by comparing three business sectors (accommodation/food services, Education/Training and Manufacturing). A survey of the three sectors in 2013 of Canterbury organizations impacted by the earthquakes revealed significant differences between the three sectors on felt earthquake impacts and resilience. On recovery and mitigation factors, the accommodation/food services sector is not significantly different from the other two sectors. Overall, the survey results presented here indicate that the Accommodation/Food Services sector was the least impacted by the earthquakes in comparison to the Education/Training and Manufacturing sectors. Implications for post-disaster management and recovery of the accommodation sector are suggested.

Keywords: organizational resilience, disaster recovery, accommodation, earthquake impacts, mitigation factors, industry sectors

Ecotourism and intellectual decision support structure for destinations: A conceptual research on mountains

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University of Jammu

Abstract

With recent global warming procedure, our globe has practiced many life-threatening weather hazards such as storms, flood, drought and many other natural disasters, all of which have many harmful impacts on tourism and this needs tourism policy makers, planners and developer to take precautions to manage with the global warming. The Intellectual decision support structure was designed here in this study to evaluate the management of mountains basically. The objective is to help customers in choosing their destinations and provide them environment friendly infrastructure elements in mountains to achieve quality ecotourism. The main point was the viewpoint in which environmental sustainability concept is being emphasized by constructing decision rules from environmentalists' viewpoint, as the interest was only in exploring how sustainable management and environmentally friendly planning of mountains can contribute to ecotourism.

Keywords: Choice, Destination, Eco-tourism, Intellectual Decision Support Structure, Mountain, Tourism.

Effect of table sharing on consumer emotions and behavioral intentions

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¹*Tunghai University*, ²*National Sun Yat-Sen University*, ³*Southern Taiwan University of Science & Technology*

Abstract

The aim of this study is to explore the effect of table sharing on consumer emotions and behavioral intentions. This study is based on M-R environmental psychology model and it adopted experimental method to manipulate the different degree of human density, and to investigate how the conduct table sharing in different degree of human density could affect consumer emotions and behavioral intentions. Tunghai University students were recruited as research subject and 165 valid questionnaires were collected. T test and multiple linear regression were used for statistical analysis. The results revealed that different degree of human densities would lead to different effects on consumer emotion dimension, and it affects subsequent behavioral intentions, may be negative on its reputation or make consumers unwilling to re-visit the restaurant.

Keywords: Behavioral Intentions, Consumer Emotions, Human Density, Purchase Intentions, Table Sharing

Effect of the shape of wine glasses on sensory perception of wine — from the physiological and psychological perspectives

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Abstract

Consumers experience a wine not only by the senses but also their belief. Besides the shape of a wine glass might physically influence the concentration of the molecules in the head space as the physiological effect, people are also affected by visual and psychological perception when tasting a wine. The physiological and psychological factors have not been fully explored and compared simultaneously. The sensory evaluation will be conducted to test the aroma and taste of the wine samples in three different wine glasses: champagne glass, white wine glass and red wine glass. The panelists will evaluate both the aroma and flavor attributes such as fruitiness, woodiness, total intensity and overall preference in blind and visualized settings. Parameters representing the shape and size of these glasses will be analyzed with the sensory evaluation by perceptual mapping. Data in the blind and visualized settings will be analyzed by t Test, and regression analysis to compare the physiological and psychological effects.

Keywords: wine, wineglass, sensory evaluation, aroma, taste

Effects of empowering leadership and supervisor-subordinate relationship on employees' retention intentions of five-star hotels in Taiwan

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Abstract

In 2012, the total revenue of five-star hotels in Taiwan reached NTD 45.12 billion (equals to USD 1.5 billion), which increased 6.68% comparing to that of 2011, and it is considered as a fast-growing market. In the hospitality industry, a high employee turnover rate is a common problem. Therefore, how to increase the retention intentions of employees in the industry had always been a topic for discussion.

Through questionnaires we collected research data from employees working for five-star hotels in Taiwan, R.O.C. Initially, we conducted interviews with middle-managers and department executives at five large-scale hotels and a survey-based pilot study for the purpose of developing measures of empowering leadership, supervisor-subordinate Guanxi, and employees' retention intentions. The pilot survey data were completed by 30 middle-managers.

Later on, around 600 questionnaires will be mailed to all the 68 five-star hotels, with cover letters indicating the purpose of this study as well as providing instructions for filling out the questionnaire. Basic results will be reported in a poster session scheduled between June 10 and 13, 2015 at the 2015 APacCHRIE Conference.

Keywords:

Effects of nutritional information on restaurant menus on consumer attitudes and revisit intentions

Ms Prawannarat Suntithammasoot, Dr Sejin Ha, Dr Kiwon Lee
University of Tennessee

Abstract

The purpose of this study is to investigate the different presentation formats of nutritional information in the restaurant menu and how it influences on consumers' attitude toward the restaurant. In particular, the cognitive fit theory will be applied to explain consumers' different reactions to nutritional information on menus as well as their revisit intentions. Based on the assumption that consumers with different levels of involvement with healthy food products are likely to process the provision of nutritional information differently, the goal of this study is expected to reveal an insight of how to present nutritional information in the restaurant menu that is relevant to the preference of consumers. The methodological process and research implications will be discussed.

Keywords: healthful food choices, nutritional information, restaurant menus, cognitive fit theory

Effects of perceived supervisor support (PSS) towards employees' intention to leave and intention to stay

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Universiti Putra

Abstract

Food services establishments suffered from high rate of employee turnover and costs that come afterwards throughout the years. The concern on understanding the drive behind turnover resulted in numerous studies on employee turnover as well as employee retention. For this study, the relationships of perceived supervisor support (PSS) with intention to leave and with intention to stay among employees of casual dining restaurants in Klang Valley, Malaysia were studied. Descriptive analysis, Pearson correlation, and simple linear regression were performed to analyse the data. Results showed that both relationships were significant and negatively correlated with PSS and intention to leave relationship exhibited higher correlation. PSS also has higher predictive power in explaining intention to leave than explaining intention to stay. As conclusion, it is suggested that supervisors put better effort in supporting and rewarding their subordinates in order to be appreciated and averting turnover among their staff.

Keywords: Casual dining restaurant, Intention to leave, Intention to stay, Malaysia, Perceived supervisor support, Employee turnover Introduction

Emotional labor, job burnout and job satisfaction: Research on luxury hotel employees

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Guilin University of Technology

Abstract

The hotel industry in China has numerous challenges. Faced with intense market competition, some staff especially those in luxury hotels face psychological and emotional problems. This study focuses on the emotional issues, and based on three aspects: emotional labor, job burnout and job satisfaction. Emotional labor includes two variables: emotional disorder and emotional effort. Job burnout includes three dimensions: emotional exhaustion, cynicism and reduced personal accomplishment. It explores the relationships among them. The paper uses a questionnaire survey method, targeting employees from high star hotels in Guangzhou, Shenzhen, Xiamen, and Guilin. Some 528 valid questionnaires were collected. The results indicate that 8 of the 13 hypotheses are confirmed. Emotional disorder positively influences emotional exhaustion, cynicism and reduced personal accomplishment; emotional effort negatively influences emotional exhaustion and reduced personal accomplishment; emotional effort positively influences job satisfaction; emotional exhaustion positively influences cynicism, but negatively influences job satisfaction. Understanding them is important.

Key words: Emotional labor, job burnout, job satisfaction, path coefficient analysis, hotel staff, relationship

Employee experiences of sexual harassment by customers in the Cook Islands hospitality industry

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Abstract

Tourism is the main industry in the Cook Islands contributing 60% of the country's annual GDP. The country is promoted as an exotic holiday destination with vibrant images of its 'warm and friendly' people. Cook Islanders are renowned for being great hosts and accordingly, have personalities well suited to the hospitality industry. Worldwide, the hospitality industry has a reputation for its high incidence of sexual harassment (Ineson, Yap & Whiting, 2013; Poulston, 2008). To date, no studies have investigated sexual harassment in the Cook Islands hospitality industry. This research addresses the gap and investigates sexual harassment of hospitality employees, with specific reference to customers as offenders. The study adopts a qualitative, interpretive approach, involving interviews with employees and employers in the hospitality industry on Rarotonga, Cook Islands. This is a working paper that highlights some preliminary findings on causality of sexual harassment behaviour by customers in this location.

Keywords: Case study, Cook Islands, Customers, Employees, Hospitality, Sexual Harassment.

Employee ingratiation and customer complimenting behavior in restaurants

Dr Hsiang-Fei Luoh

Fu Jen Catholic University

Abstract

One increasingly important focus when it comes to enhancing customer loyalty in the hospitality industry is how to increase customer complimenting behavior. However, there is little empirical research available on customer complimenting behavior in the restaurant industry. Thus, this research aims to identify, from the customers' perspectives, the relationship between employee ingratiation, customer delight, customer satisfaction, complimenting behavior, and customer loyalty for full-service restaurants. A total of 200 valid samples collected from customers in full-service restaurants by means of purposive sampling, and the data will be analyzed using a multiple regression method. This study will contribute to the literature by showing the influence of employee ingratiation on customer compliments in restaurants. Hopefully, the results will shed further light on customer complimenting behaviors, and can be a valuable reference for service marketing and human resource management in the restaurant industry.

Keywords: Customer Complimenting Behavior, Employee Ingratiation, Customer Delight, Customer Satisfaction, Customer Loyalty, Full-Service Restaurant

Examining the dimensions of quality in hospitality management education: A student perspective

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California State Polytechnic University

Abstract

The main purpose of this empirical research is to investigate students' perceptions of quality in hospitality management education. Specific objectives are three-fold. First, this study identifies quality attributes in hospitality management education through the thorough review of extant research. Second, using those identified education attributes, this study delineates underlying dimensions of quality in hospitality management education. Lastly, this research compares students' perceptions of education quality, using various demographic variables. Both customers and service providers in hospitality management education are curious about what needs to be implemented to provide quality education. The results of this empirical research will provide answer to this inquiry.

Keywords: Hospitality management, Education quality, Higher education

Experiencing the rapid development of tourism in Macau: Through the eyes of Hong Kong visitors

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Institute for Tourism Studies

Abstract

Previous research focused on rapid destination developments which influence host communities' attitudes. Limited research has illustrated visitor perceptions of tourism development. This study explores visitor perceptions of the rapid development of Macau. Using a qualitative approach, this study tries to discover how visitor perceptions to be affected by the rapid tourism development. A total of 14 semi-structured interviews were conducted with repeat Hong Kong visitors in Macau. The data were analyzed by using thematic analysis and the computer software Nvivo 10. The results show that visitors' perceived image of Macau affected by the rapid tourism development is apparent. The views expressed by visitors on the tourism development of Macau comprising positive and negative aspects. The findings of the study propose the needs for tourism sustainable development and tourism quality issues should be addressed by destination marketers and decision makers.

Keywords: Rapid change, Macau, Tourism development, Visitor perceptions, Sustainability, Thematic analysis

Experiential learning and its effectiveness – from the perceptions of hospitality students

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Abstract

This paper aims at reviewing the implementation situation of experiential learning in China's Hospitality Education and exploring the students' perceptions on the effectiveness of the adopted experiential learning methods. Observations and focus groups have been conducted in three different vocational colleges in China. The study reveals that experiential learning activities are widely utilized in China's Hospitality Education. In general, students state that experiential learning is more effective than traditional classroom learning. Nonetheless some experiential learning activities are considered to be effectively implemented. Several suggestions are given in this paper to provide support to hospitality educators to improving the utilization of experiential learning methods and facilitate students' learning. Besides, some unique experiential learning methods, which are not documented in literature, are found to be adopted in China's hospitality education.

Keywords: Experiential learning, Hospitality, Education, Effectiveness, Students' Perceptions, China

Exploring the entrepreneur competencies for small and medium restaurants

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¹*Jinwen University of Science and Technology*, ²*Ming Chuan University*, ³*Ching Kuo Institute of Management and Health*, ⁴*Tungnan University*

Abstract

The main purpose of this study was to establish Entrepreneur Literacy Competency Standards for small and medium entrepreneur (SME) restaurants. After two rounds of Delphi Technique Surveys with these participants, the “Entrepreneur Literacy Competency Standards for small and medium entrepreneur (SME) restaurants” was established. Two levels (standard dimensions and indicators) and six dimensions (including knowledge, skills, and attitudes of entrepreneur opportunity, relationship, conceptual. Organizing, strategic, and commitment competencies) were identified.

Keywords: Entrepreneur literacy competency; Competency standards; Delphi technique, Restaurant entrepreneur, Small and medium businesses.

Exploring the moderated influence of environmental uncertainty on the relationship between organizational capabilities and organizational performance: Making travel agencies in Taiwan as an example

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¹Shih Chien University, ²Delin Institute of Technology, ³National Central University

Abstract

From strategic management point of view, organizational capabilities are usually used as an index measuring how an organization can effectively adapt to and respond to the environmental impact imposed on it. Even though organizational capabilities have been supposed to hold the key to the achievement of superior performance of an organization, there is no agreement on the dimensions of organizational capabilities. As the same, the measurement indicators of environmental uncertainty among extant literature still are diverse with different industries. Selecting Taiwanese travel agencies as our research object, therefore, this study aims to explore the moderated effect of environmental uncertainty on the relationship between organizational capabilities and organizational performance.

Keywords: environmental uncertainty; organizational performance; innovation capability; marketing capability; Travel agency

Exploring the relationships among coffee brand image, customer purchase motivation and customer satisfaction

Dr Robert T Y Wu, Ms Hsiang-Ping Huang
Jinwen University of Science and Technology

Abstract

Achieving customer satisfaction is an important strategy for a success coffee business, and knowledge of coffee brand image, customer purchase motivation and customer satisfaction is crucial to attract and retain customers. This study examined the relationships among coffee brand image, customer purchase motivation and customer satisfaction and focused particularly on the mediating effect of customer purchase motivation on the relationship between coffee brand image and customer satisfaction. Data were collected from 450 customers who bought coffee from 7-11 convenient stores in Taipei, Taiwan. The results showed that both coffee brand image and customer purchase motivation contributed to customer satisfaction. The results also indicated that customer purchase motivation exerted mediating effect on the relationship between coffee brand image and customer satisfaction.

Keywords: Coffee Brand Image, Customer Purchase Motivation, Customer Satisfaction, Coffee Businesses, Convenient Store, Mediating Effect

Exploring the specialization concept for identifying and segmenting special-interest tourists: A food tourism case

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¹*University of Otago*, ²*Zhejiang University*

Abstract

Food tourism has drawn much attention as a special-interest tourism product in recent years. However, despite the wide recognition of the significant role that food has been playing in tourism, inadequate research has been done so far to explore whether and how food tourists can be identified and classified for effective marketing strategy and quality service delivery. This study aimed to introduce the recreation specialization concept to the segmentation of food tourists. Using a US sample, this study explored whether ‘specialists’ exist in food-related destination consumptions, and whether they differ in their food-related destination consumption behaviors and psychological attributes. The results support the notion that there is a specialization continuum in food-related destination consumption that exists among the food tourists in broad sense. This study validates the efficacy of recreation specialization framework in special-interest tourism and suggests its practical implications to destination managers for more effective destination marketing.

Keywords: Special-Interest Tourism, Food tourism, Food Tourist, Market segmentation, Recreation Specialization, Food-related destination consumption

Factors affecting older Taiwanese adults' dietary diversity

Dr Kuei-I Lee, Ms Yi-Shien Tee, Dr Wen-Dee Chiang
Tunghai University

Abstract

In Taiwan, the elderly population has grown dramatically. To maintain physical health and reduce nutrition risk has been the priority for elderly to increase their quality of life. Consumption diversity and nutritious balanced meals can preserve body mass especially in elderly groups. The main purpose of this study is to use theory of planned behaviour to examine consumption of a varied diet among older Taiwanese adults affected by attitudes, subjective norms and perceived behavior control to understand the cause of behavior. Questionnaires will be developed and distributed to community-dwelling elderly living in Taichung, Taiwan. Data will be analysed by using SPSS. Descriptive statistics, t-test, ANOVA and Pearson's correlation were used to check demographic characteristics and the relationship between variables. The results will provide important insights into ways to promote a more diverse diet and according to the current health trends, help restaurant companies develop menus in accordance with the health needs among older Taiwanese adults.

Keywords: attitude, dietary diversity, older Taiwanese adults, perceived behaviour control, subjective norm, theory of planned behaviour

Factors influencing the green food and beverage behavior of hospitality college students: An expanded value-belief-norm model

Dr Yao-Fen Wang

Tainan University of Technology

Abstract

Value-Belief-Norm (VBN) is a valid theoretical model for explaining pro-environmental behaviors. The purposes of this study were to explore the causal relationship among influencing factors to explain the individual behavior pertaining to GFB of hospitality students. A questionnaire survey was adopted for this study. Questionnaires were distributed to a total of 250 college students. AMOS 18.0 was used to conduct a two-stage structural equation modeling (SEM) to achieve research purposes. According to results, this study testified that the expanded VBN model (awareness-VBN-motivation) is predictive of individual GFB behavior. Both moral responsibilities pertaining to GFBs and motivations to practice GFBs positively affect individual behavior pertaining to GFBs. Finally, some recommendations were made for teacher's teaching.

Keywords: foodservice industry, green literacy, green food and beverage literacy, green restaurant, hospitality education, sustainable development

Factors influencing tourist satisfaction and the mediating role of complaint intention between satisfaction and loyalty

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Abstract

This paper aims to identify the determinants of tourist satisfaction and loyalty in the hotel and tourist attraction sectors. A total of 799 samples from the hotel sector and 790 samples from the attraction sector were obtained for analysis. Results of regression analysis indicate that loyalty is influenced by tourist satisfaction and their complaint intention. In turn, tourists' satisfaction is predicted by perceived performance, assessed value and expectation. However, expectation fails to predict tourists' satisfaction in the attraction sector. Tourists' intention to complain was found to have a mediating role between satisfaction and loyalty in the hotel sector. Implications of the findings are discussed.

Keywords: complaint, loyalty, mediating effect, tourist satisfaction

Factors that influence Chinese visitor selection of accommodation in New Zealand

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Abstract

With the continued growth of Chinese visitors to New Zealand accommodation providers need to be aware of the needs and wants of this group of travellers. This study seeks to provide suggestions to accommodation providers of the factors that influence Chinese visitor selection of accommodation in New Zealand. The results indicate that travellers still place importance on clean, comfortable and safe accommodation, but also are demanding complimentary Wi-Fi and better signage in accommodation. Both accommodation providers and regional tourism operators agree that accommodation providers must not ignore this growing market and the need to ensure that they are 'China Ready' as well as being able to provide a 'kiwi experience' and 'manaakitanga'.

Key words: accommodation selection, Chinese visitors, leisure traveller, manaakitanga, hospitality, tourism

Food as a language: A Malaysian perspective

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Abstract

Malaysia is a multi-ethnic nation with a population of 30 million as at March 2015. The three major ethnicities are Malays, Chinese and Indians. Each ethnicity has its own cultural values and practices. A common cultural trait amongst the multi-cultural peoples of Malaysia is an all-abiding passion for food. This study discusses how food is used as a medium of communication within and between cultures in Malaysia. It delves into the cultural behaviour of the Malays, Chinese and Indians to find out how food can be used as a common, non-verbal, language to effectively and efficiently convey thoughts, feelings and emotions, religious principles, friendship and business relationship amongst the three ethnicities. Preliminary findings reveal certain aspects which are uniquely Malaysian, a distinctive blend of intercultural practices, meanings and understandings, that food is a social glue as well as an agent to unify multiple cultures.

Keywords: Communication, Food Culture and Behaviour, Malaysian Ethnicities

Foodservice in fully residential schools: Productivity and satisfaction

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¹*Universiti Putra Malaysia*, ²*Universiti Teknologi MARA*

Abstract

The research looks at how the operations of foodservice in fully residential schools (FRS) by profiling the details on aspects of operation and human resource by respective food operators and the satisfaction of foodservice. Dealing with human resource which parallel to the natural need for service industry, food servers are measured in term of their productivity and availability to later determine whether the planning of food service adequate to the output or production. A total of 21 FRS in Peninsular Malaysia were selected. It was found that majority of the foodservice operation had low availability rate (AR) and productivity per hour worked (PPHW); with separate calculations made between two sections of front of the house (FOH) and back of the house (BOH). The dimension of staff in foodservice in FRS foodservice satisfaction was found to be the strongest predictor in determining the average daily calorie consumption in each FRS.

Keywords: Availability, Foodservice, Fully Residential Schools, Malaysia, Productivity, Satisfaction

Formulation of human resources strategies in the tourism and hospitality industry: Perspectives from gen-Y's perception on engagement and commitment

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Abstract

The aim of this article is to investigate Gen-Y's perception on work engagement and commitment leading to the formulation of human resources (HR) strategies in tourism and hospitality industry. 258 respondents from two different categories, Gen-Y employees in tourism and hospitality industry and Gen-Y studying in higher education were investigated. Topics focused on driving forces that motivate Gen-Y's commitment and engagement to work in the tourism and hospitality industry. From the results, the major driving forces to motivate Gen-Y are fair promotion, team work and opportunities to demonstrate their skills and abilities. HR strategies such as i) maintaining harmonious relationship among employees; ii) promoting teamwork among employees; iii) fair opportunity for promotion and iv) providing relevant training to employees; are suggested to adopt for motivating the Gen-Y population in retaining them in the tourism and hospitality industry.

Keywords: Commitment, Engagement, Generation Y, Human Resources (HR) Strategies, Motivation, Tourism and Hospitality Industry

Fostering 'green' education: A practitioner's innovative project example

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Abstract

Environmental education is vital for the sustainability of countries across the globe as reflected in the multiple political and educational initiatives evident internationally. Many countries have progressed in implementing sound educational programs for sustainability, even at Primary school level. In other parts of the world progress in this regard is much slower. Jamaica is one such country that lags behind in sustainable education. In a hospitality project management class a group of seventh semester undergraduate students initiated a project to conduct research into ways to assist this island foster change in environmental education. The project results reported in this paper show that successful sustainable education beginning at primary education level can be a mechanism for change and economic development in countries where tourism and hospitality is a main source of income. The project also reports teacher training and parental support to be key success factors in a sustainable “green” curriculum.

Keywords: Practitioner’s, Project, Sustainable, Education, Youth-in-Action.

Franchise knowledge transfer and institutionalisation

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Abstract

Knowledge transfer (KT), a fundamental element of business format franchising, can be. Previous research identifies that both knowledge and partner characteristics can either facilitate or inhibit KT between the franchisor and franchisee and between franchisees. Franchise maturation is one partner characteristic that is argued to create a barrier to franchise KT, although there is limited empirical evidence to support this argument. This paper reports a study that investigates franchise maturation and KT within franchise networks. The findings from this qualitative study of hospitality, retail and professional service Turkish franchisees, suggest that franchisor institutionalisation, rather than maturation, is a more relevant concept. The study reveals that KT practices become more sophisticated and effective in 'institutionalised' franchise networks. These practices serve to enhance relational development between franchisors and franchisees, improve absorptive capacity of franchise partners and encourage two-way KT.

Keywords: Franchise, Knowledge Transfer, Relationships, Absorptive Capacity

From seed to plate: The kissing chef and Napa Kitchen Gardens

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Abstract

“Farm to table” is a popular concept , especially in the slow food and sustainable food sectors. This case study describes and analyses an innovative adaption of the farm to table model. The business owners have taken this to a more developed level, conceptualized as “seed to plate”. The case describes a vertically - integrated business model consisting of an organic farm, an executive retreat, a cooking school and two restaurants in San Francisco. The case is of interest at several levels: the partners have blended several unique aspects into their business startegy, including seed to plate, bistronomy and immersion retreats, “innovation laboratories” for new dishes and menus, and the application of Kaplan and Norton’s balanced scorecard to the business.

Keywords: Sustainable agriculture; tourism; farm to table.

Green attributes for restaurants: What really matters to the U.S. consumers?

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Abstract

This study was designed to provide additional insight to literature and practices by identifying restaurants' green attributes that are deemed most important to consumers and measuring the impact from consumers' demographic backgrounds on their preferences among various green attributes for restaurants. A total of 382 useful questionnaires from the U.S. were analyzed with repeated measures ANOVA, post hoc comparisons, and multiple regressions. The findings suggest: (a) consumers in general value environment-focused attributes more than food- and administration-focused green attributes, (b) female consumers rate higher in all three categories of green attributes than male, (c) younger consumers value food-focused attributes more than older consumers, and (d) consumers' educational and income levels do not affect their attitudes towards different green attributes for restaurants. Drawing from the results, restaurant managers will be able to allocate their efforts on green initiatives wisely according to the preferences of their target customers.

Keywords: Consumers, Green, Restaurants, Sustainability, United States

Green management, corporate social responsibility and sustainability in hotel industry: A systematic review of research articles from 2010-2014

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Abstract

This paper systematically review the hospitality and tourism journals published over a five-year period, in an effort to gain understanding how green management, CSR, and sustainability issues have been conducted in the context of hotel industry. A total of 88 articles were drawn from nine leading journals. These include: *Annals of Tourism Research*, *Asia Pacific Journal of Tourism Research*, *Cornell Hospitality Quarterly*, *International Journal of Hospitality Management*, *International Journal of Contemporary Hospitality Management*, *Journal of Hospitality and Tourism Research*, *Journal of Hospitality, Leisure Sport and Tourism Education*, *Journal of Sustainable Tourism and Tourism Management*. The results are presented with the discussion of research articles by journals and period; geographical location of study; area of study and sub-topic; research type; data collection approach; statistical techniques; and findings of those researches.

Keywords: CSR, Environmental Management, Green Hotel, Research, Sustainability

Green, price, location, facility or social interaction? An exploration of flashpackers' purchase intention in Taiwan

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Abstract

Over the past decades, backpacking has emerged as a main global cultural, economic and social phenomenon for an individual travel and a growing network of budget hostels and related tour operators. But recently convergence of mobile technology and physical travel have embraced "Flashpackers" an increasing important sub-segment of backpacking market in Taiwan. Flashpackers' hotel, which is the premium for individual tourist travelling abroad is a new trend nowadays with the rapid expansion of provision among in Taiwan. This study is to integrate concepts factors of green, price, location, facility and social interaction, to explore and compare the characteristics of flashpackers' behavior from different counterparts when they take these determinants into account to affect their purchase intention. In this study 400 self-completion questionnaires will be collected.

Keywords: Flashpacker, purchase Intention, social interaction

Have dog – will travel: An examination of dog owner travel desires using the model of goal-directed behavior

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Abstract

Dogs are part of the family for many in the USA. Hotels are expanding their dog-friendly policies. However, little is known about dog owners' decision-making with regard to traveling with their canines. This study surveyed 196 American dog owners to better understand this niche market. Most respondents were white, educated females with one or two dogs. They actively discuss pets and travel on social media. Next, the study verified applicability of the Model of Goal-directed Behavior (MGB). It examined dog owners' internal and external factors leading to desire for dog-accompanied leisure travel and future intent to do so. Anticipated emotions, attitudes toward the act and subjective norms were each found to have a positive relationship with desire. As MGB predicts, past behavior was found to be a predictor of both desire and behavioral intent. Those who have previously traveled with their dogs desire and plan to do so again. Policies and fees imposed by hotels may act as barriers to desire. This study offers hoteliers and leisure/tourism organizations insight into the dog-owning market.

Keywords: Attitudes, Dog owners, Goal directed behaviours, Perceived behavioural control, Subjective norms, Travel desires

Hedonic estimates of complimentary offers and spatial price competition in the hotel industry

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Abstract

Many hotels package complimentary offers such as free breakfast, parking, and Wi-Fi access with the room under a single price. Recent trend in the lodging industry suggests that complimentary offers may play the role as big selling points for hotels. Previous research in the hotel industry have found that occupancy rate, revenue per available room (RevPar), and average daily room rates (ADR) are effective measures to examine hotel performances. Therefore, this study will examine the impact of complimentary offers on hotel's occupancy rate, RevPar, and ADR, using data for 850 hotels in Houston, Texas. A single hedonic equation model with ordinary least squares (OLS) analysis will be used to estimate the effects of complimentary offers on hotel performances. This study is expected to provide evidence for the significant role of complimentary offers in hotel price competition.

Keywords: Complimentary offers, Differentiation, Hedonic pricing, Hotel performance, Spatial panel approach, Price competition

Heritage or hesitate? Preserving authenticity in Hong Kong tourism

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Abstract

This research aims to examine the planning and practices in preserving authenticity in Hong Kong Tourism. The research was done based on direct observations on the heritage spots of Hong Kong, survey and review from the literature reviews. The research framework was based on the criteria and indicators issued by Global Sustainable Tourism Council in relation to preserving authenticity in tourism. In findings, Hong Kong Tourism had a high level of compliance towards the generic sustainability criteria, however, score relatively low in preserving authenticity. The low level of compliance can be explained by the lack of local community support in the authentic tourism development. The unequal effort of government in promoting authenticity as evident of a solely solid management system in protecting the tangible and intangible heritage and absence of further utilization in promoting authentic tourism had affected the perception and attitude of Hong Kong residents' towards the cultural heritage development.

Keywords: authenticity, heritage, sustainability, preservation, Hong Kong tourism.

Holiday in Cambodia: Exploring the experiences of high school volunteer tourism

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Auckland University of Technology

Abstract

Volunteer tourism is increasing in popularity within New Zealand secondary schools. Using an exploratory case study approach, this research investigated the motivations, expectations and experiences of Rangitoto College students in Auckland, New Zealand, who travelled to Cambodia to build houses in rural communities. Data were collected before and after the trip with semi-structured interviews and photo elicitation. Findings suggest students are motivated by altruistic behaviour and the desire for unique experiences. Students had very high expectations, predicting the experience to be either life changing or incredibly important. Actual experiences generally lived up to these expectations, with their volunteer work perceived as positive and their experiences of poverty challenging but important to see. Finally, personal development and increased social responsibility were identified as important effects of the trip. These findings have implications for the education of secondary school students and the potential for volunteer tourism to contribute to the development of empathetic, globally aware young adults.

Keywords: Asia Pacific, Conference, Research, Volunteer tourism, Education

Hospitality emotional labor presentation: Cultural differences between East and West

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Tunghai University

Abstract

Hospitality employees' emotional presentation is an important factor determining service quality. This study conducted a cross-cultural comparison examining the culture influences on employees' emotional labor strategy. Data were collected in America and Taiwan to represent Individualism and Collectivism culture orientation. The hospitality emotional labor scale (HELs) was used to collect data. A total of 528 useful questionnaires were collected. The results supported the hypotheses of that culture is a factor influencing employee's emotional labor presentation strategies and the work outcomes they experience. Taiwanese employees try harder than their American counterpart in acting out the desired emotional labor. At the same time, they are more prone to the negative effect that emotional labor brings.

Key words: emotional labor, Hospitality Emotional Labor Scale (HELs), cross-cultural invariance, surface acting, deep acting

'Hospitality' through the eyes of front-line hotel workers

Ms Maria Golubovskaya, Dr David Solnet, Dr Richard Robinson
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Abstract

One commonality among leading hospitality companies is the notion of hospitality values. The explicit statements of their mission and values often display their commitment to emphasize the values of 'pure' hospitality and to stress the importance of the 'hospitality spirit'. However, there is a very limited knowledge on whether these core values disseminate down to the contact employees who directly interact with the guests and have an opportunity to offer warmth, generosity and welcoming, and create a sense of hospitality. This paper explores the multiple realities of the phenomenon of 'hospitality' from the insider's perspective based on dual-stage semi-structured interviews conducted with front-line hotel workers in Australia. The study reveals that the topic has strong potential for further development, opening up further debate and illustrating the misunderstandings about the 'hospitality' phenomenon, and what are the possible hotel management practices which may help to conserve and foster hospitality spirit in organisations.

Keywords: essence of hospitality, hospitable behaviour, hospitality industry, perception of hospitality and service provision.

Hospitals with hospitality: The adaptation of hospitality management, concepts and training to the management of hospital services - a tri-continental case study

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¹*Sodertorn University*, ²*Kaplan Higher Education*

Abstract

This paper focuses on contemporary applications of hospitality expertise, concepts and training to the management of hospitals. When viewed at one end of the Product-Service Continuum, traditional hospitals may be argued to resemble a factory assembly line where medical treatments are produced as rationally as possible. However, given the complexities of job roles, variability of personal relationships, perishability of beds, and intangibilities associated with patient experiences, hospitals are nowadays increasingly being perceived and managed as services, where the service is provided to individual patients. By defining the hospital as a service provider new insights into how individual care is offered from different service industries can shed new light on the treatment of hospitalized patients. We have studied service systems in hospital settings. The paper seeks to demonstrate the ways in which hospitals are using expertise and training from organizations within the hospitality sector across the whole hospital organisation. Research presented from 3 international high-end hospitals shows that intensive care and nutrition treatment are seen as examples of areas in which a service orientation can potentially improve treatment outcome. Our method is a qualitative tri-continental case study with semi-structured interviews from three countries, the United States, Sweden and Singapore.

Key words: health care, hospitality, hospitals, hospitel, service, medical tourism

Hotel managers' perception of interns

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Tamkang University

Abstract

This research aims to explore hotel managers' perceptions towards interns and internships in Taiwan in order to draw out key issues for future research. This research draws primarily on five in-depth interviews with hotel managers in operational sectors and human resources department. Respondents generally perceive interns as very important human capital and focus internship program on human resources issues such as recruitment, training, retention, and deployment. Some respondents are not satisfied with the quality of interns and thinks that school should take responsibility for it. The results suggest there needed to be more ongoing communication between schools, interns and hotel practitioners since the major purpose of internship is education, not supplement for labour shortage. Schools may hold workshop or orientation for hotel managers in internship programs to address this issue.

Keywords: Intern, Internship, Perception, Hotel Manager, Hospitality, Taiwan

How creative personality, psychological empowerment, and job stress influence innovative behavior of hospitality employees

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Fu Jen Catholic University

Abstract

The present study investigates the effects of creative personality, psychological empowerment, and job stress on employee innovative behavior in a pairing sample of 339 employees and their supervisors in Taiwanese international tourist hotels. The results show that creative personality and psychological empowerment positively affect innovative behavior. However, job stress does not have a significant effect on employee innovative behavior. The results suggest that hospitality firms seeking for innovative competitive advantages should focus on recruiting creative individuals and providing an empowerment environment that helps to boost employee creativity and innovation in the hospitality organization.

Keywords: Creative personality, Innovative behavior, Job stress, Psychological empowerment, Hospitality employee

How internal marketing and the three stages of service consumption affect customers' perceptions of quality at day spas

Ms Chompoonut Suttikun, **Dr Jingxue (Jessica) Yuan**
Texas Tech University

Abstract

The U.S. spa revenue and employee hiring increased from 1999 to 2013. Internal marketing and service consumption play important parts in marketing strategies that deliver goods/services to customers at pre-purchase, service encounter, and post-encounter stages. This study aims to investigate how the three stages of service consumption and internal marketing affect customers' perceptions of quality at day spas, which in turn, impact their satisfaction. Using a questionnaire, data will be collected from customers who visited day spas in the US. Multiple regressions will be used to test the hypotheses that have been proposed in the study.

Keywords: Customer Satisfaction, Day Spas, Internal Marketing, Perceived Quality, Service Consumption, SERVQUAL

How leader-member exchange facilitates frontline employees' work engagement: Mediating effects of role overload and job security

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¹National Chi Nan University, ²Ling Tung University, ³Lunghwa University of Science and Technology

Abstract

This study intends to explore the mediating effects of role overload and job security on the relationship between leader-member exchange and work engagement, and simultaneously examines the impact of role overload on employees' job security. Questionnaire survey was conducted in 8 international tourist hotels in Taiwan. Of the returned sample, 310 questionnaires are effective. The result indicates that role overload and job security have mediating effects on the relationship between leader-member exchange and work engagement. Also, role overload can positively influence job security. Implications for managers and suggestions for future research are discussed.

Keywords: Frontline Employees, International Tourist Hotels, Job Security, Leader-Member Exchange, Role Overload, Work Engagement

How satisfied are hospitality learners with experiential learning?

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Abstract

This study attempts to explore the factors affecting hospitality graduates' satisfaction with experiential learning in China. Three factors are identified to have affected graduates' learning satisfaction: 'School Based Activities', 'Professional Skills Related Activities', and 'Practical Learning Activities'. These experiential learning factors are examined to assess the relative influence on graduates' learning satisfaction. Graduates have the highest learning satisfaction with 'Practical Learning Activities' among all factors; however, 'School Based Activities' is the most influential predictor of graduates' learning satisfaction. Discussion and implications are provided to stakeholders for improvement of graduates' learning satisfaction.

Keywords: Experiential Learning, Graduates' Learning Satisfaction, China

Identifying sport tourists' characteristics

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Abstract

Despite ample research that has been conducted about sport tourism and sport tourists, there is still a lack of information on how, or if, sport tourists differ from non-sport tourists in terms of socio-demographics or travel preferences. This paper investigates the similarities and dissimilarities between sport tourists and non-sport tourists. An online survey was distributed via Mechanical Turk and 2500 people responded to questions regarding whether they had traveled for sport purposes, socio-demographics, and travel preferences. Sport tourists are socio-demographically different than non-sport tourists. They demonstrate different as well as similar travel preferences. Both types of tourists reported visiting natural attractions, cultural attractions, and historical attractions. Sport tourists are more likely to visit friends and relatives, participate in sea-and-sun activities, and visit man-made attractions.

Keywords: non-sport tourist, sport event, sport tourism, sport tourist, tourist segmentation, travel preferences

Image congruity and boutique hotels

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Abstract

The purpose of this paper is to begin to evaluate the influence of female consumer's self-image congruity -- purchase intention towards a brand when the brand image matches their personality -- on their choice of boutique hotels. The current literature suggests a large gap in the research regarding this area. Quantitative and qualitative research, a questionnaire followed up by interviews, focuses on a proxy for boutique hotels. Female brand consciousness, particularly in purchasing underwear, should magnify self-image congruity. The main findings were that self-concept relates to purchase intentions of underwear, supporting possible implications and future research of similar effects on booking intentions of boutique hotels. Due to the small sample size it is suggested that further research is done in this field.

Keywords: Boutique Hotels, Branding, Consumer Behaviour

Impact of sporting events on the broader community

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Abstract

Sporting events have an impact on the quality of life of residents in the host community. Most studies on the impact of sporting events concentrate on the economic costs and benefits for host communities. Current research also considers the social impacts and how this needs to be factored into event planning.

This paper investigates the impact of hosting the annual “Challenge Wanaka Triathlon Festival” (CWTF) in Wanaka, a small regional town in the South Island of New Zealand.

An independent impact study of CWTF was conducted in 2013 and 2014. Fifteen local residents were interviewed as part of the 2013 research. The findings suggest that local residents perceive hosting CWTF as something of a double-edged sword. To ensure the sustainability of the CWTF, recommendations to the organisers are to place the community experience at the forefront of planning and managing the event

Keywords: Asia Pacific, Conference, Events, Host Community, Research, Sustainability, Tourism

Indigenous self-determination, the contribution of food tourism

Ms Ann Allen

Auckland University of Technology

Abstract

With the developments and investment in Māori Tourism of the last few years much has changed since Barnett (1977) noted that issues of control were at the centre of the development of Māori Tourism in New Zealand. An examination and analysis of some current Māori tourism providers and products will allow a discussion of the potential place of the Māori culinary tradition for the gastronomic tourist. At present Māori food for the gastronomic tourist is difficult to access and predominantly located on the Marae and outside of easily accessible gastronomic provision. The paper being developed will look at the food traditions of the Māori as colonisers and colonised. It will consider ideas of indigenisation and hybridism as it applies to both Māori and other first nation peoples' foodways and natural resources. Finally, some examples concerning Māori tourism and culinary traditions will be explored to begin to understand the possibilities for Māori food tourism.

Keywords: Māori, tourism, gastronomic provision, post-colonial, foodways.

International visitors' image of Macau as a tourist destination

Dr Radesh Palakurthi

University of Memphis

Abstract

Macau has experienced a phenomenal growth as a tourism destination has more recently been rocked with the changing dynamics of the geopolitics, government regulations and the increasing choices for gaming in the Asian market. Since most of the growth in gaming depends on international visitors to Macau, this study focuses on the international visitors' perceptions of Macau as a tourist destination with the aim of determining other alternatives for destination marketing. The study fulfils that goal by characterizing the image that international visitors have of Macau as a tourist destination. It also examines if the international visitors differentiate Macau from other major gaming destinations. The methodology proposed by (Echtner & Ritchie, 2003) was used to explore the image using functional and psychological components at both the holistic and attribute level. Data was collected at four major sites in Macau using a semi-structured questionnaire. The authors develop the image components of Macau in this study.

Keywords: Destination Image, Destination Brand, Tourism Strategy, Macau, and Asia Pacific tourism.

Investigating the effects of intrinsic and extrinsic traits on hospitality employees' career satisfaction

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Abstract

Job satisfaction is probably one of the most researched topics in the hospitality and tourism literature. Scholars have invested considerable resources in investigating this topic from an array of different perspectives with the intention of enhancing our conceptual understanding of the defining elements that affect employees' job satisfaction in the workplace. Adding to this discourse, this study aims to investigate the effects of both intrinsic and extrinsic job satisfaction traits on the individual's career satisfaction/progression and subsequent intention to remain in the hospitality industry. By adopting a quantitative methodology, with the utilization of a multivariate statistical analysis method, namely Structural Equation Modeling (SEM), the study investigates individuals working as full time employees (n=564) at all levels of the hierarchy in 4- and 5- star hotel establishments in Cyprus. Findings, some of which challenge existing theoretical paradigms, are of interest to stakeholders both in the industry and the academic community.

Keywords: Career satisfaction, Cyprus, Hospitality industry, Job satisfaction, SEM

Investigation of the effects of career self-efficacy on hospitality students' career commitment: The mediating role of self-esteem

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¹*Southern University of Science and Technology*, ²*I-Shou University*, ³*Fu Jen Catholic University*

Abstract

Career self-efficacy refers to beliefs about abilities to execute and regulate specific jobs in one's career. It also affects one's career decision, career choice, career development and planning (Bandura Barbaranelli, Caprara & Pastorelli, 2001), and career commitment (Adio & Popoola, 2010). Self-esteem is generally regarded as one's judgment of one's personal worth (Rosenberg, Schooler, Schoenbach, & Rosenberg, 1995); the evaluative component of self-knowledge. In other words, self-esteem is a personal evaluation reflecting what people think of themselves as individuals. The role of self-esteem has played an important role in people's subsequent work careers. Greenhaus and Parasuraman (1993) found a significant relationship between career commitment and self-esteem.

Keywords:

Key choice factors and preferences of attendees for hospitality and tourism conferences

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Abstract

This study assesses the important choice factors for potential attendees of international conferences. Data was collected through an online questionnaire distributed to past attendees of two international conferences as well as members of a professional association. The findings reveal four major choice factors: education opportunity, career development, travelability, and destination stimuli. Furthermore, a conference website and email were found to be preferred communication media over Social Network Service (SNS) and printed-out for potential conference attendees. Based on the results, recommendations for key programme components and communication media are made to assist conference organisers in creating a satisfactory and attractive conference for attendees.

Keywords: Conference attendees, Choice factors, Preference, Individual differences

Korean food diffusion stage of Chinese college students in South Korea

Dr Kyung Soo Han, Ms Hyunmi Kim, Mr Hyon Wook Do

Kyonggi University

Abstract

This study is intending to suggest the adaptation status of Korean food and its improvement by measuring the diffusion phase of Korean food targeting Chinese students studying in Korea currently as a plan for constructing Korean food image in the Chinese consumer market which is sure possible for continued. Utilizing the Korean food evaluation indicator developed by Han et al. (2013), this study conducted a questionnaire survey on 81 Chinese students who were studying in Korea from August 1 until November 30, 2014. Most of the Chinese students' think of the main entity of food choice is no other than oneself, and they try to adapt themselves to food as a part of their life of studying abroad. Therefore, it was found that the inclination to recognize food through hands-on experience was high.

Keywords: Adaptation Status, Chinese Students, Diffusion Stage, Foreign Student, Innovation Theory, Korean Food

Learning accounting: Hospitality business students' perceptions of accounting education

Dr Edmund Goh, Ms Madalyn Scerri

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Abstract

Understanding the nature of students' learning experiences is an important means of improving the quality of students' learning outcomes and the teaching environment. Through an awareness of students' perceptions, educators can understand 'what students conceive learning to be, how they conceive the learning task, or how they approach learning', as well as possible determinants of academic success (Abraham, 2006, p.9).

For the introduction of an Australian study exploring factors hospitality business students perceive to influence academic achievement in compulsory undergraduate accounting, this paper discusses literature relevant to student perceptions of accounting. The theory of planned behaviour and the self-efficacy theory are presented as relevant theoretical frameworks to inform the critical analysis of hospitality students' perceptions of accounting.

Keywords: Accounting Education; Hospitality Education; Self-Efficacy Theory; Student Perceptions; Teaching and Learning; Theory of Planned Behaviour.

Leveraging and activating sponsorship through music festivals: The case of Circuit of the Americas and Austin Fan Fest

Ms Nichole Kosar, Dr Khalid Ballouli, Mr Todd C. Koesters, Dr Brian Mihalik
University of South Carolina

Abstract

The purpose of this study was to examine peripheral sponsorship activation at Austin Fan Fest, held each year in Austin, TX (USA) during the U.S. Formula 1 Grand Prix, to determine whether sponsorship activation away from the event's race track, but still linked to the U.S. Grand Prix event, led to equal, better, or lesser sponsorship outcomes overall. Findings revealed circumstance whereby activational sponsorship off-site at the downtown Austin Fan Fest outperformed on-site nonactivational sponsorship. These implications are significant not only for event sponsors with regard to activation, but also for event organizers in relation to added sellable value.

Keywords: Event Planning, Music Festival, Tourism, Sponsorship

Linking customer-employee exchange and employee innovative behavior

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Abstract

Social exchange theory highlights customer-employee exchange and its influence on employees' perceptions and behaviors. Using a sample of 180 Chinese employees from hotel industry, this study links customer-employee exchange to employee innovative behavior. The analysis of the survey indicates that customer-employee exchange has a positive effect on employee innovative behavior, although two factors, solidarity and information exchange, do not significantly influence employee innovation. Also, the mediation of customer support and resources in the relationship between customer-employee exchange and employee innovative behavior is supported, although the degrees of the indirect effect vary among the three dimensions of customer-employee exchange. The results contribute to the understanding of the role of social exchanges in facilitating employee innovative behavior and provide implications for the management of employee innovation in hospitality firms.

Keywords:

Local identity as an inspiration for an innovative trend concerning hotels' interior design in Riyadh-KSA

Dr Laila Alqhtani, Dr Salwa A. Megahed
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Abstract

Islamic calligraphy is the artistic practice of handwriting and calligraphy, based upon the Arabic language and alphabet in the lands sharing a common Islamic cultural heritage. It is known in Arabic as khatt (خط), which derived from the word 'line', 'design', or 'construction'[1]. As Islamic calligraphy is highly venerated, most works follow examples set by well-established calligraphers, with the exception of secular or contemporary works. Many foreigners cannot interpret the Arabic letters but they can appreciate the beauty of the Islamic script calligraphic art, and appreciate the formal beauty [2]. Arabic calligraphy is one of three main features of Muslim art. In addition to calligraphy, Muslim art also routinely includes intricate geometric patterns and a variety of vegetal motifs (also called the "arabesque").

Keywords: Arabic identity, Arabic calligraphy, Design, Furniture, Hotels, Tourism

Locating Asian (solo?) female travellers: A cultural perspective

Ms Elaine Chiao Ling Yang, Dr Catheryn Khoo-Lattimore, Prof Charles Arcodia
Griffith University

Abstract

With the emergence of Asian economies, a growing female travel market has been observed in the region. Nevertheless, limited research has considered the experience of Asian female travellers. The recent development in gender studies within tourism and leisure fields suggests that the experience of women should be studied in relation to other social dimensions, such as culture and ethnicity, rather than assuming women as a homogenous category. In this regard, this paper reviews the extant literature on Asian female travellers from past and current times, with an aim to contribute towards a cultural understanding of the historical and contemporary travel practices of Asian women. Based on the review, it is evident that Asian women's travel behaviour is influenced by cultural identities and gender stereotypes. However, existing literature also demonstrates the agency of Asian women in resisting discriminatory gender practices in tourism. Recommendations for future research are discussed.

Keywords: Asian, Confucianism, Culture, Female travellers, Islam, Solo travel

Macau and Macau Grand Prix - a diamond jubilee: Probably the town's most enduring couple in a love-hate relationship

Ubaldo Couto

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Abstract

Previous academic studies in motorsport events have centred on resident perceptions towards impacts and the use of motorsport events for commercial means, such as city branding. The bread and butter of motorsport events have always been the audience although the main source of revenues is often sponsorship. As the audience is often the determining factor in most situations the intention and level of sponsorship thus consumer research in motorsport events usually look at the profile of motorsport audience, either as live spectators or those via live or relayed broadcast. Motorsport events present a variety of interesting feats worthwhile to be pursued but existing studies so far have been focused on specific issues while neglecting some general perspectives that might be of research interest and managerial implication. This paper sheds light on some of these views as reflected in a large-scale survey conducted at the Macau Grand Prix in 2010, and discusses a selection of implications that may be of relevance to those interested in motorsport in particular.

Keywords: Motorsport, grand prix, Macau, resident perceptions, visitor perceptions.

Macroeconomic determinants of hotel market performance: Pattern analysis of time-series data

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¹Michigan State University, ²PKF Hospitality Research

Abstract

This study is to identify leading macroeconomic variables underlying U.S. hotel market performance and understand the influence of these variables on hotel market performance over different time periods from 1950 to 2009. The coefficient of correlation was used as a measure the strength of relationship between key determinants (Gross Domestic Product (GDP), Unemployment rate (UNEMP), and Consumer Price Index(CPI)) and hotel market performance indicators (Average daily rate (ADR), Revenues per room (REVPAR), and Profit per room (PROFIT)). GDP and UNEMP were found to be the most significant relationship with hotel market performance at a zero-year time lag.

Keywords: Correlation, Hotel market performance indicators, Macroeconomic indicators, Pattern analysis, Time series, U.S. hotel industry

Major events in Auckland: Exploring the outcomes-driven approach to portfolio design

Mr Vladimir Antchak

Auckland University of Technology

Abstract

Although many cities around the world actively plan and deliver portfolios of events, a lack of developed theoretical concepts and empirical research into the nature of portfolio design exists. To address this knowledge gap a qualitative multi-case research has been conducted in three cities in New Zealand: Auckland, Wellington and Dunedin. The primary aim of the research is to explore how different factors, host city's objectives and event strategies influence the nature and design of events portfolios in New Zealand. This paper provides an overview of the preliminary results in regard to the case study in Auckland. The findings indicate that Auckland employs a so-called outcomes-driven portfolio approach which is characterised by an 'agnostic' attitude in regard to the compositional typology of events, predominantly economic measures of success and an aggressive bidding campaign. Although, the recent success Auckland has had in securing a series of international major events, the city's global reputational awards and economic indicators justify this approach, a new tendency to concentrate more closely on local home-grown events and their leverage is emerging. The achievement of 'critical mass' in event sphere in Auckland might be seen as one of the main drivers for these changes.

Keywords: Auckland, event management, event policy, event tourism, major events, portfolio of events.

Malaysian tourism destination image in the mirror of Malaysian cuisine: An analysis of travellers' photographs

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¹*University of Otago*, ²*Universiti Teknologi Malaysia*

Abstract

Communication of information from various environmental stimuli affects the consumers' perception of tourism destinations. Such an interaction results in the creation of images of destination held by the potential consumers. Word of mouth and social media have been previously found to be among the prevailing non-marketer dominated sources of influence on consumer behaviour. However despite the recognition of the significant impact of visual stimuli on the consumer behaviour - specifically on the temptation-relevant stimuli - the majority of previous research on the impact of eWoM on consumer behaviour has been exclusively concerned with the verbal and textual communication. This paper presents a research framework to investigate the impact of exposure of consumers to the food-related user generated visual stimuli on their perception of Malaysia as a tourism destination within their pre-consumption, consumption and post-consumption phases. A mixed method approach is proposed to enable the researchers to achieve the above purpose.

Keywords: Destination Image, Food, Malaysia, Photo, Social Media, User Generated Content

Malaysian tourists' motivation and involvement of Southeast Asia tourism: A case study of Singapore and Bangkok

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College of Merchandising, Hospitality & Tourism

Abstract

Tourism in Southeast Asia is a very popular activity with strong government support from within Association of Southeast Asian Nations (ASEAN). Therefore, it is of interest to examine the travel behavior of Malaysian tourists who visit these destinations for tourism. The impetus of this research is to better understand how a select group of tourists from Malaysia perceive their experiences factors influencing motivation. Specifically, the purpose of the study is to explore involvement of Malaysian tourists towards Singapore and Bangkok, Thailand. A total of 394 usable surveys were collected from a sample of Malaysian tourists in Kuala Lumpur. The study identified that Malaysian tourists are mostly young well-educated adult females with a high level of involvement in tourism and tend to travel alone or with families. Involvement to travel and the selection of travel destinations were multi-faceted. Malaysian tourists indicated high motivation to revisit and recommend Singapore and Bangkok.

Key Words: Tourism, Malaysian tourists, Southeast Asian Countries, Singapore, Bangkok, involvement

Measuring student's creativity between Taiwan and China: Scale development and validation

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¹Shih Chien University, ²MingDao University, ³Ming Chuan University, ⁴Huaqiao University

Abstract

Based on Rhodes's (1961) 4P creativity theory model, this research conceptualizes creativity as a four-dimensional construct which comprise place, people, process, and product. With a rigorous psychometric process of scale development and validation in Taiwan and China university students who major in tourism and hospitality, the authors propose the 4p creativity scale as a comprehensive instrument for measuring individual's creativity in tourism contextual. By conducting two groups the sample between Taiwan and China, the scale can be generalized to different countries and regions.

Keywords: creativity, scale development, tourism and hospitality

Measuring the immeasurable: A comparative study of the sustainability indicators for responsible rural tourism destinations

Dr Vikneswaran Nair

Taylor's University

Abstract

Research in developing sustainability indicators has been in existence over a decade. Attempt to tie down and measure sustainability by researchers, local community and even the industry may be a futile exercise of trying to measure the immeasurable. The approach to measure sustainability is always based on an individual or an establishment's vision of sustainability. This in turn can evolve depending on the measurement mind-set and target. Thus, the aim of this paper is to reflect on an approach to develop a regional responsible tourism indicator benchmarked against the United Nations World Tourism Organisation's Global Sustainable Tourism Criteria (GSTC). The study will conclude with the analysis of the effectiveness of the Wild Asia's Responsible Tourism checklist to measure the immeasurable sustainability indicators for responsible rural tourism destinations.

Keywords: Environment, Indicators, Measurement, Rural Tourism, Socio-cultural, Sustainable Indicators

Menu analysis – how deep do I need to dig?

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Abstract

To succeed as a restaurateur, it is not anymore enough to have excellent hospitality skills but financial sophistication, to a point where the operator appreciates all aspects of the business is crucial. There are a number of menu analysis models, but are they sophisticated enough to meet the challenges in the competitive market today? This working paper examines the current practice of menu analysis in a sample of restaurants in New Zealand. The purpose of the research is to identify the key factors involved in the daily management of the menu and to investigate if restaurateurs actually employ formal menu management processes. The initial results from this study indicate that although many restaurant operators understand the importance of financial management, the systematic techniques of menu analysis are still not widely used in restaurants in New Zealand.

Keywords: Menu Analysis, Pricing, Food Cost, Dish Selection, Financial Management

Mindful or mind full? The importance of quietness in tourist experiences

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¹The University of Queensland, ²Griffith University

Abstract

Prior research has found that consumers seek insightful and engaging tourism experiences. The concept of mindfulness provides a useful concept to help design interpretation that enhances learning experience. However, there is debate about the effectiveness of a tourist learning experience after return home. Here we distinguish socio-cognitive and meditative mindfulness where the later has been widely applied in clinical psychology to understand self-awareness and cognitive underpinnings of human experience. This study uses the latter concept of meditative mindfulness to explore how external stimuli may trigger tourists' mindfulness in Taiwanese backpackers in Australia. The result of this study indicates 'quietness' as an effective trigger to foster tourists' attentiveness to sensations as well as permits them to achieve intrinsic satisfaction.

Keywords: Awareness, Backpacker, Meditative Mindfulness, Socio-cognitive Mindfulness, Tourist Experience, Quietness

Modelling Chinese tourists' arrivals in Australia: A time series analysis

Dr Emily Ma¹, Su Chen², Jinghua Li¹, Yulin Liu¹

¹Griffith University, ²The University of Memphis

Abstract

With the growing importance of the Chinese tourists market to Australia, it is important to understand tourists' arrival patterns and forecast future trends. This paper developed a model for the Chinese tourists arrivals in Australia based on 25 years of data (1990-2014). The model showed the patterns and major trends of tourist arrivals in the Chinese market and also can be used for forecasting future tourist arrivals.

Key words: Chinese Travellers, Tourists Arrival, Forecasting, Australia, Time-series Model, Growth Trends

Motivations and past experiences of customers who visit day spas in the U.S.

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Texas Tech University

Abstract

The spa industry has been growing rapidly in the U.S in recent years. As the day spa business gradually grows, it is important to examine the motivations of spa customers and their past experiences with day spas. This research aims to test whether (1) push factors influence customers' perceived quality of day spas, (2) pull factors influence customers' perceived quality of day spas, and (3) past experiences affect customers' perceptions of quality to repurchase products and services in the same day spas. The independent-samples t test, one-way ANOVA, and Chi-square test will be used to test the hypotheses that have been proposed in this study.

Keywords: Day Spas, Motivations, Past Experiences, Pull Factors, Push Factors, Quality Perceptions

Motives, social capital and satisfaction toward social dining

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Yonsei University

Abstract

With over 8,000 total gatherings, “social dining”, known as ‘seeking social value through dining experience’, was first introduced to South Korea in 2011. Despite of increased attention, there is no agreed upon definition of “social dining.” Therefore, purpose of this study was to investigate participants’ inference mechanisms for how they perceive social dining experience. The sample of this study was limited to social dining participants. Respondents were asked to report their motivators, acquired social capital, and satisfaction in a Likert-type 5-point scale with regard to the level of involvement. Descriptive statistics and a t-test were employed in the study. The results show that the ‘social networking’ was the key motivator and motivators appeared to have statistical difference by the number of participation. Moreover, the motivator ‘to communicate’ was the factor that ranked the highest in ‘social networking’. This knowledge can be directly applied to promote social dining experience.

Keywords: Social dining, Communication, Consumer Motives, Social Capital, Satisfaction, Food-away-from-home

New approaches to threatened species conservation which incorporate the sustainable aspects of ecotourism

Dr Mark Seabrook-Davison

Auckland University of Technology

Abstract

With the worldwide decline in biodiversity, new approaches to adaptive management of the recovery of threatened species are being pioneered in New Zealand. A successful approach being used in New Zealand is to incorporate the positive aspects of ecotourism into adaptive management strategies for the recovery of threatened wildlife. This presentation reviews the establishment of New Zealand's first open sanctuary, the Scientific Wildlife Reserve of Tiritiri Matangi Island. As an island sanctuary, Tiritiri Matangi was the first of a series of controversial ecological experiments the Department of Conservation undertook under scrutiny from the scientific and conservation ecology fraternity. Tiritiri Matangi has shown how conservation and tourism can be integrated to yield ecological, economic and social benefits for both biodiversity and the local community of Auckland, New Zealand's largest city.

Keywords: Asia Pacific, Conference, Hospitality, Research, Sustainability, Tourism

Non-equity entry modes in the hotel sector: An examination of the factors prompting the choice between franchising and management contracts

Mr Michael Kruesi, Prof Nigel Hemmington, Dr Peter B Kim
Auckland University of Technology

Abstract

This study examines the non-equity entry mode decisions of high-level executives in the international hotel industry. To date relatively few studies have examined entry mode choice in the service sector as compared to the manufacturing sector and fewer still set in the context of the hotel industry. Moreover, studies focused on the choice between equity and non-equity entry modes by far outnumber the studies focused on the choice between different non-equity modes. This is a significant gap due to the fact that the majority of the entry modes used in the international hotel industry are non-equity in nature. In this study, empirical research is conducted based on the theoretical foundation of transaction cost economics and resource based view, on the decision between franchising and management contracts in the hotel industry.

Keywords: Entry modes, Hotel, Franchising, management contracts

Optimizing e-commerce marketing strategies for package tours: The influence of option framing theory, trip distance and information richness

Mr Cheng-Chung Chen, **Ms Cho-Ying Yu**, Ms Yu-Hsin Chen, Ms Tsai-Ho Yang, Ms Wan-Ting Shen, Ms Ting-Jyun Lin, Ms Yi-Hsuan Tsai, Mr Tzu-Chiang Chiang
Tunghai University

Abstract

This study applied “option frame theory” to marketing strategies of package tours. Besides, we used two different trip distances, to test consumer perception of tourism, in order to understand the interaction effect of the journey distance and consumer options frame into consumer behavior of choosing package tours. This study aimed at consumers to investigate and compare by using the experimental method. The results show that the sale strategy of subtraction framework is to enhance the total amount. In addition, consumers are easily affected by the perception of tourism obstacle, and spend more money on foreign package tours consequently. On the other hand, this study focus on consumers buying package tours online. The variable “Information richness” used in this study that can influence consumer during their online decision making. By this way, we want to understand the effect of information richness and consumer options framework to consumer behavior in online package tours buying.

Keywords: Package Tours, Option Framing Theory, Information richness, E-Commerce, Trip Distance, Customer behavior

Organic food in New Zealand: Untouched and untapped

Dr Jill Poulston, Mr Lindsay Neill
Auckland University of Technology

Abstract

This working paper overviews comparative data on organic food consumption globally, as a background to understand why there is so little interest in eating organic food in New Zealand (NZ). Ambivalent attitudes towards organic food and difficulties sourcing supplies are in conflict with New Zealand's brand of being 100% pure. This conceptual paper therefore overviews studies undertaken in Auckland New Zealand (NZ), the United Kingdom (UK) and the United States (US), in an attempt to understand motives for serving and eating organic food, as these may provide ideas for stimulating the market. Reasons given for eating organic food include environmental concerns, health concerns, and the belief that some organic food tastes better than non-organic food. However, price and supply problems limit the organic market generally. Indications for future study are indicated.

Keywords: Dining, Environment, Food, Health, New Zealand, Organic

Perceived corporate social responsibility and career intention: A study of undergraduate hotel and tourism students in Hong Kong

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Abstract

This study explored undergraduates' perceptions of the corporate social responsibility of internship organisations in the Hong Kong hotel and tourism industry. Factor analysis discovered seven important factors: (1) Equitable employment opportunities; (2) Supportive of community initiatives; (3) Concern about sustainability; (4) Committed to environmental improvements; (5) Clear corporate social responsibility strategy; (6) Equitable guest treatment and (7) Supportive of employees' volunteer activities. Among these factors, "Clear corporate social responsibility strategy" and "Equitable employment opportunities" exert positive influences on undergraduates' future career intention in the industry. Human resources practitioners are suggested to value the impact of corporate social responsibility on industry image to attract future graduates to join hotel and tourism organisations after graduation.

Keywords: Corporate Social Responsibility Perceptions, Future Career Intention, Hospitality Undergraduates, Hotel and Tourism Organisations, Human Resources Management, Internship

Philosophy? I'm just trying to staff a hotel!

Ms Ann Cameron

Whitireia, Waikato School of Management

Abstract

This paper reviews the literature on the meaning of work and how work becomes meaningful to identify the implications of these concepts for how hospitality as an industry organises itself. Work has been a major part of how society has ordered itself for over 400 years. This has created hierarchies of jobs that are more or less desirable or valued. These hierarchies vary due to culture, economic structure and other factors. However they appear to have at least some degree of historical persistence. This paper argues that hospitality has adopted Taylorist models of rational management right at the point that manufacturing has moved away from these. This view of men and machines as interchangeable and needing to be synchronised to realise the greatest possible profit for the least cost appears to limit the options for service delivery, especially for staff recruitment and retention.

Keywords: Hotels, management models, philosophy, meaning of work, occupational hierarchies

Pinterest: Opportunities and challenges for food and eating in society

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Abstract

Pinterest, the 2nd fastest growing social platform, has an estimated 70 million users. An image based social network, Pinterest resembles a digital scrapbook where users assign images to categorized boards through the act of 'pinning'. Users can also like other's pins and link pins to web pages. Users can see other users pins through a 'newsfeed' feature or using the Pinterest search feature.

Pinterest launched in 2010 and began offering separate brand pages, such as for Kraft Foods and Starbucks, in late 2012. In January 2015, Pinterest launched 'promoted pins' in the US, which allow brands to pay to promote their pins to targeted audiences segmented by geographical location, gender and interests. A 2013 Unmetric study found that Recipes was the 2nd most popular repinned category and Food was 3rd. This abstract looks at the opportunities and challenges faced by both small and multinational companies in the food industry.

Keywords: Pinterest, Social Media, Food, Society

Post-visit factors influencing multifaceted destination image formation

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Abstract

Destination image, significant for destination positioning and destination selection, has been of great interest to researchers since the 1970s. Despite almost four decades of study, research is still inconclusive on the destination image construct and on factors influencing destination image formation. This paper incorporates multisensory image alongside cognitive, affective and conative image as part of the destination image construct, and emphasises the post-visit factors that influence destination image formation. This study contributes to the literature by adding multisensory image into the development of the destination image construct and the limited literature on post-visit tourists. Future research could test the model empirically.

Keywords: Destination Image Construct, Formation, Multisensory Image, Post-visit Factors

Predicting international tourist flow: The influence of psychic distance

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University of South Carolina

Abstract

This study will focus on examining the influence of social-cultural factors on international tourist flow through a case study, specifically how psychic distance stimuli, cultural distance and geographical distance affect the inbound tourist flow to United States. Psychic distance stimuli include language difference, religion differences, industry development differences, differences in education level and political systems. The results from this study are expected to provide some insights for understanding tourist behaviors and tourist flow from a social-cultural perspective, and further provide marketing implications for global destination marketers.

Keywords: Cultural Distance, Geographical Distance, International Tourist Flow, Psychic Distance

Predicting the adoption of mobile app for visitor environmental learning

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¹The Hong Kong Polytechnic University, ²Sun Yat-Sen University

Abstract

The effectiveness of existing interpretive media in tourism destinations has been widely questioned for conservation education. More effective tourism interpretation technique is needed to enhance the outcomes of ecotourism experience, and to extend the impact of Visitor Environmental Learning (VEL) to long-term stage. This study aims to determine whether Mobile Applications (Mobile Apps) could be innovative interpretive media for VEL. A theoretical model will be built to identify the predictive factors for visitors' adoption of such Mobile Apps. The causal relationships among the variables of Technology Acceptance Model (TAM) will be examined, and the additional variables including both the intrinsic motivator (perceived enjoyment and motivation to learn) as well as extrinsic motivator (subjective norms) will be assessed, with the purpose of enhancing the explanation power of current research model in the context of VEL.

Keywords: Ecotourism, Interpretation and Education, Mobile App, Motivation Theory, Technology Acceptance Model, Visitor Environmental Learning

Pride in the airline industry: Flight attendants' viewpoints

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¹National Chiayi University, ²Silpakorn Univesity

Abstract

The airline industry has a unique characteristic and particular culture amongst all industries, but it faces a high level of employee job stress and job burden problems. In order to retain employees, HR professionals should institute employee motivation. Pride is the world's greatest motivational force which is derived from the persistent pursuit of valuable outcomes known as an influential motivating force. This study aimed to explore sources of pride in the airline industry, according to the perceptions of flight attendants. Twenty-two employees were selected via purposeful convenience sampling for in-depth interviews. Content analysis was employed and this study categorized pride in the airline industry into three dimensions: pride in work, organization, and teamwork. Theoretical and managerial implications, as well as and future research directions, are also discussed.

Key words: Airline industry, Flight attendant, Pride in work, Pride in organization, Pride in teamwork

Promotions and accommodation facilities of Fiesta Republica: An assessment

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¹*Bulacan State University*, ²*Research Development Center*

Abstract

Fiesta Republica commemorates the First Philippine Republic of 1899 (Malolos Republic). Currently, Fiesta Republica is successful in terms of its consistency. The dance drama competition called “Dulansangan” highlights the historical role of Malolos along with different provinces in the region. This research work was carried out to assess the promotions and accommodation facilities of Fiesta Republica. Quantitative research was used in this study. There are 100 respondents, which consist of Government Employees, Businessmen, Community Workers, Students and the Contestants of the Festival. To measure the results of the study Likert scale was used. Promotion and Accomodation Facilities were interpreted as often provided. The researchers concluded that the promotions and accommodation facilities were often provided for the Fiesta Republica tourists. On the bases of the conclusion promotions and accommodation facilities should be always provided to generate large scale economic benefits for the province.

Keywords: Hospitality, Research, Sustainability, Tourism, Accommodation, Marketing

Protesting at Auckland pride: A case study of issues for contemporary event management

Dr Jared Mackley-Crump

Auckland University of Technology

Abstract

On 21 February 2015, the Auckland Pride Parade was held. Mediated primarily as a demonstration of mainstream gay visibility, this year's event instead became a contested terrain after it was attacked by protest groups. One centred around the treatment of transgendered people by Police and Corrections officers, who were marching for the first time; the second attacked what it called the 'pinkwashing' of Pride, its commercialisation via sponsorship, and by allowing members of parliament, who previously voted against marriage equality, to march. These issues, and the way they were handled by festival organisers, present a fascinating case study of contemporary issues in event management: the place of protest in an event that began as social protest; the centrality of sponsorship within contemporary events; the tension of balancing sponsor expectations with those of the communities; and the notion of 'gatekeeping', of who ultimately controls who is allowed to take part, and who is not.

Key words: Festivals, New Zealand, Protest, Queer community, Sponsorship, Stakeholders.

Psychosocial job hazards and work-related musculoskeletal disorders: The case of Taiwanese restaurant servers

Dr Ching-Hsu Huang¹, **Dr Chun-Lun (Grace) Chien**², Dr Yuchin (Jerrie) Hsieh³, Dr WenChin Hsieh⁴, Dr Sevil Sönmez⁵

¹*National Pingtung University of Science and Technology*, ²*I-Shou University*, ³*Rochester Institute of Technology*, ⁴*National Kaohsiung University of Hospitality and Tourism*, ⁵*University of Central Florida*

Abstract

Work-related musculoskeletal disorders (WMSDs) comprise common occupational illnesses for restaurant servers whose jobs routinely involve lifting and carrying heavy loads, repetitive movement, and standing for long periods of time. These workers are also prone to psychosocial job hazards from lack of job control and support from co-workers or supervisors and overall high levels of stress and job dissatisfaction. The purpose of this study is to understand the role of psychosocial job hazards in the development of WMSDs for this occupational segment. Work-induced stress, psychological demands, and lack of support in the workplace emerged as psychosocial risk factors associated with WMSDs among restaurant servers in Taiwan. This paper suggests that psychosocial risk factors should be viewed as antecedents to musculoskeletal disorders in the process of developing occupational health strategies to prevent WMSDs to improve productivity and reduce health costs.

Keywords: work-related musculoskeletal disorders, psychosocial risk factors, restaurant servers

Putting a city on the map: Examining the impact of hosting the Olympic Games on a city's image and awareness

Mr Henry Wear, Dr Bob Heere, Dr Brian Mihalik
University of South Carolina

Abstract

Often heard in the public discourse surrounding large-scale sport mega events is that the events help to put the host city "on the map." However, there exists a gap in the literature specifically examining this phenomenon. The aim of this research is to examine the unique phenomena that exists surrounding city awareness and the hosting of sport mega event. Prior to the 2014 Winter Olympic Games individuals were given a blank world map and asked to plot the location of Sochi on the map. Following the conclusion of the Olympics, the same individuals were given the blank map and asked again to plot the location of Sochi. The resulting data reveal that prior to the event the average distance away from Sochi's true location resulted in a mean of 3,097 km, while following the event, average plotted distance resulted in a mean of 1,192 km away from Sochi's true location.

Keywords: City Awareness, Image, Impact, Location, Olympic Games, Sport Events

Recycling in hospitality and tourism: Academic and industry perceptions

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¹*Australian School of Management*, ²*Koji*, ³*University of Notre Dame Australia*

Abstract

This research follows up and extends a 1978 study of recycling in hospitality and tourism, particularly differences in perceptions held by academics and practitioners. The study used an online survey and a posting to the Tourism Research Information Network (Trinet) mailing list to yield 226 respondents. The study found statistically significant, $p < .05$, differences between academic and practitioner perceptions. Similar to the 1978 study, industry predicts a greater increase in recycling related issues than academics do. Relative to academics, and perhaps missing in prior research, scholars tend to have sanguine views on the profitability, regulation, cost and demand for recycling. The academic and practitioner gulf in perceptions still exists. The paper closes with calls for future research and renewed collaboration between industry and academia.

Keywords: Recycling, Hospitality, Sustainability, Tourism

Re-examining cost control and audit process in the restaurant industry

Dr Chen-Tsang Tsai

Tainan University of Technology

Abstract

How to implement cost control, decrease the cost percentage and promote competitive advantage in the industry had become crucial in the restaurant industry. The restaurant industry is increasingly recognizing its ability to make an environmental contribution through reducing its consumption of solid waste, energy, and so on; the growing concern for environmental and social considerations within the food-service field is evidenced by the growth and development of green concept of restaurant management. Therefore, the purpose of this study is to re-examine cost control and audit process in the restaurant industry. This study combines green supply chain management and food and beverage management to develop new cost control and audit process in the restaurant industry. The in-depth interview of qualitative research will be employed to inspect the key points of each working item and its impact on performance. It's expected to facilitate the implementation and management of restaurant industry to promote restaurant performance.

Keywords: Cost control and audit process, Green supply chain management, Restaurant industry, Taiwan.

Relationship quality: Does generation Y care?

Dr Cindy Heo

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Abstract

The hospitality industry has been struggling with attracting and retaining quality employees. Labor force demographics in the hospitality industry are changing. The first wave of Generation Y has begun to enter the workforce and Generation Y is the fastest growing segment of today's workforce. Even though several researchers have studied Generation Y as hospitality employees, limited research has explored the importance of the quality of relationships Generation Y employees have with colleagues and customers. The Commitment-Trust (CT) theory suggests that relationship commitment and trust are key components of successful relationships because they encourage cooperative behaviors that sustain long-term relationships. Several scholars found that a bad internship experience is one of the biggest reasons why young people leave the hospitality industry quickly. Therefore, based on CT theory, this study attempted to examine whether the relationship quality encountered by Generation Yers during their internships impacts their job satisfaction, career decisions and commitment to the hospitality industry.

Keywords: Generation Y, Relationship Quality, Commitment-Trust (CT) theory, Millennials, Commitment, Trust

Reprofessionalisation of chefs and deprofessionalisation of teachers and their learning in cooperation networks

Mrs Anne Roosipõld

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Abstract

The changes that have taken place in professional life have led to changes both in the occupations and social positions of practitioners. The author analyses the implications of occupational changes on professionalisation and learning, using chefs and teachers in Estonia as examples.

The changes have raised the following questions:

1. How can professionalism be understood and described nowadays?
2. What kind of beliefs the chefs and teachers have about their profession and how these match the theories of professionalism?
3. How chefs and teachers learn in the new conditions?

The article aims to interpret the theoretical framework of professionalism and learning in networks by exploring the beliefs of chefs and teachers.

The methodological approach is qualitative and quantitative. The results are in accordance with the contemporary literature on professionalisation. Two approaches can be discerned: de-professionalisation of teachers and re-professionalisation of chefs.

Keywords: Pprofessionalisation, deprofessionalisation, reprofessionalisation, teaching, innovative learning, networks.

Research on the change of residents' daily-interaction network and social support network against the background of mega events: A case study of residents in urban villages of Shenzhen, China

Mrs Di Deng

Sun Yat-Sen University

Abstract

Mega-event breaks the city regularity and continuity. There is controversy about whether the city regeneration brought by the large event will have positive social and economic impact. In the research, the residents in Longkou and Long'er in Longgang district of Shenzhen, China are chosen. For the research methods, the interviewing and watching methods are used. And social network analysis is used to analyze the material.

Against the background of mega-event, there is great change in residents' lifestyle, living environment and working way et al. The research shows the overall network density has decreased and most members' exchange members also declined, the feature of sub-groups is more obvious than before. There is not obvious change on residents' social support network. Residents' emotional support network and practical support network don't break up. Therefore, the external factor will exert different impact on their social support network.

Keywords: Mega-event, daily-interaction network, social support network, change

Researching young children: The do's and don'ts

Dr Catheryn Khoo-Lattimore

Griffith University

Abstract

There is a dearth of children's voices in tourism research and an increasing number of scholars have called for the inclusion of children's voices to better understand their influence on family travel and tourism experience. One of the main reasons for this is attributed to the methodological challenges that confront researchers when interacting with child respondents. This article extends these calls by laying the foundations for a qualitative methodological framework for research with children. It will draw upon the researcher's experiences from two recent studies with young children as well as a broad base of literature from consumer research, tourism, psychology and education.

Keywords: Children, Qualitative, Interviews, Methodology

Residents' attitudes towards tourism development - A case of Malacca, Malaysia

Mr Robert Yinglock Chan

The Hong Kong Polytechnic University

Abstract

This is a study on the residents of Malacca's attitudes towards tourism development, particularly since Malacca obtained the UNESCO world heritage city status in 2008 for its historical buildings as well as its people and culture. Maintaining historical buildings is easy but preserving the society and its culture is challenging. It is important for the state tourism authorities to understand the factors influencing residents' attitudes towards tourism so as to ensure the sustainability of Malacca as an attractive tourist destination. Using the qualitative research approach, a number of residents are carefully selected and interviewed, their responses analysed and compared against the various established theories from other resident impact studies. A theoretical concept based on grounded theory is the ultimate outcome of this study. This study will also be useful for similar destinations in Asia that are developing their tourism.

Keywords: Asia Pacific, Conference, Hospitality, Research, Sustainability, Tourism

Residents' perceptions of spring break tourism: The involvement / empowerment perspective

Prof Carlos Monterrubio², Prof Daniel Spears¹, **Prof Bharath Josiam**¹, Prof Marianna Strzelecka¹

¹University of North Texas, ²Autonomous University of the State of Mexico

Abstract

The paper adopts the *involvement* perspective to examine the attitudes towards Spring Break (SB) tourism in the United States. Past studies concerned with residents' view of tourism in their communities indicate that residents' interest in travel and tourism is likely to moderate those views. In reference to both conventional and niche tourism markets, scholars have also noted that shifts of residents' attitudes may be linked to their potential authority in tourism matters. However, since research on niche tourism products and markets is limited, equally limited is the understanding of the role of residents' general interest with tourism/travel or *empowerment* in tourism matters.

Key Words: Spring Break, involvement, empowerment in tourism decision-making, South Padre Island,.

Rethinking blackboard: Teaching models for interactive learning

Dr Alison Booth, Ms June Kim

Auckland University of Technology

Abstract

This paper considers alternative methods of teaching modules within the Blackboard delivery format demonstrating an interactive learning tool in a web based learning environment. We explore ways to go beyond simply training students in the use of digital tools and instead investigated an experiential approach to interactive learning. We adopted a content management systems (CMS) approach to transform teachers into facilitators for meaningful student engagement and the development of critical, creative, and ethical behaviour (Morellato, 2014, p. 185). Our prototype links Blackboard delivery into Cloud based learning. Our goal was to create an interactive platform in which students can share group work, while preserving the student's own personal creations for future projects as e-portfolios to be shared with others, including perspective employers. The findings suggest that we have created a strong, student-focussed conceptual tool. Our conclusions and recommendations point to further areas of research and development required before our prototype is ready to be applied across Hospitality and Tourism education.

Keywords: Interactive Learning, e: portfolios, Digital Competence, Learning Management Systems, Cloud based learning, Agile Learning

Route tourism: A thematic approach to silk route tourism development in India

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University of Jammu

Abstract

The term Route Tourism has been coined by the researchers for generating and developing the tourism at destination along a particular route. To cop up with the emerging competitions in industry and to revitalize the Silk Route especially in tourism proportions, the concept of Route Tourism may prove to be an innovative consent for introducing a new image of Silk Route destinations in India. The aim of this study is to develop a framework of Route Tourism along with Silk Route and to study its prospects in destination development in Indian scenario. Some earlier contents, previous literature approached from various secondary and primary data have been used for analysis.

Keywords: Destinations, Development, Indian Scenario, Route Tourism, Silk Route, Tourism

Senior leisure travelers in Hong Kong: Examination of their motivation and destination choice

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¹*Petra Christian University*, ²*The Open University of Hong Kong*, ³*The Hong Kong Polytechnic University*

Abstract

The growing potential market of senior travelers has become increasingly important to the tourism industry in Hong Kong due to its substantial size and potential to growth. The primary objectives of this study were to examine what factors are important in explaining travel motivation of senior travelers in Hong Kong, their preferences on the travel destination choice as well as their travel constraints. Using factor analysis, this study identified 'novelty seeking' and 'enjoyment-seeking' as the most important motivations while 'environment and safety' and 'transportation and financial' were the most crucial factors for seniors to choose the destination. Mann-Whitney and Kruskal-Wallis test indicated that different age groups of senior travelers had difference in motivation, preference in destination choice and travel constraints. While, destination choice and travel barriers were different between gender and marital status, among seniors' health status and their income sources. Seniors from different educational level had different motivation to travel and their preferences to the destination.

Keywords: Destination choice, Hong Kong, Motivation, Senior travellers, Tourism, Travel constraint

Stakeholders' perspectives on undergraduate curriculum of hospitality and tourism: A case of Indonesia

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The Hong Kong Polytechnic University

Abstract

The Indonesian government's recognition of hospitality and tourism education as a field of study in 2008 has led to the emergence of two hospitality and tourism undergraduate programs in the country, known as Diploma IV and Bachelor. Both programs are viewed as having equal level. The former places greater emphasis on vocational education and the later more on academic training. The categorization of those two aforementioned tourism programs had been specified, however, the composition and the quintessence of individual programs are still considered ambivalent. This equivocal may well be affecting the curriculum of each program. In response to the issue, this paper aims to seek the distinctive of vocational- and academic-based undergraduate curricula of Indonesia's hospitality and tourism education from the perspectives of four groups of stakeholders: educators, students, industry practitioners, and government officials.

Keywords: Curriculum, Hospitality and Tourism Education, Indonesia, Undergraduate education

Students' opinions of learning using online and face-to-face modes of instruction: Comparing students of tourism & hospitality programs in the USA and Asia

Dr David Baker

Tennessee State University

Abstract

The purpose of this study was to describe USA and Asian undergraduate students' opinions of learning using online and face-to-face- modes of instruction. Analysis of means was performed using the z-test to evaluate if there were any significant differences in USA vs. Asian student learning outcomes and level of satisfaction with online learning compared with traditional instruction. The results revealed that there was no statistically significant difference in the preference of learning when comparing the online and face-to-face course delivery methods between USA vs. Asian students. USA students were far more likely to be satisfied with both online and face-to face classroom learning environments than Asian students and Asian students were far more likely than USA students to believe that online learning help them to improve their GPA better than the face-to-face classroom.

Keywords: face-to-face, learning, online, satisfaction, student performance,

Supply chain management in the hospitality industry: A research agenda

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The University of Huddersfield

Abstract

Supply Chain Management (SCM) is at the heart of competitive advantage for any organisation. Without Supply Chains, the Hospitality Industry would quickly grind to a halt. Supply chains are seen as the glue that holds together the different stages of the process from the raw material at the start to delivering the right product to the end user. There is a dearth of research concerning Supply Chain Management in the Hospitality Industry and, therefore, this paper presents a Research Agenda consisting of four discrete phases:

1. To establish the nature of SCM in the Hospitality Industry, identifying the key SCM issues;
2. To construct a number of case studies on businesses that supply hospitality firms with products;
3. To undertake descriptive research to establish processes, mechanisms and relationships between the parties;
4. To explain the relationship between the variables identified in the three previous phases of the research.

Key Words: Supply Chain Management, Supply Chains, Hospitality

Sustainable development of Himalayan assets in Jammu and Kashmir, India: A study of alternative tourism

Prof Pariskhat Singh Manhas, Ms Akshi Bhagat
University of Jammu

Abstract

In this emerging industry of tourism, there exists many imperfections in investments and tourism policies which are making an effort to attract tourists. Alternative tourism generates itself as a saviour of the tourist destinations. Instead of all the tourism's growth and economic benefits in J&K and in Katra (India) over the period of time, tourism in these areas has grown from the searches of a privileged few to a mass movement of people which caused in drastic, non-reversible harsh environmental issues even leading to loss of many beautiful destinations forever and needs to be addressed instantly. Therefore, sustainability in tourism is must for all the participants as this leads to a long term, fruitful and win-win solution for all the performers of the trade.

Keywords: Alternative tourism, destination, sustainability, sustainable development, tourism, tourists.

Sustainable service innovation in the hotel industry: Current and future trends

Dr Jeou-Shyan Horng¹, Dr Chang-Yen Tsai², Dr Chung-Jen Wang², Dr Da-Chien Hu¹

¹*Shih Chien University*, ²*MingDao University*

Abstract

The purpose of this study was to investigate key characteristics of sustainable service innovation in the hotel industry. We used a content analysis based on the interview records from 16 experts of relevant government authorities, universities and top-level managers in Taiwan. The analytical results confirmed with Amabile's (1988) componential theory of creativity and innovation, and revealed that 11 characteristics were major indicators of service innovation in the field of hotel management. According, integrated innovation theory and professional opinions from experts, this study provided theoretical and practical implications for current and future trends in hospitality.

Keywords: Innovation, Service, Hospitality, Content Analysis, Taiwan, Trends

Sustainable water management in the hotel industry: A preliminary policy network analysis of Singapore

Mr Xiao Hu

University of Otago

Abstract

Water management in the hotel industry is a multi-sector issue with a variety of stakeholders involved. Applying network analysis techniques, we present some preliminary findings of a case study on hotel water management in Singapore. The network approach adopted in this study not only allows for identifying central and peripheral organisational stakeholders but also exploring the complex power relations within the policy network. Social network analysis approach is found to be a valuable tool to highlight relationships of policy stakeholders and the structural notion of the policy sector. The paper ends with a brief discussion on some directions for future research.

Keywords: network analysis, policy network, Singapore, sustainable tourism, the hotel industry, water demand management

The anatomy and content of interpretation on marine wildlife tours: The example of swim-with-dolphin tours in Kaikoura, New Zealand

Dr Michael Lueck

Auckland University of Technology

Abstract

With continuing growth of the tourism industry over the past decades, there has been a change in tourist behaviour, from the traditional stereotypical 3-S tourist (sun, sand, sex) to an increasingly sophisticated and demanding tourist. These "new" tourists want to learn about history, nature, and wildlife, and expect an educational component on wildlife tours.

This study investigated swim-with-dolphin tours in Kaikoura, New Zealand with regards to the educational content and the overall anatomy of these tours. Paper-and-pen questionnaires and on-tour-observations were employed to elicit information about the on-tour educational programme. Empirical thematic analysis was used for the qualitative data of the survey. Results show high satisfaction with the interpretation, but also that there is room for improvement. On-tour observations indicate that the surveyed tours display a structured approach to interpretation, which is customised to the specific tour anatomy of a "swim-with" tour, as opposed to a "watch only" tour.

Keywords: interpretation, education, wildlife tours, swim-with-dolphins, New Zealand, Kaikoura

The corporatist origins of the New Zealand Hotel Workers' Union

Mr David Williamson, Dr Candice Harris, Dr Erling Rasmussen, Dr Kathrine Ravenswood
Auckland University of Technology

Abstract

This paper looks at the foundational history of the New Zealand Federated Hotel, Hospital, Restaurant and Related Trades Employees' Industrial Association of Workers. Until this union amalgamated into the Service and Food workers Union (SFWU) in 1990, it was one of the largest unions in New Zealand, peaking at just over 70,000 members. The Union was noticeable in its corporatist nature, with a long standing affiliation to the Labour Party and close (some would argue too close) relationship with employers. The paper draws on archive research, secondary literature and in-depth interviews with union officials. This paper discusses the historical origins of the corporatist structure the Hotel Workers Union worked within, and cautiously suggests the undoing of these corporatist linkages in the late 1980's and early 1990's had a disastrous impact on the union. This paper seeks to address calls for an historical approach to work in the hospitality industry (Lashley, 2007; Lashley, Lynch, & Morrison, 2006; Lashley & Morrison, 2000; Lynch, Molz, McIntosh, Lugosi, & Lashley, 2011).

Keywords: Corporatism, Employers, Hotels, Labour History, Unions

The effect of air bubbles on sensory perception of the cocktail: A case study of making daiquiri

Mr Tzu-Hsien Lin, Ms Ling-Chieh Chien, Mr Jheng Liou, Ms Ruey-Chih Lu, Mr Wu-Kai Wei, Dr Shu-Tai Wang
Tunghai University

Abstract

With the growing demand in the market of cocktails, related researches have rarely investigated the influence of physical property on the texture or the taste of a cocktail. The amount of added air was recognized as an important factor by most of the experienced bartenders as to lighten the texture as well as raise the flavor profile for a cocktail. This study has integrated the science of Chemical Engineering and the art of F&B management, in the attempt to optimize the ignored, yet important factor of added air in a cocktail for improving the current cocktail making robot. A 2x2 experimental design will be carried out by sensory evaluation on the target cocktail, Daiquiri. Selected panelists will evaluate the samples with different levels of added air in various sizes on the crucial attributes of Daiquiri. The results will provide solid suggestion for cocktail robot manufacturers on the difference between stirring and shaking methods for better consumer sensory experience.

Keywords: Air Bubbles, Cocktail, Mixology, Optimization, Sensory Evaluation, Shaker

The effect of customer service and place attachment on loyalty to hot spring resorts

Yi Fu¹, Xiaoming Liu¹, Jun Li²

¹University of Macau, ²Florida State University

Abstract

This paper aims to explore how the place attachment influence the relationship between customer service quality and loyalty in hot spring resort. The data was collected in 3 hot spring resorts located in north China, southwest China and south China. The proposed “customer service–place attachment–customer loyalty” model was tested with a structural equation modelling (SEM) analysis. The results indicated that the proposed model is supported and place attachment mediates the effect of Customer service on loyalty. Hot spring customer’ loyalty could be predicted by customer service through the place attachment. Place attachment is important to obtain the loyalty in hot spring resort. The industry need to consider the ways to improve the level of place attachment to the hot spring resort.

Keywords: China, Customer Service, Hot Spring Resort, Loyalty, Place Attachment, SEM

The effect of fluctuating energy prices on tourism expenditures and behavior: Evidence from the state of Florida

Dr Mark Bonn, Dr Nathaniel Line, Dr Meehee Cho
Florida State University

Abstract

An understanding of consumer travel behavior is essential for marketers and managers of businesses that are reliant on steady tourism demand. This research investigates the impacts of per gallon fluctuations in the price of gasoline from 2013 – 2014. Using visitors to Florida as a sampling frame, data was collected from in-state and out-of state visitors. Expenditure data, measurements of revisit intention, travel characteristics and demographic information were used in this analysis. A two-level hierarchical linear modeling approach provided a much more accurate picture of the behavioral effects of gas price changes on four important expenditure-level variables: food and beverage, entertainment, attractions, and numbers of attractions visited. These effects will then be ultimately considered in terms of their impact on revisit intention.

Keywords: Energy, Gas prices, Return intention, Satisfaction, Tourism, Travel expenditures

The effect of franchising on the strategic investment in the U.S. restaurant industry

Kwanglim Seo

University of Hawaii

Abstract

The purpose of this study is to examine the impact of franchising on investment-cash flow sensitivities in the U.S. restaurant industry. Drawing on arguments of the resource scarcity theory, this study predicts that franchising can relax investment sensitivity to cash flows. In particular, the conceptual foundation of franchising and investment is developed by combining Kaplan and Zingales model with Q theory. Using a panel dataset of 68 U.S. restaurant companies between 1997 and 2014, we found that investments of highly franchised restaurant firms are less sensitive to cash flows. In particular, investment-cash flow sensitivities decrease when the level of franchising increases. The findings of this study can help restaurant investors and franchisees earn valuable insights into unique investment behaviors of restaurant firms.

Keywords: Investment-cash flow sensitivities, franchising, restaurant industry, financial flexibility, financial constraints

The effect of managers' pygmalion leadership behaviors on employees' work motivation, job stress, and job satisfaction: A focus on hotel restaurant employees

Mr Xuemei Yin, Prof Gyumin Lee
Kyung Hee University

Abstract

This study applied the Pygmalion leadership concept to enhance efficient organization management and job satisfaction of employees. Specifically, the purpose of this study is to identify how managers' expectations of employees influence Pygmalion leadership behavior, employee work motivation, job stress, and job satisfaction. Study was conducted using a sample of 250 employees and their 35 immediate managers at 25 hotel restaurants in 12 full-service hotels in Seoul, South Korea. Findings are as follows. First, managers' expectation for employee showed positively effect on the managers' Pygmalion leadership behavior. Second, the positive effect was shown to the work motivation under the managers' Pygmalion leadership behavior, but it did not significantly effect on the managers' job stress. Third, employees' work motivation showed positively effect on the job satisfaction, and job stress showed negatively effect on the job satisfaction. Based upon these findings, both managerial and research implications are presented.

Keywords: Expectation, Pygmalion leadership behavior, job motivation, job stress, job satisfaction

The effect of restaurant manager's emotional intelligence and manager's support on employees' job satisfaction: Examining moderating role of service under pressure.

Dr Woody Kim¹, Prof Sujin Han², Prof Sora Kang³, Prof Veerades Panvisavas⁴

¹Florida State University, ²Hoseo University, ³Hoseo University, ⁴Mahidol University International College

Abstract

The purpose of this study is to investigate the influence of restaurant manager's emotional intelligence (EI) on service employees' attitudes and performance by applying affective event theory (AET). This research also considers service under pressure as a moderator between manager's EI/support and employee job satisfaction. The multi-level research model incorporates three different levels of analysis: a) employees' job satisfaction and service performance, b) manager's EI and support, and c) restaurant unit level service under pressure. Data were collected from wait staff employed in full-service restaurants in the southeastern area of the U.S. This research employs the hierarchical linear model to process the survey data. The restaurant manager's EI and support have a strong impact on job satisfaction of service employees, which in turn influences employees' service performance. Management training and development programs should help managers regulate their own and better understand service employees' emotions.

Keywords: Leader's Emotional Intelligence, Leader Support, Service Under Pressure, Job Satisfaction, Service Performance.

The effects on competence of career development in food service research and development employees

Dr Wen-Hwa Ko

Fu Jen University

Abstract

This study aims to explore the relationship professional competence, job satisfaction and the career development confidence for Research & Development (R&D) employees. The structural equation modeling results showed that professional competence significantly affects the satisfaction of job choice and current job, and that current job satisfaction predicts actual career development confidence. Additionally, current job satisfaction mediated the influences of professional competence and career development confidence.

Keywords: R&D (research and development), competence, career development

The emergence of the new generation of mid-scale hotels in China

Mr Kai Wang

Hong Kong Polytechnic University

Abstract

When budget hotels became known in China 15 years ago, its rapid growth had drawn so much attention that it was widely believed that the market share of the mid-scale sector would be significantly cannibalized. However, after its “disappearance” from the spotlight for almost a decade, the new generation of mid-scale hotels have quickly re-emerged in China recently. This research studied the reasons behind the renaissance of the mid-scale sector and revealed that the most important reason is that guests have become more sophisticated in choosing a hotel based on overall value rather than only on cheap rate (offered by budget hotels) or famous brand names (usually associated with upscale hotels). In addition, as the increasing competition in the budget sector has resulted in continuously decreasing profit margin, hotel investors have become more favourable to mid-scale properties. The characteristics of the new generation mid-scale hotels were also suggested.

Keywords: Mid-scale hotels, new generation, China

The establishment of sustainable tourism certification KPI indicators in Taiwan

Mr Zih Hong Lin, Dr Shirley Kuo, Ms Tzu Yun Hsieh, Mr Chen Feng Kuo
Tunghai University

Abstract

The main purpose of this study is to establish our own KPI indicators for Taiwan, so our tourist areas can develop in a sustainable way. We need a lot of infrastructure to develop tourist areas, and with KPI indicators can reduce the destruction of the natural and ecological environment. This study will first study the foreign certification experience, because Taiwan is currently in the development stage, and then the methodology will explain in-depth interviews using the Delphi method, then there is discussion about which KPI indicators Taiwan currently needs. In this study current progress is a deep understanding of national sustainable tourism certification.

Keywords: Sustainable tourism certification, KPI indicators, Sustainable, Delphi method

The impact of green enterprise culture on employee job satisfaction and organizational citizenship behavior

Mr Cheng-Chung Chen, Mr Ming-Shih Chen, **Ms Yu-Ling Chang**
Tunghai University

Abstract

Enterprise culture is defined as the shared beliefs and values held by the employees of a company. Employees are often considered one of the most important resources of an enterprise as they exert a considerable influence on both their peers and the company itself (Tepper & Taylor, 2003). Moreover, enterprise culture plays an important role in influencing employee job satisfaction and organizational citizenship behavior (OCB). Another important topic is sustainable development and the 'green' restaurant. Therefore, this research aims to identify the relationships between green enterprise culture, employee job satisfaction and organizational citizenship behavior as well as the impact of green culture on job satisfaction and organizational citizenship behavior. In a recent survey we found that enterprise culture did not bring about significant differences in OCB. Given this, we add a new variable (intention to stay) in order to examine whether there is a significant difference in OCB between a green restaurant and a general restaurant.

Keywords: employee job satisfaction, green restaurant, green enterprise culture, intention to stay, organizational citizenship behavior, sustainable development

The impact of insider managerial ownership on corporate performance of the Taiwanese catering industry

Dr Cheng-Chung Chen, Dr Ming-Shih Chen, **Mr Hsueh-Chih Lu**
Tunghai University

Abstract

Past article in the impact of insider managerial ownership on corporate performance usually used two type of theory. One is convergence-of-interest hypothesis and the other is entrenchment hypothesis. Chen et al. (2012) found that insider managerial shareholdings and directors' shareholdings has inverted U-shape curve correlation. But there was only a study focus on the tourist hotels in Taiwan, this study tries to focus on the Taiwanese catering which is in the same industry vigorously growing. Hence, the research want to achieve investigate out whether the ownership structure has correlation on firm's performance at first. Secondly investigate out whether the convergence-of-interest hypothesis and conflict-of-interest hypothesis will be found in catering industry. Lastly, find the optimum of ownership structure for catering industry.

Keywords: Directors' shareholdings (DIRS), Firm's performance, Insider managerial shareholdings (IMS), Managers' shareholdings (MAS), Ownership structure, Taiwanese catering industry

The impact of service recovery on restaurant brand image – considering the moderating effects of corporate social responsibility

Dr Chee-Wha Yann

Tunghai University, Overseas Chinese University

Abstract

Along with the development of food and beverage industry in Taiwan, the influence of cultural creation are found everywhere, besides that, the application of natural, organic, or healthy ingredients become some restaurants' advertisement. However, when consumers found out that their materials are not only unnatural, inorganic, unhealthy, but also harmful, they start to fight back. The service-failed restaurant owners endeavor to rescue their reputation by apology or giving discount, however, how much compensation are consumers willing to accept and revisit? This study will first aim to explore the effects of service recovery on saving brand image after service-failure events occurred. Secondly, the issues of corporate social responsibility are raised recently, on top of environmental and sustaining, food safety is regarded as "national security" priority; how the role of a company play in CSR can interfere with the relationships between service recovery and customer satisfaction will be investigated in this study.

Keywords: Service quality, Service failure, Service recovery, Customer satisfaction, Brand image, Corporate social responsibility

The influence of gender on the use of accommodation booking websites: A user's perspective

Prof Tsungpo (Bob) Tsai, **Prof Yi-Fan (Alex) Tung**
Tamkang University

Abstract

Gender difference has been believed to not only in physical aspects, but also in many other ways such as, mental, emotional, and behavioural points of view. The purpose of this paper was to use Technology Acceptance Model (TAM) to verify the influence of gender effect in the setting of online hotel reservation. Structural Equation Model (SEM) analysis was conducted to examine all continuous variables associated with Perceived Ease of Use (PE), Perceived Usefulness (PU), Attitude toward the Booking Websites (AT), and Intention to Make Online Hotel Booking (BI). The findings of this paper suggest that Male's attitude and the perceived usefulness toward hotel booking websites has a stronger positive effect on hotel booking intention, while Female perceives ease of use of the hotel booking websites has a positive influence on the attitude toward the site.

Keywords: Gender, TAM, Hotel, Attitude, Intention, Online Booking

The luxury accommodation experience: Pixie dust or precision?

Tracy Harkison

Auckland University of Technology

Abstract

In 1955 Abbott suggested that “...what people really desire are not products, but satisfying experiences... People want products because they want the experience which they hope the products will render” (Holbrook, 2006, p.40). Experience is certainly not a new phenomenon, and has been the focus of research for nearly 60 years, and yet there has been very little research conducted on accommodation, especially in the luxury sector. And this is surprising given that accommodation is one of the major components of the tourists’ holiday experience and has the potential to enhance or ruin the entire holiday experience for tourists.

Studies that have been conducted on luxury accommodation experiences; have usually taken a uni-dimensional perspective on the topic – tending to focus on either supply (management) or demand (customer) perspectives, while other key actors in the provision of luxury accommodation experiences (such as staff) have tended to be ignored. After conducting an extensive review of the literature, it was found that there was a lack of literature on luxury accommodation experiences in New Zealand.

Keywords: Accommodation, Experience, Hotel, Lodge, Luxury, New Zealand

The mechanism of identity construction in a travel-related virtual community: A case study on a Guangzhou couch-surfing community

Mrs Qiuju Luo, **Mrs Lingwen Huang**
SunYat-Sen University

Abstract

The issue of identity is particularly important in contemporary society. The Internet has changed the traditional way of identity construction. This research aims to explore: 1) the process of members in Couch Surfing community constructing self-identity and group-identity and the factors influencing identity construction; 2) the similarities and differences of the mechanism of young people's identity construction online and offline. The research employs two qualitative research methods including content analysis and interview. Consequently, this paper makes certain revision of Grotevant's (1987) model and the key findings are: 1) the process of young people constructing identity in the virtual community, is consistent with that offline generally; 2) there are three main differences of the mechanism online and offline, such as the sense of identity will weaken with the expansion of the community; 3) The study validates some previous identity studies in virtual community, and it also proves that an ideal self-identity construction consolidates group-identity.

Keywords: Travel-related Virtual Community, Identity Construction, Group Identity, Self Identity, Young People, Couch Surfing

The mediating role of brand positioning on the relationship between hotel brand experience and non-financial brand performance

Dr Kuo Ning Liu

Southern Taiwan University of Science and Technology

Abstract

Marketing management recognises that understanding brand experience is critical for developing goods and services. Studies have examined the relationship between brand experiences and non-financial brand performance, but it remains unclear how the hotel brand positioning affect this relationship. This study aims to fill this research gap by identifying the composition and structure of brand experience in upscale Taiwanese hotels and examine the mediating effect of brand positioning on brand experience and non-financial brand performance.

This study fills gaps in the research by considering the effect of hotel brand positioning on the relationship between brand experience and non-financial brand performance. In practice, it implies that upscale hotels should consider additional information about hotel brand experience when making strategic marketing decisions. In addition, it suggests that upscale hotel management should develop different dimensions of brand experience to encourage brand positioning and non-financial brand performance.

Keywords: Brand Positioning, Brand Experience, Chinese Group Tourists, Mediating Effect, Non-Financial Brand Performance, Taiwan Upscale Hotel

The mediation effect of attraction planning on the relationship between motivation and experiential value of theme park visitors - a case study of Lihpao Land in Taiwan

Ms Jessica Shiang, **Dr Shu-Tai Wang**, Dr Kay H. Chu
Tunghai University

Abstract

While visitors go to theme parks for various purposes such as having fun, spending time with others, and switching off...etc., previous researches have focused on visiting motivation, loyalty and customers' satisfaction. The less investigated effect of physical attraction planning was explored in this study for its mediation role on the relationship between motivation and experiential value in the extent of theme park visiting. The motivation of theme park visit positively influenced the experiential value; furthermore, the attraction planning partially mediated the relationship between the motivation and experiential value. Therefore, the practitioners of theme parks in Taiwan should spend more effort and resources in planning and renovating their facilities, i.e. game machines.

Keywords: attraction planning, experiential value, mediation, motivation, theme park

The moderating effect of co-worker support on the relationship between salary satisfaction and retention intention in hospitality industry

Ms Tzu Yun Hsieh, Dr Shu Tai Wang
Tunghai University

Abstract

This study is aimed to find the cause and further suggestion for improved staff retention in the hospitality industry. Salary satisfaction was confirmed to have a significantly positive effect on retention intention for hospitality workers. Furthermore, the moderation effect of the instrumental co-worker support on this relationship was demonstrated to be greater than the emotional co-worker support, yet two variables were significant moderators. The retention intention was affected by organizational culture, gender, working status or the department they belong to. Data were gathered from full-time frontline hotel employees of Taiwan. The final result indicated that add the instrumental co-worker support as moderator could increase 6.6% of employee retention, emotional support also enhance retention intention about 5.2% . It revealed that employee retention cannot be achieved purely by money.

Keywords: salary satisfaction, co-worker instrumental support, co-worker emotional support, retention intention

The perceived value of green restaurants and non-green restaurants: The application of socio-emotional selectivity theory

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Tung Hai University

Abstract

Recently, the issue of environmental protection, LOHAS, green and low-carbon has been discussed widely. The concept is to enhance the quality of consumption and to provide the healthy products. However, there is still a great distance from the recognition of the value of protecting the earth and the perceived level of green idea to the implementation of green consumers. In other words, it is hard to link the concern of environmental and consumer initiative to change their consumption behavior. Hospitality enterprises need to aim for a new service position. It will be like a new industrial revolution that is not limited to manufacturing, but also applicable in the green food and beverage industry (Hawken et al. 1999). The food and beverage industry has started to pay more attention to environmentalism and green concept in this generation and will be the point of the revolution.

Keywords: Green Restaurant, Perceived Value, Socioemotional Selectivity Theory, Future Time Perspective, Green Consumption, Sustainable Development

The prevalence of wine tourism studies in hospitality and tourism journals: A literature review and suggestions for future research

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The Hong Kong Polytechnic University

Abstract

As one of the emerging special interest tourism activities, worldwide wine tourism has attracted increasing attention from hospitality and tourism researchers since the 1990s. As a fairly new topic, it requires critical review which could inform future research in terms of theoretical underpinnings and methodologies. As such, the purpose of this study is to review and examine the wine tourism studies that are currently available. A systematic process of literature review involving content analysis was adopted for this study. The classification of findings reveal that research on wine tourism could be structured into five major themes which includes nature of wine tourists, wine festivals and wine & food events, winery owners, wine routes, as well as communities and sustainability.

Keywords: Literature Review, Wine Festival, Winery, Wine Tourist, Wine Tourism, Wine Route

The relationship between residents' perceptions of tourism impacts and attitudes toward development of Chinese inbound tourism market in Taiwan

Dr Chin-Yu Chen

National Quemoy University

Abstract

The aim of this study was to explore Taiwan residents' attitudes toward development of the Chinese inbound tourism market. The results explored the perceptions of tourism impacts, attitudes toward development of the Chinese inbound tourism market, and examined the relationships between Taiwan residents' perceptions of tourism impacts and their attitudes toward tourism development. The data were collected from residents in Taiwan through convenience sampling method. The result revealed the significance in shaping tourism attitude toward Chinese tourism market from perceptions of tourism impacts. The economic impact has the highest explanatory power to attitudes toward tourism development than other tourism impacts. Finally, the study provides suggestions for future development of Chinese inbound tourist market and for future studies.

Keywords: China, Tourism market, Perception of tourism impacts, Residents' attitudes, Taiwan

The relationship between the lifestyle and activity preferences for wellness travelers

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Abstract

In the tourism business, products that fit individual health needs have been developed rapidly in the past decade. Traveling for the purpose of maintaining or improving health and well-being is called wellness tourism. The objectives of this study are to investigate wellness travelers' lifestyles and activity preferences, and the relationship between these two variables. The questionnaire of this study is divided into three parts: wellness lifestyles, activity preferences and demographics. The purposive sampling method is adopted in this study. A total of 600 survey questionnaires are being distributed to tourists at selected hotels when they checked-in. After data collection, the reliability analysis, factor analysis, descriptive statistics analysis, t-test analysis, and one way ANOVA analysis will be used for data analysis. The result of the study is expected to give suggestions to wellness tourism practitioners as well as to use as a reference for future wellness studies.

Keywords: Wellness, Wellness Tourism, Wellness Hotels, Wellness Lifestyle, Leisure Activity, Activity Preferences.

The restorative role of casinos on Chinese tourists

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Abstract

This research clarifies a contemporary phenomenon—namely, the Chinese affinity with casinos. Both popular press and academic literature are replete with articles that highlight Macau's stature as the world's gambling capital and its burgeoning impact on the hospitality, entertainment, gambling, and retail industries. Although Chinese consider gambling part of their social and cultural milieu, this axiom does not fully explain why more than 20 million Chinese tourists sojourn each year to Macau. Therefore, we draw on the attention restoration theory to show that Macau's casinos may represent an informal source of help that promotes mental health and well-being in patrons. The data presented herein reveal that Chinese tourists recognize the restorative environmental qualities of Macau's themed casinos. Resultantly, ART proposes that these tourists experience the casinos with involuntary attention, allowing their minds to recoup the ability to direct attention to unpleasant but necessary stimuli in the future.

Keywords: Casino, Chinese Tourist, Restorativeness, Gambling

The role of organizational culture on food safety culture and employee safe food handling practices

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Universiti Putra Malaysia

Abstract

The importance of organizational culture in encouraging employees' food safety behaviors has been highlighted as another focal area for improving food safety practices. To date, there is little understanding of how organizational culture influences safe food handling practices in the foodservice industry. The objectives of the proposed study is to identify the most influential organizational culture dimensions affecting food safety culture and safe food handling practices. In addition, the impact of food safety culture on safe food handling practices, as mediated by motivation will be investigated. Data will be collected through surveys and observations of participants. Surveys will be conducted using a self-administered questionnaire, and participant observations will be carried out to assess employees' food handling practices using an observational tool. Findings of this study will provide some guidance to improve and sustain food safety culture by creating a positive organizational culture that supports safe food handling practices. Also, implications on some human resource practices were discussed.

Keywords: Food safety culture, foodservice, hospitality, motivation, organizational culture, safe food handling practices.

The role of relational uncertainty in service failure encounters: Examining why consumers switch

Ms JungYun Hur, Dr SooCheong (Shawn) Jang
Purdue University

Abstract

Focusing on an established relationship, this study investigated the influence of relational uncertainty on switching intentions in connection with perceived loss and dissatisfaction in a service failure encounter. To achieve its objectives, this study used the appraisal-emotion-coping model together with a social relationship framework. The results of this study showed that relational uncertainty and dissatisfaction were positively inter-correlated, but distinctive concepts. Further, the findings revealed that relational uncertainty was a reliable predictor of switching intentions, but dissatisfaction did not influence switching intentions in an established relationship. In addition, relational uncertainty mediated the effect of perceived loss (both economic and social loss) on switching intentions in a service failure encounter indicating the important role of relational uncertainty in switching intentions. These findings were integrated into a discussion of the theoretical and managerial implications for hospitality service management.

Keywords: Relational uncertainty, Switching intentions, Perceived loss, Relationship management, Service failure

The roles of interpersonal relationship and dining-need satisfaction in CCRC residents' quality of life

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Abstract

The number of older Americans aged 65 years and older almost doubled since 2000, representing 13.1% (40.4 million) of the total U.S. population in 2010. Socio-demographic changes have fuelled the need for affordable housing and personal care. Continuing care retirement communities (CCRCs) offer housing and healthcare options for seniors. Concern over the quality of life (QOL) of residents has resulted in resident-centred care culture. Providing services and options accommodating to residents' changing needs enable CCRCs to achieve aging in place objective. Implicit to this philosophy is the emphasis on quality of service and QOL of residents. This study explored the moderating effects of resident's activity involvement and food involvement on the relationships between rapport, dining-need satisfaction and QOL. Data from 412 CCRC residents in five facilities revealed that rapport and dining-need satisfaction have positive effects on resident's QOL. These relationships are further magnified by resident's activity involvement and food involvement.

Keywords: activity involvement; continuing care retirement communities (CCRCs); dining-need satisfaction; food involvement; quality of life (QOL); rapport

The sharing economy adoption model: The case of Airbnb

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Purdue University

Abstract

The sharing economy is becoming a mainstream economic and social trend in our society as well as tourism. This study attempted to develop a general model to explain sharing economy adoption intentions. Innovativeness, usefulness, perceived risk and perceived value were suggested as predictors of sharing economy adoption intentions based on a thorough literature review. The results of CFA and SEM confirmed that the proposed model could satisfactorily predict sharing economy adoption intentions. Innovativeness, usefulness and perceived value were all confirmed to have a positive and significant effect on adoption intentions, whereas the significant negative impact of perceived risk on perceived value and adoption intentions were confirmed as expected. Theoretical and practical implications are also discussed in the main body of this paper.

Keywords: sharing economy, adoption, innovativeness, usefulness, risk, value

The socio-economic impact of 'route tourism' in KwaZulu-Natal, South Africa: A case study on the Inanda Heritage Route

Mr Richard Wyllie

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Abstract

The aim of this working paper is to create a basic understanding on the concept of 'route tourism' and how it may have a socio-economic impact on a specific region or area. In this paper, the above mentioned factors will be analysed in the context of the province of KwaZulu-Natal (KZN) in South Africa. International best practice examples will be discussed along with an analysis of local examples, with a specific focus being placed on the 'Durban Green Corridor' and the 'Inanda Heritage Route' near the city of Durban.

Keywords: Route Tourism, Collaborative Tourism Planning, Local Economic Development (LED), Rural Development, Sustainable Tourism, KwaZulu-Natal, South Africa, Durban Green Corridor, Inanda Heritage Route.

The strategic analysis of the tourism marketing of the disabled - A case study of Haikou City, China

Mrs Heli Liu, **Dr Liang Tian**
Hainan University

Abstract

The disabled is a special potential market segment of the consumer groups, and it has not been given enough attention. Based on the information from the interviews, literature research, questionnaire surveys and case studies, and the analysis of the motivation and special characteristics of the travel of the disabled, herein we illustrate the growth space of this target market, and demonstrate the necessity and feasibility of developing the tourism market for the disabled. Taking Haikou city in Hainan province China as an example, we combine the tourism demand of the disabled with the characteristics of local tourism resources, discuss the method of designing the customized tourism products for the disabled, and propose the marketing strategy for this specific market segment from the sales promotion and service consciousness perspectives.

Keywords: The disabled, Tourism market, Marketing strategy, Case Study, Haikou City, China

Tipping in top Auckland restaurants: Does it help?

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Abstract

The practice of tipping in restaurants is the norm in many countries throughout the world, it is not the norm to tip in New Zealand restaurants; though the practice of tipping has gained some acceptance, especially in Auckland's fine-dining restaurants. The literature suggests that there is a tenuous link between tipping and good customer service and that there are other factors involved. This study applies a qualitative methodology to understand from a manager's perspective, how the practice of tipping helps them in managing a fine-dining restaurant in Auckland New Zealand.

Keywords: customer satisfaction, hospitality, management, operations, service, tipping

Tourism development under a model of the ‘new normal socialist market system’: A history of Qiyunshan, Anhui, China – 2008 –2014

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¹*University of Waikato*, ²*Zhejiang Yuexi University of Foreign Languages*

Abstract

In the 21st century Chinese domestic tourism emerged as an important economic and social phenomenon with, in 2014, over 3 billion domestic tourism trips. Equally, tourism has an important role within what remains a largely centrally determined economic policy as Chinese authorities both wish to establish a socialist market system whereby markets serve people and not simply corporate interests, and at the same time helps shift the basis of the Chinese economy into one that is consumer and not investment or export led. To help fulfil Xi’s concept of the Chinese Dream tourism planners seek to develop destination planning that both develops product and better distributes benefit in rural areas while overcoming current deficiencies in social and investment capital. This paper describes the processes involved at Qiyunshan, Anhui Province based on a 5 year research project and the ethnographic research of 8 months undertaken by the lead author and proposes a model of social harmonisation in destination management.

Keywords: China, Destination Management, Social Harmonisation Policy

Tourism expansion effect on hotel stock performance: A quantile regression approach

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Abstract

This study took a close look at how tourism expansion affects the different quantiles of hotel stock returns based on the quantile regression method. The ordinary least squares estimation results of panel regression test revealed that tourism expansion has no significant effect on hotel stock returns in Taiwan during the period from 1983 to 2013. However, quantile regression tests revealed new and interesting results. Although hotel stock returns were not significantly related to tourism expansion at the median and high quantiles, the effect of tourism expansion on hotel stock performance was statistically significant at the low quantiles. These results suggest that the effect of tourism expansion on hotel stock returns is asymmetric and state-dependent, conditional on the distributions of hotel stock returns. The study further identified that tourism expansion has a significant influence on stock returns of hotels with a small size.

Keywords: Tourism expansion, Hotel stock performance, Quantile regression

Tourism versus economic development: The demise of Manila's cultural heritage sites

Ms April Joy Dopeño

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Abstract

Tourism is a very powerful and effective economic mechanism that any state can use for it helps in the livelihood of the locals such as creating more jobs, allowing them to increase profit by opening doors for businesses such as being able to produce and sell their own products. In addition, tourism development is easy if the tangible and intangible products are already given in a particular place and such only needs to be maximized by highlighting its significance through conservation. This study explores the effects of economic development to tourism as regards conservation and preservation of cultural heritage sites and its extermination to give way to new concepts of development.

Keywords: Conservation, preservation, cultural heritage sites, tangible, intangible, tourism.

Tourism, local food and online promotion by accommodation operators in Vanuatu

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¹*Auckland University of Technology*, ²*New Zealand Tourism Research Institute*, ³*Ministry of Business Innovation and Employment*

Abstract

The rise of culinary tourism is an important incentive to boost consumption of local food and strengthen linkages between tourism and agriculture in the South Pacific Islands. The success of such developments cannot, however, occur without effective dissemination of information. This paper focuses on the role of accommodation websites in developing opportunities to enhance linkages between tourism and local food when promoting tourist experiences in Vanuatu. An audit of accommodation websites is conducted using both content and discourse analyses. Texts and images displayed on accommodation websites are analysed and interpreted to ascertain the extent to which local food is promoted. The study highlights an important lack of promotion of local food experiences by accommodation operators in Vanuatu. A lack of images and text descriptions, showcasing the uniqueness of the local food of Vanuatu, means a significant loss of opportunities to underpin the creation of linkages between tourism and local food.

Keywords: Food, Online promotion, South Pacific, Sustainable tourism, Vanuatu

Towards an understanding of the motivation of wine tourism travellers in China: A conceptual framework

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Abstract

This study developed a framework to research Chinese wine tourists' motivation perception by exploring and assessing cultural-related motivations and non-cultural motivations and to understand tourists' perception of the experience and overall satisfaction and future intentions. In the cultural-related motivations, Xiao-Zi phenomenon is a contemporary Chinese lifestyle among the younger generations. Xiao-Zi is quite different as it is influenced by unique Chinese culture values. Drinking wine, to some extent, satisfies the needs of people who believe in and have adopted Xiao-Zi culture and lifestyle. Wine tourism combines the tourism and the wine industry. Wine tourism is a new form of tourism experience, which gained popularity in China recent years. However, there is limited research on Chinese wine tourists' profiles, preferences, motivation and perceptions of wine tourism experiences. This study will contribute to the literature with Chinese wine tourists' profiles, motivation and perceptions.

Key words: Asia Pacific, Chinese Culture Values, China, Motivation, Wine Tourism

Travel and teaching: An exploratory study

Mr Adam Ransfield

Wellington Institute of Technology

Abstract

The teaching abroad experience can be powerful for an individual. Cushner (2007) categorised the impacts of assistant teaching abroad into the following three main categories. These categories include: learning about self and others and the development of empathy, increased self-confidence and efficacy, and the impact on global mindedness. Research suggests that these experiences do have an influence on the teacher and their teaching characteristics. This is not a surprise when considering that the average minimum contract tenure for a teaching abroad programme is one year. These deep immersion experiences are likely to have an impact on the individual (Sleeter, 2001). The Japan Exchange and Teaching Programme (JET) was established in 1987 to promote international understanding through co-operation between Assistant Language Teachers (ALTs) and Japanese people (JET Programme, 2014). The JET Programme aims to improve foreign language education in Japan through internationalisation at the community level (JET Programme, 2014). One of the key benefits to participating on the JET Programme is the opportunity to partake in both domestic and international tourism. These travel experiences enhance participant's international knowledge of cultures and customs, which can be drawn on in a tourism and hospitality classroom setting. The focus of this research is to investigate whether travel while teaching abroad on the JET Programme impacts teaching and learning approaches employed and if so, what are the teaching characteristics that participants develop through these travel experiences?

Keywords:

Travel motivations and constraints of wellness travellers in Taiwan

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Abstract

People have begun to pay attention to health issues. They would not only pursue physical health but also emphasize the satisfaction of mind and spirit. Their main purpose is to pursue happiness (Well-being). This new travel mode is often called "Wellness Tourism." The study aims to investigate the motivations and constraints among wellness travelers in Taiwan. The questionnaire of this study consists of three sections, including motivation, constraints, and demographics. A total of 600 questionnaires would be distributed to guests at the selected hotels when they check-in. After data collection is completed, the reliability analysis, factor analysis, descriptive statistics, and one way ANOVA will be used to analyze the data. The results can be expected to aid in making recommendations to the industry with regard to service and product design as well as be a reference for future research in wellness tourism.

Keywords: Wellness, Wellness tourism, Travel motivation, Travel constraints, Taiwan

Turning disaster into economic development

Mr Somporn Naksuetrong

Assumption International University of Thailand

Abstract

Many countries recorded great loss in the 2004 tsunami. Lives, assets and the economic flow in the countries affected were affected. In Thailand, the tsunami led a great loss of lives and assets. After the tsunami, the regions affected have been trying to stitch things together to raise the tourists' confidence of visiting the region. It is important to note that among the people who died during the disaster were tourists and so it needs great investment to convince them that the region is safe once again. To this effect, an idea to have a tsunami memorial was incepted as a way of remembering the disaster in a more positive way. To have such a memorial, there are psychosocial dynamics that have to be considered to balance its economic importance with its social significance to the people in the region. This way, the society will feel as being part of the project hence embrace it as their own.

Keywords: Tsunami, Tourism, Memorial, Society, Disaster, Research

Understanding sustainable development in restaurant service innovation: A phenomenographic examination

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¹*Ming Chuan University*, ²*Shih-Chien University*, ³*Tamkang University*, ⁴*Fujian Normal University*

Abstract

Sustainable service innovation is a critical attribute in modern restaurant management that is widely recognized by experts and restaurant owners alike. In this paper, we investigated ideas on sustainable service innovation in restaurants gathered from interviews with restaurant managers, government experts and scholars in Taiwan. Using a phenomenographic approach, we identified five main dimensions of sustainable development in restaurant service innovation: sustainable service innovation, food service technology, organization learning, innovation of adoption, and organization environment. We also found that these five dimensions are complementary and that they deeply affect restaurant performance.

Keywords: Hospitality, Restaurant, Sustainability, Service innovation, Taiwan

Vice food versus virtue food: Food package preference

Dr Jae-Eun Kim, Mrs Ange Kim, Dr Jungkeun Kim, Dr Roger Marshall
Auckland University of Technology

Abstract

This research examines whether food package preference would be different depending on the healthiness of food (i.e., healthy/virtue food versus unhealthy/vice food). We propose that because people tend to experience guilt and want to conceal those feelings when consuming vice foods (e.g., French fries, fried chicken), they would more likely to prefer an opaque package instead of a transparent package. On the contrary, people would be more likely to prefer transparent package when consuming virtue foods (e.g., salad, nuts) because the health and nutrition of food helps them to feel pride for their decision. Experiments were conducted by varying six different kinds of food and the data supported our hypotheses. Our findings showed that people prefer an opaque package (vs. transparent package) when they consume vice (virtue) foods. This study provides practical implication for food manufacturers or retailers how to design right food package to enhance consumer's preference and evaluation.

Keywords: package, design, food, healthy, unhealthy, consumer

Visitor management at national parks: Using basic category and dimensional emotions to develop safer park experiences

Dr Edmund Goh

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Abstract

National Parks have been a key attraction to domestic and international tourists. The unique flora and fauna in National Parks accompanied with beautiful landscapes provides the fabric for tourists to engage in relaxing activities such as picnics, sporting activities, holiday accommodation, and outdoor activities. Past research has shown the role of emotions can affect an individual's behaviour towards their purchase and leisure experience (Westbrook and Oliver, 1991; Richins, 1997; Varela-Neira et al., 2008; Goh, 2015). However, park visitors do not always conform and obey park rules, which place great danger to themselves and other visitors (Ward & Roggenbuck, 2003; Fredman et al., 2009). Therefore, the purpose of this paper is to explore the usefulness of visitor emotions to develop safer park experiences for park visitors.

Keywords: Park Experience, Structure of emotions, Sustainability, Tourism Marketing, Visitor Management

Visitors' decision making behaviors to revisit: A case of Tidung Island, Thousand Islands, Jakarta, Indonesia

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Abstract

Considering the minimal number of incoming visitors to Tidung Island compared to other coastal tourism object, and there is no research about why people prefer to choose one recreational object over another yet, especially there is no legitimate information available about Tidung Island, Jakarta, Indonesia. This study examined factors in decision making of tourist to revisit Tidung Island, The aim of this study was: (1) To know the socio-demographic characteristics of the visitors in order to understand the influence on their decision making to revisit the island, (2) To know the preferred personal benefits & overall images of the visitors in order to understand the influence on their decision making to revisit the island. This research was found a significant positive influence of visitor's monthly income on decision making to revisit, and there is no significant positive influence of visitor's personal benefits & overall images on the visitor's decision making.

Keywords: activity preference, beach setting, desired experiences, personal benefits & overall images, revisit, tourist's perception
Keywords: activity preference, beach setting, desired experiences, personal benefits & overall images, revisit, tourist's perception.

Wasted youth in the hospitality industry? Older workers' perceptions and misperceptions about younger workers

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Abstract

This paper is based on New Zealand research that investigated why people build and maintain long careers working in hospitality. In the study, an interpretive methodology with feminist underpinnings explored how age interacted with other aspects of socially ascribed difference, such as gender, ethnicity and class. The paper, however, will only focus on the career experiences of younger hospitality workers, viewed from the perspective of older workers who had spent an average of 25 years working in the industry. In many Western contexts, although young people form a high proportion of the hospitality workforce, the perception of hospitality work as temporary and unpredictable, rather than as an aspirational career, means turnover is high. In the study, three memory-work sessions were held with hospitality academics who had previously occupied operational positions in hospitality. Nineteen semi-structured interviews with current hospitality employees followed. The findings suggest that young people appear to be penalised by organisational practices across the sector. It is argued that the hospitality industry needs to consider how to retain its youthful workers, rather than wasting this valuable human resource.

Keywords: ageism, career privilege and penalty, hospitality career, younger hospitality workers

Website evaluation analysis of small-and-medium-sized hotels in Malaysia

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University of Western Sydney

Abstract

This study evaluates the websites of small- and medium-sized hotels (SMHs) in Malaysia. This research develops a set of evaluation criteria for evaluating SMHs and for identifying current stages of e-commerce adoption among SMHs in Malaysia. Each of the criteria is evaluated by rating points using an appropriate evaluation scheme. The study identified 36 websites of the SMHs that provided an online reservation facility. This study concludes that the current stages of e-commerce adoption among SMHs in Malaysia is in stage 2, which is a simple interactive website based on website evaluation criteria and the proposed stage model of e-commerce adoption for SMHs in Malaysia. This research has implications for hotel practitioners, specifically for SMHs in the context of website development as they move to a different stage of e-commerce adoption.

Keywords: Website Evaluation, small and medium sized hotels, stage of e-commerce adoption, Malaysia

What business model is most suitable for a university education and research hotel?

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Abstract

This paper evaluates the business practices for affiliated with University and other higher education providers to understand how a balance is achieved between the relevant stakeholders. Outside the higher education environment, training departments are often viewed as organizational cost centers. The training hotel attached to University may need subsidized by the institutions and may place stress on University finances. What is the best method of generating income for the education provider while ensuring that students acquire the best possible training and development opportunities? This investigates project an optimal contemporary model for higher education providers to run a training hotel with particular reference to Asia-Pacific practice.

Keywords: Training hotels; business models; hospitality; university training; Asia-Pacific; revenue

Where is the meaning we have lost in hospitality? Turning the light on the values we live and work by

Mr Warren Goodsir, Prof Erling Rasmussen, Prof Coral Ingley
Auckland University of Technology

Abstract

Tourism and hospitality have a rich tradition of values that emphasise care for individuals, a concern for community, and responsibility for society. However, these complex social interactions and traditional values are often in conflict with contemporary economic goals that emphasise profit maximisation. This paper discusses the tensions between the demands of the commercial, economic environment and the relationship-centred origins of hospitality. Aristotle's notion of practical wisdom and its relevance to hospitality is explored within this context. The overall purpose of this paper is to explore the values that influence hotel management decision making. A qualitative case study was undertaken within nine hotels belonging to two international hotel groups in New Zealand. Data was gathered from 24 interviews with hotel and area managers and a document analysis of key company documents was also undertaken. The findings reveal that hotel managers must balance the tensions between people and profit, transactions and interactions, and the standardisation required to operate a global brand along with the flexibility need for accommodating personal uniqueness. Moreover, while the participants and hotel documents express the importance of hospitality values, it is evident that economic rationality and resulting instrumental action threaten to dominate management decision making.

Keywords: Hospitality, Values, Practical Wisdom, Rationality, Social Responsibility, Case study

Which New Zealand and Australian tourism and hospitality businesses are embracing Bitcoin and why?

Mrs Leanne Nicholas

Wellington Institute of Technology

Abstract

This exploratory study is examining the adoption of Bitcoin, a virtual, digital or cryptocurrency, within the hospitality and tourism sectors within New Zealand and Australia. Bitcoin, the best known virtual currency, has gained momentum in global industry adoption due to its potential financial benefits; yet remains in the public media mainly due to concerns of regulation and risk. This study seeks to identify how many Tourism and Hospitality organisations are embracing Bitcoin, the perceived benefits and disadvantages, how this innovative purchasing method is communicated to their customer base and the practicalities of usage in the sector. The results to date identify that Bitcoin adoption is stronger in Australia than New Zealand, and that the food & beverage sector is showing a higher adoption rate over accommodation, activity and attraction, transport and supplier sectors. Customer awareness is identified as a potential draw-back and organisations are uncertain of tax and accounting considerations.

Keywords: Asia Pacific, Bitcoin, Virtual Currency, Hospitality, Tourism, Technology

Who I know determines where I go as a tourist

Ms Monique Brocx

Auckland University of Technology

Abstract

Academics have over the years lamented the underestimation of the visiting friends and relatives (VFR) market (Backer, 2012; Jackson, 1990; McKercher, 1994) and the subsequent dismissal of VFR as a market segment of no importance to the tourism industry and the economy.(Jackson 2000). Backer (2007) revealed that even in the holiday resort destination of the Sunshine Coast in Australia, VFR are significant economically and when you take accommodation out of the tourist expenditure, VFR spend more than non VFR on other tourism product. This research explores the concept of VFR and uncovers that the market segment means many different things to different scholars. The findings suggest it is timely to consider a shift from the reason for visit measure to a measure which defines what 'pulls' a tourist to a destination is opportune.

Key words: Information, Motivation, New Zealand, Tourism, VFR, WOM

Who will use nutritional information on restaurant menus in South Korea: A cluster segmentation approach

Ms Mary Bruce¹, Dr Young Hoon Kim¹, Ms Yazhi Zhao¹, Ms Jiaoyang Sun¹, Dr Hakeseon Kim², **Dr Bharath Josiam¹**

¹University of North Texas, ²Kyungsoong University

Abstract

The discourse on Nutritional information (NI) has evolved from the need for NI to the use of NI on menus. This study investigates South Koreans to understand how lifestyle segments would be affected, if NI was provided on full-service restaurant (FSR) menus. The survey, yielded 327 usable responses.

Need - 68.8% of South Koreans felt a need for NI on FSR menus. Importance - Over 50% thought NI on menus to be important. Intent to use NI - Over 33% would use NI, 29.7% might use NI, while 34.2 % would not use NI. K-means cluster analysis divided the respondents into two groups, named by the researchers as Mindful Munchers and Carefree Crunchers. Mindful Munchers - Ages 41 to 55, they comprised the larger segment, paid more attention to the foods they currently ate, exercised more often, and preferred to eat healthy. They had a significant intention of using NI on FSR menus.

Carefree Crunchers - Ages 17 to 24, they comprised the smaller segment, and had little or no intent to improve overall health. They had a higher rate of dining out and exercised less often. They were less concerned with using NI.

Keywords: South Korea, Full-Service Restaurants, Nutritional Information, Menu Labeling, Informed Diners, Healthy Lifestyles, Cluster Analysis

Wine tourists' experiences of New Zealand wineries and their motivations for visiting the West Auckland region

Dr Claire Liu, Mr Joshua Yeow
Auckland University of Technology

Abstract

The purpose of this study was to explore the experiences and motivations of wine tourists in visiting the wineries of the West Auckland region. A questionnaire survey was employed to collect information from the wine tourists in three Auckland wineries. Semi-structured interviews of the winery operators were also used to provide insights for the supply and demand factors which influence wine tourism operation. The results of the survey indicated that wine tourists were motivated by various factors to travel to West Auckland. The study has demonstrated that both supply and demand factors are critical to the wine tourism industry. Wineries should rely on current empirical evidence as to what tourists expect to find at wine tourism destinations in order to supply these needs effectively to improve the tourism experience. The findings of this study have provided implications for wine tour operators in implementing strategies to improve their service quality, service efficiency, and on-site facilities to create realistic expectations and attract more tourists to the region.

Keywords: Auckland wineries; wine tourism, wine tourists' motivation and experiences;

Work integrated learning (WIL) within the hospitality curriculum

Prof Elizabeth Roberts

Southern Cross University

Abstract

This session will engage participants in a lively experiential activity with the aim of identifying the strengths and weaknesses of the myriad of Work Integrated Learning (WIL) models utilised in the hospitality curriculum across Asia and the Pacific Rim. While there is universal agreement about the merits of WIL within the hospitality curriculum (provides opportunities to apply university studies to the realities of the workplace, builds valuable 'hands-on' skills and experience which cannot be entirely replicated in a classroom setting, ensures greater awareness of employer expectations, develops workplace competencies and experience before entering the competitive job market, and tests career choices against the realities of the workplace), we have limited awareness of best practice WIL models. This session will include a robust discussion about the merits of various WIL models.

Workplace incivility, emotional exhaustion and service performance: The moderating roles of perceived organizational support and emotional intelligence

Dr Meehee Cho¹, Dr Mark Bonn¹, Dr Sujin Han²
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Abstract

In order to obtain a better understanding about consequences caused by workplace incivility, information was obtained from frontline service employees working in independent restaurants. Employees provided details of their experiences and attitudes regarding workplace incivility and how it affected their emotional exhaustion and service performance. Results document that workplace incivility significantly increases emotional exhaustion, and further leads to low levels of job service performance. Customer incivility was especially found to have the strongest power increasing emotional exhaustion, followed by supervisor incivility. Also, results confirmed that perceived organizational support (POS) and emotional intelligence (EI) play significant roles in moderating the relationships between workplace incivility, emotional exhaustion and perceived service performance. Based upon this study's findings, theoretical and practical implications are offered for developing successful employee management strategies

Keywords: Restaurant management, workplace incivility, emotional exhaustion, service performance, perceived organizational support, emotional intelligence

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A handwritten signature in black ink, which appears to read 'Merrill J. Fernando', is positioned above the printed name.

Merrill J. Fernando
Founder of Dilmah Tea

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APacCHRIE is pleased to introduce to members and friends our very first Strategic Industry Partner – the STR SHARE Center. Many of you already know about the Center, which was launched in 2011 with a mission of supporting hotel-related academic research and education. Under the leadership of Steve Hood, Senior Vice President –Research of STR, Founding Director of the SHARE Center, and a long time friend and supporter of APacCHRIE, the Center has provided 450 member schools in 55 countries with invaluable hotel and tourism data, as well as related resources for research, student projects and other classroom uses. In addition, it provides members

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