The 1st International Early-Career Researcher Conference in Hospitality and Tourism
IECR Conference Proceedings

May 10-12, 2024

Macau, China

Conference Proceedings
The 1st International Early-Career Researcher Conference in Hospitality and Tourism (IECR 2024)

May 10-12, 2024 Macau, China

Edited by

Ben K. Goh

Wong Weng Chou Jose

Pan Su Ying

Disclaimer

The responsibility for opinions expressed in articles, studies and other contributions in this publication rests solely with their authors, and this publication does not constitute an endorsement by the IECR of the opinions so expressed in them.

Official website of the conference

https://www.iecrconference.net/

IECR 2024 Conference Organizing Committee

Conference Chairs

Professor Ben K. GOH

Associate Professor Jose Weng Chou WONG

Program Chair

Associate Professor Su-Ying PAN

Academic Chairs

Professor Timothy LEE

Associate Professor Yang ZHANG

Hospitality Chairs

Assistant Professor Chieh Yun (Brenda) YANG

Assistant Professor Yan FENG

Committee Members

Associate Professor Chen-Kuo PAI	Assistant Professor Ting Pong CHENG (Vincent)
Assistant Professor Yihang ZHANG (Kelvin)	Assistant Professor Jing LIU (Gloria)
Assistant Professor Rui GOU (Gloria)	Assistant Professor Chao LIU
Dr. Jing YU (Jasper)	Ms. Zhongying OU (Michelle)

Student Helpers

Liu XU Doctor of Philosophy in Tourism Management	Yihe WANG Doctor of Philosophy in Tourism Management
Jiaojiao WANG Master of Hotel Management	Qun ZHANG Master of Hotel Management
Yuxin SONG Master of International Tourism Management	Chenxi WANG Master of International Tourism Management
Weiyi ZHANG Bachelor of Hotel Management	

*Authors are fully responsible for corrections of any typographical, copyrighted materials, and technical and content error

TABLE OF CONTENTS

The Relationship between the Wellness Tourism Attributes and the Mental, Physical, and Social Health

Wenkui HAN[1] and Yongjoong KIM[2]

[1]Master of Hotel Management, Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Taipa, Macau

[2]Assistant Professor, Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Taipa, Macau

Abstract

This research provides an indispensable analysis of the relationship between wellness tourism and various health dimensions, offering significant insights for tourism developers, healthcare professionals, and policymakers engaged in the strategic development and resource allocation decisions within the growing wellness tourism industry. The study conducts a comprehensive quantitative evaluation of wellness tourism experiences. In addition, this study examines the impact of the experiential quality of wellness tourism attributes on travellers' mental, physical, and social health. This research confirms the positive influence of well-crafted tourism experiences on mental, physical, and social well-being, providing a robust empirical foundation for the hypothesized links between wellness tourism and health improvement. The findings underscore the presence of diverse responses to wellness tourism experiences, indicating a promising opportunity for the industry to customize and personalize services, addressing the unique preferences and needs of tourists. This variability highlights the importance of continuing research into the individualized aspects of service provision within the sector. As a result, this study not only strengthens the existing literature by confirming the salutary effects of wellness tourism on health but also establishes a strategic pathway for innovation and growth in this nascent field. In essence, the research acts as a valuable reference point, verifying the generally beneficial perceptions and impacts of wellness tourism's experiential quality on health, and laying the groundwork for future inquiries into the enduring effects and integrative potential of wellness tourism in conventional healthcare frameworks.

Keywords: Wellness Tourism, Experiential Quality, Mental, Physical, and Social Health, Quantitative Research

The Impact of Mobile Payment on Customer Satisfaction and Reuse Intention in Macao Integrated Resorts: A Case Study of Chinese Tourists

Yangpeng LIN[1] and Chang QU[2*]

[1]Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Taipa, Macau

[2]College of Physical Education and Health, Guangdong Polytechnic of Science and Technology, Zhuhai, China

*Corresponding Email: 14786059@qq.com

Abstract

Mobile payment as an emerging technology was adopted by Chinese market in the last decade. The rapid expansion of the mobile payment market has changed every aspect of people's lives, especially after the Covid-19. And this rapid expansion is particularly evident in consumers' shopping behavior. It is worth being mentioned that the consumption way of Chinese people on overseas travel has also been greatly changed. At the same time, mobile payment is becoming more and more important in Macao. The mobile payment has been introduced to Macao for 9 years, Macao's mobile payment market developed rapidly. Macao Economy Bureau has deeply released the importance of mobile payment for local tourism market, because the merchants, local residents and visitors all prefer to the new mobile payment platforms, so combine the e-commerce with entity business has significant denotation in Macao tourism market. But in Macao, there are few research or studies about the mobile payment. A research gap of examining how Chinese tourists are satisfied with the mobile payment and their intention to reuse in Macao's integrated resorts and the affecting factors.

The purpose of this research is how the features of mobile payment apps including security, ease of use, customer service and speed of transaction affect Chinese tourists' satisfaction and reuse intention in Macao integrated resorts, based on the expectation confirmation theory (ECT). In addition, age is also a very important moderating factor. Customers of different ages have different understandings and use degrees of mobile payment, which may affect their satisfaction and thus their intention to reuse. In doing so, partial least squares structural equation modeling was applied on the Chinese customers who experienced resort services in Macao. Overall, the findings bridge the gap in the relationship between mobile payment and customer satisfaction and reuse intention in the hospitality industry and provide broad insights into its brand management and marketing theories for tourism and hospitality.
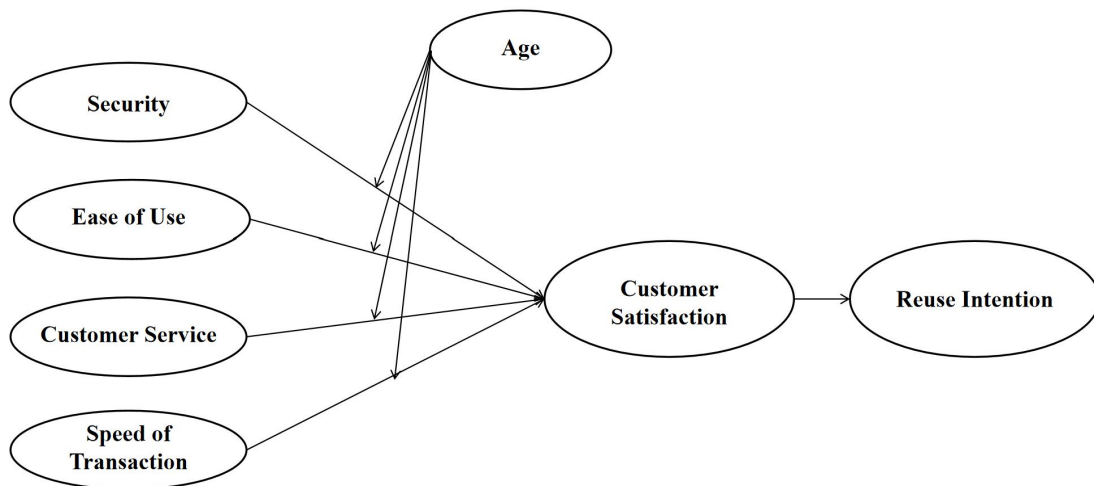
Figure 1 Hypotheses Model

Keywords: mobile payment, ECT, customer satisfaction, reuse intention, Chinese tourists, Macao integrated resorts

Ethical Branding of Greater Bay Area from a Moral Obligation Perspective

Felix Elvis OTOO[1], Haojing HE[2], Yulan QIN[2] and Xinyue FU[2]

[1]Assistant professor, Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Avenida Wai Long, Taipa, Macau SAR, ORCID: 0000-0003-2803-3835

[2]Student, Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Avenida Wai Long, Taipa, Macau SAR

Abstract

Over the past decades, the broader issues of sustainable tourism, ecotourism, and concerns for alternative types of tourism have become topical. In line with these, concerns for environmental protection, community participation, and sustainable development are among the topic issues for tourism and environmentalists. However, a cursory review of the literature suggests that several aspects of these topics are yet to be explored. Among these aspects, tourists' green brand attitudes which encourage tourists to follow local rules and foster a sense of moral responsibility have yielded limited empirical research particularly because psychological impacts are neglected. On the one hand, few studies consider the actual environmental protection gaps in local areas when examining green brand attitudes and respect for local rules. Certainly, public perception of green branding significantly influences tourist behavior and the development of sustainable tourism. However, the role of green branding in influencing tourist compliance with destination regulations remains unclear. Thus, research should not only explore its impact on the green development of tourism but also delve into the complex relationships between tourist attitudes towards environmentally friendly destinations, respect for local culture, compliance with institutional requirements, and personal responsibility for sustainable travel. Therefore, a comprehensive model is needed to understand how to prioritize environmental protection and raise public awareness about it, instead of just focusing on green brand attitudes and tourists' wishes for compliance. On the other hand, the relationship between respecting local rules and ethical responsibility has not been empirically tested in specific niches of tourism. Consequently, ethical responsibility for future generations and green branding attitudes are not well-defined in the literature, and ethical responsibility for the future and green branding attitudes remain unclear in the literature. This study aims to explore the synthesis of public attitudes toward green branding, the implementation of environmental sustainability requirements, and ethical responsibilities. Accordingly, it is hypothesized that tourists' positive attitudes towards environmentally friendly destinations will have a positive impact on respect for and compliance with the rules of environmentally friendly destinations and subsequently on their moral obligation. To investigate these relationships, a field survey was conducted with 300 tourists in the Greater Bay Area. The structural relationships will be analyzed use Structural Equation Modelling (SEM). By understanding the interrelationships between these concepts, it seeks to expand the

literature on green branding, the degree of environmental sustainability implementation, and ethical responsibility for environmental protection. This study seeks to contribute a deeper understanding of how destinations can positively harness and improve their destination brand attitude in influencing and regulating tourists' behavior and sense of moral obligation.

Exploring the Role of Moral Obligation on the Pro-Environmental Behaviors of Tourists

Felix Elvis OTOO[1], Linghan ZHOU[2], Yan QIAN[2] and Jiayu HUANG[2]

[1]Assistant professor, Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Avenida Wai Long, Taipa, Macau SAR, ORCID: 0000-0003-2803-3835

[2]Student, Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Avenida Wai Long, Taipa, Macau SAR

Abstract

In the tourism industry, moral obligation, as a subjective requirement and key element for people to develop a quality of life and travel experience, has profound social attributes. Indeed, outside the tourism literature, it has been suggested that a higher degree of moral obligation affects the generation of more emotional well-being, respect for destinations, and compliance with local rules. For tourist destinations, moral obligation has an important impact on tourists' well-being and respect for the destination from the perspective of human free will. When analyzing tourists' moral obligation towards destinations, academics and industry do not have a clear understanding of the role of moral obligation in affecting emotional well-being and travel behavior. In addition to studying the complex relationship between moral obligation on emotional well-being and respect and compliance, the counter-effects of people's emotional well-being and respect and compliance on their moral obligation, and the relationship between emotional well-being and respect and compliance are also worthy of further exploration. Therefore, this study took the Macau Special Administrative Region, a popular tourist destination in China, as the background, and conducted surveys among 300 tourists. Through the analysis of these data, this study explores the interaction between moral obligation, emotional well-being, and respect and compliance, focusing on the impact of these interactions on tourists' intention to revisit. The proposed conceptual framework suggests that tourists' high level of moral obligation, the magnitude of their emotional well-being, and the degree of respect and compliance behaviors may positively impact their intention to revisit the Macau SAR. To investigate these relationships, a structural equation model (SEM) will be employed. By studying these intricate relationships, this study will be salutary to gain a deeper understanding of the relationship between tourists' personal moral obligation and travel experiences and help to make reasonable guesses and plans for the future.

An Exploration of the Influence of Self-Identity on Well-Being and Destination Revisit

Felix Elvis OTOO[1], Ziheng JI[2], Qingyi WANG[2] and Qian YAO[2]

[1]Assistant professor, Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Avenida Wai Long, Taipa, Macau SAR, ORCID: 0000-0003-2803-3835

[2]Student, Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Avenida Wai Long, Taipa, Macau SAR

Abstract

Chinese President Xi Jinping once said: "Lucid waters and lush mountains are invaluable assets." In the 21st century, several countries including China have demonstrated great attention at the macro level to the need for the protection of the natural environment. Among these countries, there is a pressing need to adopt sustainable development models for economic growth. At the micro level, people are increasingly affiliating their self-identities to protecting the environment. For tourists, self-identity is reflected in travelers' environmental behavior, attitude towards green brands, and compliance with moral responsibilities. In general, it is expected that when tourists have positive encounters and experiences during travel, they become satisfied and happy. This sense of happiness gives tourists a good impression of the tourist destination, and when this sense of happiness disappears, it stimulates the tourists' desire to revisit the destination. Therefore, once tourists gain a sense of well-being while traveling to a destination, their self-identity will be strengthened, and the strengthening of self-identity will further promote the willingness to revisit, environmentally friendly behaviors, thus forming a benign green tourism closed loop. However, in academics and industry, the benefits of green tourism on natural resource protection are only explored from the negative impact of tourism on the environment, but the positive impact of tourists' psychological reasons and wellbeing gained by tourists on green travel are not analyzed. Therefore, this study takes Macau, a famous tourist destination in China, as the background, and conducts an interview survey among tourists who have conducted leisure travel in Macau in the past three years. Through the analysis of these data, this study explores the impact of tourists' self-identity on environmentally friendly behaviors during travel, attitudes towards green brands and compliance with moral obligations, as well as the impact of tourists' travel happiness on their intention to revisit the destination. Hypothetically, it is expected that environmentally friendly behavior, attitude towards green brands, and compliance with moral responsibilities will be three specific manifestations of self-identity in travel. These three specific manifestations will affect people's sense of wellbeing during travel, thereby affecting their willingness to revisit. This study uses comprehensive research, survey data and statistical analysis to confirm the rationality of this framework, emphasizing that self-identity of environmental protection has a positive impact on shaping tourists' happiness and finding new tourist destinations. Through this study, tourism practitioners can better understand the importance of

tourists' self-identity in travel, and better develop green tourism to improve tourists' happiness in travel and increase their willingness to revisit.

The Psychological Consequences of the Eco-Crisis: A View of Domestic Tourists within the Greater Bay Area

Felix Elvis OTOO[1], YuShan CHENG[2] and KaiXin ZHOU[2]

[1]Assistant professor, Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Avenida Wai Long, Taipa, Macau SAR, ORCID: 0000-0003-2803-3835

[2]Student, Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Avenida Wai Long, Taipa, Macau SAR

Abstract

With the apparent evidence of global climate change and environmental degradation, the expectation to pay closer attention to greener forms of tourism is becoming axiomatic. Indeed, green tourism has been considered broadly as all kinds of tourism products and services that are close to the environment or environmental friendliness. In the narrow sense, it entails a form of travel that is far away from noise and pollution and close to nature on the premise of protecting the environment and ecological balance and obtaining healthy spiritual interest. Yet, for many destinations, the attribution of environmental consequences of tourism has been targeted towards international tourists. This approach neglects the more apparent and lasting impacts on local visitors although the local visitors have a higher number and propensity to visit tourist sites within the destination. By contrast, international tourists' experiences are temporary and limited to the major tourist centers. Furthermore, most impact studies have focused only on physical impacts and have neglected the psychological impacts of environmental destruction such as eco-anxiety and eco-grief. To address this critical gap in the tourism literature, a field survey of domestic tourists within the Greater Bay Area of China was conducted. The survey aimed to investigate the eco-grief of domestic tourists within the Greater Bay Area and to explore its effect on their behavior and the perceived negative environmental impacts of tourism. The proposed conceptual model hypothesizes that people's current concerns about climate change and environmental destruction affect their behavior to adopt more environmentally friendly behaviors during travel, such as taking public transportation and reducing energy consumption. The adoption of environmental protection behaviors also reduces the negative impact of tourism on the environment, and the reduction of the negative impact of tourism will encourage people to adopt more environmental protection behaviors. The study thus contributes to a better understanding of the development of green tourism in the Greater Bay Area.

Understanding the Influence of Self-Identity on Future Intentions: the Role of Green Brand Attitude and Wellbeing

Felix Elvis OTOO[1], Yuting GU[2], Yiwei HUANG[2] and Xirui ZHU[2]

[1]Assistant professor, Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Avenida Wai Long, Taipa, Macau SAR, ORCID: 0000-0003-2803-3835

[2]Student, Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Avenida Wai Long, Taipa, Macau SAR

Abstract

In the 21st century, travel has become a pursuit of quality and experience. At the same time, sustainable travel has gained increasing attention from governments, businesses, and travelers as people are becoming more aware of the environmental issues associated with tourism. As a result, green branding has become the key to sustainable tourism marketing and promotion, because people's attitude towards green brands determines the emotional well-being and general well-being it brings to tourists, and influences future tourists' travel intentions. However, there are substantial research gaps in the existing research. To begin with, only a limited number of studies have focused on people's attitudes toward green brands when studying green brands. A comprehensive model is needed to understand and predict people's attitudes towards destination choice tourists' emotions, intentions, and not just the physical attributes of environmentally friendly destinations in terms of sustainable travel marketing and promotion. Furthermore, the potentially complex interrelationships among green brands, people's attitudes toward green brands, emotional well-being, future travel intentions, and age have not yet been empirically tested for specific niches. In particular, the relationship between people's attitudes toward green brands and age remains unclear in the literature. This study seeks to address these research gaps by exploring a comprehensive structure in terms of green brands, people's attitudes toward green brands, emotional well-being, and future travel intentions. By understanding the interrelationships among these concepts, this paper seeks to enrich and expand the literature related to positioning and managing destinations sustainably, tourist emotional well-being, green tourism marketing, and branding. Therefore, this study takes the Greater Bay Area as the background, conducts a questionnaire survey on the attitudes of 300 tourists of different ages towards green brands, and then analyzes the data through SPSS, aiming to explore the relationship between green brands (environmentally friendly destinations) and people's attitudes towards green brands. Interrelationships between green brand attitudes, emotional well-being, and future travel intentions. The proposed framework conceptualizes that the brand sustainability of a destination can increase tourists' happiness while traveling and enhance their intention to visit the place again.

Does the 'Camera Eats First' Tourists' Behaviour Lead to Food Waste? -Under the Influence of Conformity, Conspicuous Motivation and Impulsive Buying Behavior Consumption

Yutang LIU[1] and Kexin WANG[2]

[1]Master degree, Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Macao SAR, China

[2]Master degree, Logistics and supply chain management, Lund University, Box 117, 221 00 Lund, Sweden

Abstract

Photographing meals before eating has become an international phenomenon. For many enthusiasts on platforms like Instagram, the priority often lies more in capturing the perfect shot than in enjoying the food itself. Or, as some describe it: "The camera eats first". This trend, under the title of "foodstagramming", where people photograph meals and share the images online, raises important questions about its potential relationship with food waste. This study investigates the connections between foodstagramming and food waste, considering psychological and behavioral factors such as conformity, conspicuous motivation, impulsive purchasing, and awareness of food waste. Through an online questionnaire, the research aims to analyze whether foodstagrammers tend to produce more food waste compared to those who don't engage in such practices, whether conformity and conspicuous motivation drive foodstagrammers to waste more food, whether impulsive food purchases and consumption patterns correlate with increased food wastage among foodstagrammers, and whether a deeper understanding of food waste moderates wasteful behaviors among foodstagrammers.

The theoretical underpinning guiding this study's hypotheses is that foodstagramming promotes conspicuous consumption, impulsive buying, and conformity to social norms of presenting elaborate meal presentation for social media. These behaviors are believed to contribute to increased food waste by encouraging over-ordering, impulse purchases of photogenic dishes, and leaving uneaten food after photoshoots. However, food waste knowledge may attenuate these tendencies by making diners more conscious of sustainability. The survey questionnaire was designed to empirically assess these relationships between foodstagramming, psychology, and food waste.

This study addresses a substantial gap in the research literature, as no previous studies have examined the linkage between foodstagramming and food waste behaviors through the lenses of conformity, conspicuous consumption, impulsive buying, and food waste awareness. The results provide both novel theoretical insights and empirical evidence on how social media photography intersects with consumer psychology and food sustainability. The findings are expected to be valuable for policymakers and food service providers aiming to reduce waste in the contemporary landscape. Consequently, this research addresses a significant gap in the current knowledge base and establishes a foundation for future investigations.

Keywords: Food Waste, Foodstagramming; Conformity and Conspicuous Motivation, Impulsive Buying Behavior, Knowledge of Food Waste

A Self-Verification Perspective on Customer Mistreatment and Employees' Promotion Behaviors

Aozhiyi ZHANG

Macau University of Science and Technology

Abstract

Customer mistreatment is a common problem in research of organizations and employees ' performance, which is closely connected to employees' self conception. To expand the understanding of using some other alternative dispute resolution method to deal with this kind of service conflict, we take Self-verification theory as our perspective lens to

develop a self-verification account of the relationship between customer mistreatment and employees 'promotion behaviors. The general pattern of results may demonstrate that employees feel less self-verified when they are mistreated by customers, especially when those employees have neuroticism trait. Aiming to improve their service images and approach to better outcome, employees will adopt a series of strategies promotion behaviors. These findings contribute to our growing understanding of the role that an employee's self-concept plays in how they perceive and respond to mistreatment by customers, as these responses are influenced by their own and their customers' perceptions of them. Taken together, selecting this moderator help us to to examine the interactive effects of self-verification, in order to enrich our understanding of the joint antecedents and consequence through this novel lens.

INTRODUCTION

Customer mistreatment is a common problem in research of organizations and employees '   performance. Defined as low-quality interpersonal treatment that employees receive from customers (Wang et al., 2011), it performs as verbal abuse, unfair demands, and disrespectful behaviors in the service industry (Bies, 2001; Skarlicki, 2008). Failing to satisfy their need for job competence, employees who experience customer mistreatment may consider it a sign of goal failure in the workplace. (Wang et al., 2013) Moreover, service workers may encounter a series of negative effects including customer-directed sabotage (Skarlicki & Walker, 2008; Wang et al., 2011e.g., Skarlicki et al.,2016), emotional exhaustion and physical health damage , when mistreated by customer. Previous research has established that employees might undergo diminished organization-based self-esteem (OBSE) and decreasing service performance after these behavioral responses (Park & Kim, 2020) in a short- or long-time span.

Extensive research has shown that goal failure in workplace might maintain negative emotions and prolong the negative impact of daily stressors (Moberly & Watkins, 2008; Suls & Martins, 2005). Nevertheless, during the whole goal-fulfilling process, service worker need to perform high-quality service (Amarnani, 2022) and cope with this unique stressors that receive from customs if they choose to stick to their post. Why employees choose to cope with these experiences in positive ways and engage in subsequent presentation rather than leaving their jobs? To figure out this question, we introduce the concept of self-concept as their motivational core. (Amarnani, 2022)

What is in for Me? A Study of Tourists' Attitudes and Well-Being toward Loyalty and Revisit Intentions

Felix Elvis OTOO[1], Xiaowen ZHUANG[2], Yueer CHEN[2] and Yuntong ZOU[2]

[1]Assistant professor, Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Avenida Wai Long, Taipa, Macau SAR, ORCID: 0000-0003-2803-3835

[2]Student, Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Avenida Wai Long, Taipa, Macau SAR

Abstract

With the awakening of environmental awareness in modern society, tourists increasingly demonstrate the tendency of green and environmental protection in their travels. Therefore, it is essential to sort out the psychological process that guides tourists to show green and environmental protection tendencies in the process of travel. This process has a guiding significance for the planning and development of green tourism. However, the academic circle and the industry do not have a clear understanding of the psychological process of tourists' green travel and its impact on green tourism. In addition to studying the psychological process of tourists' green and environmental protection tendencies, the connection between various nodes of the process and the impact of the whole process on green tourism is also worthy of further exploration. Therefore, this study has the objective of exploring the hypothetical relationship between tourists' attitudes towards green tourism and its impact on their well-being. In addition, the effect of tourists' well-being on their loyalty and revisit intentions is investigated. To do this, the Macao Special Administrative Region, an isolated but notable gaming destination in China is used as the study setting. As for data analysis, the IBM SPSS and AMOS statistical softwares will be used. Subsequently, a structural equation model will be employed to test the various hypothetical relationships. The proposed conceptual framework applied to this study postulates that tourists' having a positive attitude toward green tourism will compel individuals to think critically about their well-being which will in turn predispose them to be more loyal to a destination and eventually revisit that destination. A study of this nature has several merits: First, tourists with a positive attitude towards the environment are more likely to engage in social and environmentally sustainable behaviors. What is lacking, however, is an introspection of tourists' attitudes toward their own well-being and the extent to which this could help destinations develop loyal visitors who have a higher propensity to revisit. By studying these complex relationships, this study contributes to a deeper understanding of the target customer group of green tourism.

Organizational Innovation in the Hotel: The Influence of Dual Leadership, Innovation Climate and Innovation Culture

Jianchen HE[1], Dan LUO[2], and Yingni LIU[3]

[1]Macao University of Tourism

[2]Zhuhai College of Science and Technology

[3]Macau University of Science and Technology

Abstract

In the face of ever-changing environment, the hotel industry is also experienced with a series of challenges. For example, in recent years, the hotel industry has also experienced unprecedented development problems due to the external environment. Under the circumstances, there comes up an increasing need for industry innovation, so such relevant subjects need to be further studied. In response to current demands, organizational innovation gradually became a crucial component of organizational management. Additionally, the leadership of managers, which plays an important role in management, is also required to change as the environment changes. In the complicated and changeable organizational management practice field, single leadership cannot meet the requirement of complex situation. As a result, dual leadership has become one of the significant theories for improving organizational innovation ability. So, understanding how dual leadership affects organizational innovation has become a subject for researchers recently. This study primarily focuses on the hotel industry, investigating the role of innovation climate and organizational culture on the impact of dual leadership on organizational innovation.

The study employed a quantity analysis method and distributed questionnaires to hotel staffs. After they finished questionnaires, the samples were collected and analyzed by using SPSS20.0, which is utilized for descriptive statistical analysis and reliability analysis of questionnaire samples. Then, Smart PLS 4.0 was conducted for confirmatory factor analysis of the questionnaire samples and the test of the hypotheses of the theoretical model. The study concluded that innovation climate has a significantly mediating effect on both dual leadership and organizational innovation, while organizational culture has a regulating effect on the relationship between dual leadership and organizational innovation. Finally, based on the results of this study, relevant practical recommendations are made to assist the hotel industry, hoping to help hotels in the aspect of organizational innovation, standing out in the fierce market competition, and promoting the better development of the hotel industry in the future.

Keywords: Leadership, Organizational innovation, Organizational innovation climate, Organizational culture, Hotel industry, Hotel staff

Factors Motivate Tourism Small Businesses: Views from External Environment

Michael S. LIN*

Ph.D. Assistant Professor School of Hotel and Tourism Management Hong Kong Polytechnic University, 17 Science Museum Road, TST East, Kowloon, Hong Kong S.A.R.

*Corresponding Email:Michael.lin@polyu.edu.hk

Abstract

Background and research question

Small and medium-sized enterprises (SMEs) serve as the backbone of business activity in many countries. They contribute to economic development by providing jobs and generating income within local populations (Singh, Garg, & Deshmukh, 2008). However, these SMEs could encounter various challenges, including constrained resources, difficulties in measuring up to larger corporations, and a lack of highly skilled workers (e.g., Jessica Hwang & Lockwood, 2006; Lin et al., 2023). Tourism SMEs face frequent changes in the external business climate, high stakes in operational risks, and fierce rivalry, it is imperative for SME management team to careful evaluate the external environment to fit their business (Lin et al., 2020). However, prior research examines a specific type of external environment and mainly focuses on the impact of SME management's behaviors (Lin et al., 2020; Lin et al., 2024). In particular, different types SME motivations can be shaped by external environments, such as economic, business, and culture, but the impact of various external environments remain unclear. Therefore, the purpose of this study is to examine the relationship between external environments and motivations of SME management. Grounded in value-belief-norm theory (Zainol et al., 2023) and expectancy theory (Barba-Sánchez & Atienza-Sahuquillo, 2017), this study investigates how various macro environment factors can shape SME management's different business expectations, further impact their motivations.

Methodology

This study combined multiple secondary datasets, including Global Entrepreneurship Monitors (GEM), the World Bank, and Hofstede dimensions. Three types of business motivations (Kusa et al., 2021) were obtained from GEM as dependent variables. Independent variables included three types of external environments from the World Bank and Hofstede dimensions, economic (i.e., GDP growth and GDP per capita), business (i.e., starting business, getting credit, paying taxes), and culture (PDI and MAS). Three models were developed and ran regression analysis.

Results

Table 1 summarizes the initial findings. In Model 1, the ease of getting credit (β =0.011, p<0.05) and MAS (β =0.009, p<0.05) positively influenced new ideas testing motivation. In Model 2, MAS (β =0.021, p<0.01) positively influenced keeping family tradition motivation. In

Model 3, PDI (β =0.014, p<0.05) positively influenced make living motivation and GDP growth (β =-0.094, p<0.05) and GDP per capita (β =-0.303, p<0.01)negatively influenced make living motivation.

Discussion

This study highlights the vitality of various external environment on tourism SME management business motivation. The findings extend the current understanding of SME management business motivation regarding its various types and various environmental factors. It contributes to value-belief-norm theory and expectancy theory by introducing the SME context in the general business supply side discussion, which is mostly corporation driven. Practically speaking, the findings can benefit both government policy makers and tourism business practitioners to enhance their motivation to continue entrepreneurship.

Models	Model 1	Model 2	Model 3
Dependent Variables	New ideas testing	Family tradition	Make living
Variables	β(SE)	β(SE)	β(SE)
(Constant)	1.226(1.306)	2.959(1.380)	7.201(1.212)
GDP_Growth	0.007(0.043)	-0.007(0.046)	-0.094(0.04)**
Ln_GDP_percap	0.159(0.110)	-0.198(0.116)	-0.303(0.102)***
Starting Business	-0.018(0.015)	-0.006(0.016)	-0.004(0.014)
Getting Credit	0.011(0.005)**	0.003(0.005)	-0.002(0.004)
Paying Taxes	0.001(0.006)	0.007(0.006)	-0.008(0.005)
PDI	0.007(0.004)	0.007(0.005)	0.014(0.004)***
MAS	0.009(0.004)**	0.021(0.005)***	-0.003(0.004)
F statistics	3.221***	7.996***	15.502***
R Square	0.032	0.076	0.138

Note: **p<0.05, ***p<0.01

Table 1: Initial Findings

Keywords: SMEs, Motivation, External environment, Secondary data, Tourism

References

[1] Barba-Sánchez, V., & Atienza-Sahuquillo, C. (2017). Entrepreneurial motivation and selfemployment: evidence from expectancy theory. International Entrepreneurship and Management Journal, 13, 1097-1115.

[2] Jessica Hwang, L. J., & Lockwood, A. (2006). Understanding the challenges of implementing best practices in hospitality and tourism SMEs. Benchmarking: An International Journal, 13(3), 337-354.

[3] Kusa, R., Duda, J., & Suder, M. (2021). Explaining SME performance with fsQCA: The role of entrepreneurial orientation, entrepreneur motivation, and opportunity perception. Journal of Innovation & Knowledge, 6(4), 234-245.

[4] Lin, M. S., Jung, I. N., & Sharma, A. (2024). The impact of culture on small tourism businesses' access to finance: The moderating role of gender inequality. Journal of Sustainable Tourism, 32(3), 480-499.

[5] Lin, M. S., Sharma, A., Pan, B., & Quadri-Felitti, D. (2023). Information asymmetry in the innovation adoption decision of tourism and hospitality SMEs in emerging markets: A mixed-method analysis. Tourism Management, 99, 104793.

[6] Lin, M. S., Song, H. J., Sharma, A., & Lee, S. (2020). Formal and informal SME financing in the restaurant industry: The impact of macroenvironment. Journal of Hospitality and Tourism Management, 45, 276-284.

[7] Singh, R. K., Garg, S. K., & Deshmukh, S. G. (2008). Strategy development by SMEs for competitiveness: a review. Benchmarking: An international journal, 15(5), 525-547.

[8] Zainol, N. R., Naznen, F., Al Mamun, A., & Abd Aziz, N. (2023). Does Environmental Values, Beliefs and Norms Effect Social Entrepreneurial Intention? A Study Based on an Emerging Country Context. Journal of Social Entrepreneurship, 1-24.

Exploring the Impacts of City-Themed Songs: A Resident's Perspective

Liangwei QIU[*], Xiangping LI, Juncheng GUO and Weibing Max ZHAO

Hong Kong S.A.R. School of Tourism Management, Macao University of Tourism, Macao SAR, China

*Corresponding Email: terrenceqlw@gmail.com (L. Qiu)

Abstract

The city-themed song serves as a potent marketing tool for promoting a destination, as music embodies the sensory essence of a place, contributing to the formation of its image and identity (Cohen, 1995; Yin et al., 2020). From the perspective of tourists, these city-themed songs are also known as destination-related music, or destination songs. They contain information related to a specific destination through their lyrics, telling a story about the place (Lv et al., 2023; Yin et al., 2020). Music, utilized as a marketing tool, plays a crucial role in attracting potential tourists (Chen et al., 2019). However, the role of music for residents living in the destination remains an under-explored research area. By employing the stimulus-organism-response (S-O-R) theory, which elucidates how external environmental cues (stimulus) trigger emotions (organism), subsequently eliciting specific behaviors (response) (Mehrabian & Russell, 1974), this research investigates how various elements of city-themed songs act as stimuli, influencing residents' emotional connections and behavioral intentions towards the depicted city.

To validate the proposed framework, a quantitative approach was employed via a questionnaire. A valid sample of 337 responses was collected from Fuzhou residents, given that the study utilized the city-themed song WAIYA by Vinida Weng as the stimulus, a Chinese hip-hop song sung in the Fuzhou dialect. Data analysis was conducted using IBM SPSS and SmartPLS software. The results indicate that the effects of city-themed songs significantly contribute to enhancing both place attachment and place image. Moreover, different levels of place attachment (evaluative and interactive) positively influence residents' cognitive and affective perceptions of their residing areas. Evaluative and interactive place attachment, along with cognitive image, subsequently influence residents' pro-tourism and ambassadorial behavioral intentions, thereby mediating the relationship between song effects and behavioral intentions.

This research offers valuable insights into verifying the S-O-R theory in the context of residents living in the tourism destination and popular culture tourism. On the one hand, it responds to the call from Chen and Dwyer (2018) for a more detailed investigation of the antecedents of residents' behavior. This research constructs a framework to elucidate how city-themed songs affect residents' emotional perception and behavioral intention, complementing previous research focusing on destination branding from tourists' perspectives (e.g., Yin et al., 2020; Zhang et al., 2021). On the other hand, the originality of the study lies in its focus on conceptualizing different

dimensions of city-themed song effects. Diverging from previous studies primarily centered on the auditory sensory cue of music (e.g., Lv et al., 2023; Yin et al., 2020), this research expands the effects of city-themed songs from a more comprehensive perspective, encompassing the influences of vocal, verbal, visual, and celebrity aspects.

References

[1] Chen, N., & Dwyer, L. (2018). Residents' place satisfaction and place attachment on destination brand-building behaviors: Conceptual and empirical differentiation. *Journal of Travel Research*, *57*(8), 1026-1041. https://doi.org/10.1177/0047287517729760

[2] Chen, Y., Liu, P., Zhang, J., & Xiao, X. (2019). Falling in love with a place because of a song: The transportation effects of music on place attachment. *Asia Pacific Journal of Tourism Research*, *24*(9), 882-893. https://doi.org/10.1080/10941665.2019.1638428

[3] Cohen, S. (1995). Sounding out the city: music and the sensuous production of place. *Transactions of the Institute of British Geographers*, *20*(4), 434-446. https://doi.org/10.2307/622974

[4] Lv, X., Luo, J., Luo, Z., Cao, X., & Liu, Y. (2023). Attracted by a song: Image-building and tourist-attracting effects of destination songs. *Journal of China Tourism Research*, *19*(4), 742-768. https://doi.org/10.1080/19388160.2022.2131672

[5] Mehrabian, A., & Russell, J. A. (1974). *An approach to environmental psychology*. The MIT Press.

[6] Yin, C.-Y., Bi, N., & Chen, Y. (2020). You exist in my song! How a destination-related popular song enhances destination image and visit intentions. *Journal of Vacation Marketing*, *26*(3), 305-319. https://doi.org/10.1177/1356766720904773

[7] Zhang, Y., Li, J., Liu, C.-H., Shen, Y., & Li, G. (2021). The effect of novelty on travel intention: The mediating effect of brand equity and travel motivation. *Management Decision*, *59*(6), 1271-1290. https://doi.org/10.1108/MD-09-2018-1055

Keywords: City-themed song, Music, Resident, Place attachment, Place image, Stimulus-organism-response theory

Exploring the Effects of Health Activities on Customers' Behavioural Intention in Wellness Hotels: The Case of the Anandi Hotel

Yuxin SONG[1] and Jose Weng Chou WONG[2*]

[1]Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Macau, China

[2]Assistant professor, Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Macau, China

*Corresponding Email: wcwong@must.edu.mo

Abstract

As relaxation and rejuvenation have become essential under the fast-paced and stressful world, many of recent studies have focused on wellness tourism and wellness hotels (Chi et al., 2020; Kim & Yang, 2021). Previous research mainly explored why guests choose to stay at such hotels and what factors attract them, with more emphasis on hotel services and marketing (Nunkoo et al., 2020). However, there is limited research on incorporating production into hotel studies. Hotels mostly focus on their services and have some limitations when it comes to extending their product offerings. Currently, this research question has been overlooked.

According to Mueller and Kaufmann (2001), a wellness hotel is one type of hotels that focuses on customers whose main motive is to preserve or promote their health and healthful lifestyle and offers a comprehensive service package to meet customers' demand for physical, mind and/or environmental wellness (Christina et al.,2020). Besides wellness activities like spa treatments or healing workshops, wellness hotels also provide opportunities for customers to experience their wellness products. And it may lead customers to participate their wellness activities repeatedly, and further product purchasing. Given that there are limited studies addressing the extended product sales in hotels, this study examines a case of a wellness hotel in Shanghai to explore how health activities in the wellness hotel influence customers' further behavioural intention.

A quantitative research approach will be employed, and the study aims to collect 500 questionnaires for potential wellness hotel customers in Shanghai, China. Structural equation modeling will be used to analyze the proposed hypotheses in the mechanism between health activities and customers' behavioural intention.

The potential contributions of the study are twofold. Firstly, from a theoretical perspective, this research expands the academic research in the field of wellness hotels by introducing a new viewpoint of extending wellness hotel activity products. Secondly, from a practical perspective, this study provides substantial assistance and suggestions to practitioners in the hospitality and tourism field to formulate strategies for improving customers' experiences and developing extended products in wellness hotels.

Keywords: Wellness Hotel, Health Tourism, Customer revisit intention, Health activity, Hotel production

References

[1] Chi, C. G. Q., Chi, O. H., & Ouyang, Z. (2020). Wellness hotel: Conceptualization, scale development, and validation. International journal of hospitality management, 89, 102404.

[2] Kim, B., & Yang, X. (2021). "I'm here for recovery": the eudaimonic wellness experiences at the Le Monastère des Augustines Wellness hotel. *Journal of Travel & Tourism Marketing*, *38*(8), 802-818.

[3] Mueller, H., & Kaufmann, E. L. (2001). Wellness tourism: Market analysis of a special health tourism segment and implications for the hotel industry. *Journal of vacation marketing*, *7*(1), 5-17.

[4] Nunkoo, R., Teeroovengadum, V., Ringle, C. M., & Sunnassee, V. (2020). Service quality and customer satisfaction: The moderating effects of hotel star rating. *International Journal of Hospitality Management*, *91*, 102414.

The Current Development Status and Career Prospects of Sommeliers in China

Shengwen WANG, Wenzhuo ZHANG and Tianshuo GAO

Green Island College of Hotel Management, Shenyang City University, China

Abstract

Sommelier is becoming one of the most popular jobs in the hospitality industry in China, but there are still lots of people who are not familiar with it. In their opinion, sommelier maybe just an advanced server with some wine knowledge. In fact, a professional sommelier requires a vast knowledge of wine such as wine regions, grape varieties and terroir. Sommeliers also need to know how to make food and wine pairing for the guests to maximum their dining experience.

As the economy and fine dining industry developed, especially after the Michelin Guide published in China, more and more fine dining restaurants need sommeliers to manage the wine sales, design the wine list and train the staff how to serve the wine. But due to the slowly development of wine education, China has a big shortage of professional sommeliers. The cultural disparity between wine, being an imported product, and traditional Chinese table manners is inherent. For most of fine dining restaurants, the assistant manager takes the responsibility of sommelier, but they just have a very basic knowledge of wine and can't handle the wine service very well. A professional sommelier is not only giving the guests suggestions on their wine choice but also spread the knowledge which can help the guests to get more interested in wine. Another factor hinders the sommelier development is the wine consumer market, even though China has a huge potential wine market but most of the consumer are still in the entry level and usually buy mid-low-end wine which is not necessary to be served by a sommelier. As the market continues growing, fine wine will be getting more popular and require more professional sommeliers in the hospitality industry.

Nowadays sommelier is the standard configuration of Michelin Stared restaurants, so far there are 122 Michelin Stared restaurants in Mainland China which means the potential demand of sommeliers should be more than four hundred. To encourage young people, work as a sommelier, a wine education system which is suitable to the Chinese wine market should be developed and the treatment of the staff need to be improved. Publicity sommelier to the hospitality students is essential and let them have a clear career plan. The New York Times described some of the many barriers of entry to the field: high costs to study, stereotypes about who "knows" wine, and the importance of industry connections. A professional sommelier should know the preference of the guests and how to handle the wine to make sure it has the best temperature and taste when serve to the guests.

The methodology of this research can use telephone interviews to collect data, the target people are sommeliers or the people who are in charge of wine sales in the restaurants. Fine dining restaurants are selected from Michelin Guide in China and only Michelin Stared restaurants which means One-Michelin star, Two-Michelin star and Three-Michelin star restaurants will be selected.

The research addresses the importance of a professional sommelier in fine dining restaurants and the benefit of hiring a sommelier to promote the wine sales and increase the revenue of the restaurants, in turn to motivate the sommelier education developing and improve the welfare of sommeliers. Under this circumstance, hospitality students, wine educators, restaurant owners and professional sommeliers can achieve their values and accelerate the development of sommeliers.

Keywords: Sommelier, Fine Dining restaurants, Wine, Consumer Behavior, Hospitality Management Student

How Waste Reduction and Green Restaurants' Practices Influence Customers' Perceptions and Behavioural Intentions

Shiyi ZHANG[1] and Jose Weng Chou WONG[2*]

[1]Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Macau, China

[2]Assistant professor, Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Macau, China

*Corresponding Email: wcwong@must.edu.mo

Abstract

In recent years, the importance of consuming healthy food has been increasing, and customers often show positive attitudes towards green consumption. While the main drivers for choosing a restaurant include food quality, price, location, or word-of-mouth, the quality of sustainability also becomes crucial (Cho, M., & Yoo, J. J. E.,2021). However, green restaurants may not always be successful in generating positive customer sentiment when incorporating green into their hands-on operations. Generally, customers will only be positively inspired by good green practices when they truly recognize the restaurant's sustainable behaviours (Park, E., Chae, B., Kwon, J., & Kim, W. H.,2020). Therefore, green restaurants need to keep abreast of consumer needs to improve customer satisfaction.

Prior research has identified several key factors that lead to customers' behavioural intentions in green restaurants (Kim, Y. J., Njite, D., & Hancer, M.,2013), including concern for and knowledge of the environment (Hu, H. H., Parsa, H. G., & Self, J.,2010), and general orientation towards the welfare of others (Kim, Y. J., Palakurthi, R., & Hancer, M.,2012). However, it is still unclear what good practices green restaurants should keep to gain customers' perceptions, and how those percpetions finally influence customers' revisit intention. Therefore, this study aims to explore the factors that may influence customers' diner behaviours, satisfaction and further revisit intention. Specifically, two important facets, including values on waste reduction, and green restaurant focused green practices, will be explored and this study will further examine how these two facets interact with each other to affect customers' perceptions and behavioural intentions. The results of this study would potentially contribute to the literature of green hospitality sectors by extending our understanding of waste reduction and green practices. Also, it provides practical insights for restaurant managers and practitioners to formulate strategies for designing and operating their business in green restaurants.

Keywords: Values on waste reduction, Food-focused green practices, Environmental-focused green practices, customer' dinning behaviours, customer satisfaction, Willing to revisit

References

[1] Cho, M., & Yoo, J. J. E. (2021). Customer pressure and restaurant employee green creative behavior: serial mediation effects of restaurant ethical standards and employee green passion. International Journal of Contemporary Hospitality Management, 33(12), 4505-4525.

[2] Park, E., Chae, B., Kwon, J., & Kim, W. H. (2020). The effects of green restaurant attributes on customer satisfaction using the structural topic model on online customer reviews. Sustainability, 12(7), 2843.

[3] Kim, Y. J., Njite, D., & Hancer, M. (2013). Anticipated emotion in consumers' intentions to select eco-friendly restaurants: Augmenting the theory of planned behavior. International journal of hospitality management, 34, 255-262.

[4] Hu, H. H., Parsa, H. G., & Self, J. (2010). The dynamics of green restaurant patronage. Cornell Hospitality Quarterly, 51(3), 344-362.

[5] Kim, Y. J., Palakurthi, R., & Hancer, M. (2012). The environmentally friendly programs in hotels and customers' intention to stay: An online survey approach. International journal of hospitality & tourism administration, 13(3), 195-214.

The Impact of Tourism Motivations on Satisfaction Using Self-Disclosure Theory: A Study of Tourists in Macau

Jiachen YAN[1], Juanye WANG[1], Tianhui ZHAO[1] and Susanna KIM[2]

[1]Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Macau, China

[2]Assistant professor, Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Macau, China

Abstract

The development of IT has led to the emergence of various novel media, which is having a significant impact on the tourism industry. Traditional tourism marketing involved tourism businesses creating and promoting content, but recently, content produced by tourists has been influencing the behavioral intentions of potential tourists. Tourists are seen as co-creators of their experiences, and modern travelers actively become content producers by sharing their tourism experiences through novel media during and after their trips (Bazarova & Choi, 2014; Yoo & Gretzel, 2011). Tourists experience pleasure when the attributes of the destination fulfill their needs and desires (Lee, 2009). Accordingly, this study aimed to elucidate the relationship between tourists' participation in tourism activities and satisfaction by applying the Self-Disclosure theory. Macao is the most popular overseas travel destination for residents of mainland China, and the tourism and gaming industries accounted for more than 80% of the tax revenue of the Macao Special Administrative Region. For this purpose, Macao, where Eastern and Western cultures coexist, was chosen as the research site.

By focusing on the emotions and experiences of tourists as they travel from their home towns to their destinations, it is possible to raise high expectations for destination travel. The survey was conducted among tourists over the age of 20 who visited Macao from January 1 to January 31, 2023. A total of 200 questionnaires were collected, and after excluding those that were insincerely responded to, 174 were used for empirical analysis.When travelers share their travel experiences with others, recalling pleasant travel memories not only creates a positive emotional connection, but also creates better emotional resonance, which contributes to travelers' satisfaction with their travel experiences.

This study is significant in that it aimed to understand the psychological behavior of tourists sharing their own travel experiences through the application of self-disclosure theory. Furthermore, as tourists can enhance the travel desires of potential tourists by sharing their experiences through social media, providing information about the trip, it suggests that the tourism industry should utilize this to develop various strategies for content creators to understand tourists' preferences and offer tourism environments and events accordingly.

The limitation of this study is that the research sample is limited to some tourists visiting Macau and cannot adequately represent the situation in other tourist

destinations. Based on these limitations, future research can further explore and improve on the following aspects.

First, the sample can be expanded to cover more similar destinations to improve the generalizability of the findings. Second, with the continuous development and changes in social media, future research can focus on how to use big data statistics, combined with artificial intelligence techniques, to analyze the association between travelers' sharing behavior and satisfaction from the information travelers share on social media. Lastly, this research is expected to serve as foundational data for marketing strategies in the tourism industry that utilize modern individual media tourists.

Keywords: Self-Disclosure theory, Tourism motivations, Emotional connection, Emotional resonance, Satisfaction

Analyzing Consumer Willingness to Support Pro-Environment Tourism: Shaping Sustainable Tourism Brand Loyalty in the Greater Bay Area

Felix Elvis OTOO[1], YuChen WU[2], YanTong DONG[2] and YiMeng ZHANG[2]

[1]Assistant professor, Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Avenida Wai Long, Taipa, Macau SAR, ORCID: 0000-0003-2803-3835

[2]Student, Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Avenida Wai Long, Taipa, Macau SAR

Abstract

Global environmental awareness is not just growing; it is reshaping consumer preferences and driving industries towards more sustainable practices. In the tourism sector, this transformation is particularly pronounced, with an increasing number of travelers seeking destinations and services that adhere to principles of environmental stewardship, carbon reduction, and natural resource conservation. Notably, these sustainable tourism experiences not only meet the individual's quest for personal fulfillment and enjoyment but also contribute to a deeper, more meaningful travel narrative, thereby enhancing overall emotional well-being. The implications of these findings are far-reaching. Sustainable tourism emerges as a critical element in fostering resilient business models and cultivating positive brand reputations within the tourism industry. This evolving landscape signifies a paradigm shift towards sustainable tourism, recognized not merely as a trend but as a necessary direction for future industry development. This comprehensive study leverages a multi-methodological approach, combining an extensive review of existing literature with empirical data collected through questionnaire surveys and analyzed using structural equation modeling. The objective is to dissect the complex dynamics between sustainable tourism and its effects on tourist behavior, particularly focusing on willingness, emotional well-being, and brand loyalty towards environmentally responsible initiatives. Field research conducted in the Greater Bay Area provides a unique lens through which to examine these relationships. The findings are expected to reveal a robust correlation between engagement in sustainable tourism activities and tourists' proclivity to choose such options, underscoring a shift in consumer behavior towards more conscientious travel decisions. The study establishes a clear linkage between tourists' engagement with sustainable practices, their improved emotional states, and a strengthened loyalty to green brands, indicating a virtuous cycle that benefits both consumers and providers in the tourism ecosystem. Moreover, this research provides actionable insights and strategic recommendations for tourism destinations and operators, advocating for sustainable practices as a driving force for comprehensive industry growth and transformation. By embracing sustainable tourism, the industry can achieve a harmonious balance between meeting economic objectives, fulfilling social responsibilities, and preserving environmental integrity.

This study not only confirms the vital role of sustainable tourism in aligning with global environmental goals but also highlights its capacity to revolutionize the tourism industry by fulfilling the nuanced demands of modern travelers and steering towards a more sustainable, equitable, and prosperous future.

Unveiling Constraints: Grassland Silk Road Tourism in Inner Mongolia through a Theory of Planned Behavior Lens

Chen CHE

Ph.D. is a lecturer in the college of History and Tourism Culture at Inner Mongolia University, PR China

Abstract

The Grassland Silk Road was a crucial route for migration, commerce, and cultural exchange that began in the center of Inner Mongolia and continued for millennia. Renowned for its beautiful scenery, nomadic tribes, and ancient trade routes spreading over the Eurasian steppes, the Grassland Silk Road is a lesser-known but historically significant branch of the illustrious Silk Road network. While prior studies have investigated particular aspects of tourism in Inner Mongolia, there is a lack of studies evaluating the tourism of the Grassland Silk Road. This research entailed a survey questionnaire of 482 tourists interested in Inner Mongolia grassland silk road tourism. This research explores the adoption of the Theory of Planned Behaviour (TPB) as a framework for understanding and solving these constraints and, therefore, fostering sustainable and satisfying tourist experiences. Due to the lack of previous studies on grassland silk road tourism, the present study explored the expectations of grassland silk road tourism performance, subjective norms, perceived behavioral control, attitude, travel constraints, and intention to visit grassland silk road tourism in Inner Mongolia. We employed a quantitative data analysis to achieve the research goal. Findings indicate that the expectation of the grassland Silk Road performance is highly and positively associated with the responsiveness developed constructs, which significantly contribute to tourists' attitudes and future visits towards a destination. Additionally, we evaluated the moderator effect of travel constraints on the conceptual model.

There are numerous barriers to tourism in Inner Mongolia. For example, sandstorms significantly challenge Inner Mongolia's tourism industry. Hence, promoting sustainable tourism plays a vital role in Inner Mongolia. In this research, The TPB model supplied a comprehensive framework for comprehending sustainable and responsible tourism in Inner Mongolia. Stakeholders can formulate plans to improve sustainable tourism experiences while preserving the region's natural and cultural legacy by considering tourists' attitudes, subjective norms, and perceived behavioral control. By addressing these challenges, grassland Silk Road tourism can exemplify sustainable tourism that brings advantages to tourists and local populations.

Keywords: Sustainable tourism, Grassland Silk Tourism, Theory of Planned Behavior, Travel Constraints, Inner Mongolia

Strategies of Resilience and Success: Navigating Entrepreneurial Challenges in Shenzhen's Hotel Start-Ups

Juan ZHAN and Joaquim Dias SOEIRO

School of Hospitality, Tourism & Events, Taylor's University, Selangor, Malaysia

Abstract

This research delves into the resilience mechanisms of hotel start-up entrepreneurs in Shenzhen, a city emblematic of China's rapid economic transformation and innovation landscape. At the heart of this study lies the inquiry into how hotel start-up founders navigate the turbulent waters of entrepreneurial challenges and disruptions, aiming to achieve sustainable success in the highly competitive hospitality sector. By setting the stage with Shenzhen's unique economic backdrop, this study aims to uncover the nuanced strategies that differentiate successful hotel start-ups from those less resilient to market volatilities and operational disruptions.

Central to our investigation are three research questions: (1) the exploration of similarities and differences in resilience strategies among hotel start-up founders; (2) the assessment of how individual, organizational, and community resilience levels contribute to entrepreneurial success; and (3) the examination of the interplay between these resilience levels and their collective impact on entrepreneurial outcomes.

Employing a qualitative research methodology, this study relies on semi-structured interviews with hotel start-up founders in Shenzhen's independent hotel sector. This approach facilitates an in-depth understanding of the personal experiences, perceptions of resilience, and strategic responses to adversities faced by these entrepreneurs. Through thematic analysis, we aim to identify emergent patterns and insights that reflect the complex dynamics of resilience in the entrepreneurial journey.

Anticipated findings suggest a rich tapestry of resilience strategies that span personal, organizational, and community dimensions, offering a holistic view of how these levels interact and contribute to sustainable entrepreneurial success. The implications of this research are twofold: academically, it enriches the entrepreneurship literature by providing empirical evidence on the multifaceted nature of resilience in a specific sector and context; practically, it offers actionable insights for policy-makers, industry stakeholders, and entrepreneurs themselves on fostering a supportive ecosystem for start-up growth and resilience.

In sum, this study not only sheds light on the critical role of resilience in navigating the entrepreneurial landscape of hotel start-ups in Shenzhen but also extends its relevance to the global entrepreneurial community. It underscores the importance of a comprehensive resilience-building approach, contributing to the advancement of entrepreneurship, innovation, and economic development both in China and worldwide.

Will Social Media Marketing Campaigns Affect Chinese Gen Z's Willingness to Participate in Temple Tourism?

Zhuoyu KONG[1], Jinglei XU[1], Ming LEE[2] and Huijing Li[1]

[1]Master degree, Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Avenida Wai Long, Taipa, Macau SAR

[2]Assistant Professor, Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Avenida Wai Long, Taipa, Macau SAR

Abstract

In recent years, with the continuous development of temple economy, more and more young tourists have paid attention to temple tourism. On the one hand, the popularity of social media marketing activities related to temple tourism on social media platforms continues to rise, but there is still relatively little research on the relationship between social media marketing activities and the willingness to visit temples. On the other hand, the visitor group for temple tourism in China is gradually shifting towards Generation Z. Compared with previous generations, Generation Z is more innovative and personalized, and there are certain differences in the consumption habits of tourists from different generations. Therefore, understanding the impact of social media marketing activities on the willingness of Generation Z tourists to visit temples has become particularly important. Thus, this study introduces generational differences as a moderating variable in the context of temple tourism, and explores the relationship between five dimensions of social media marketing activities (entertainment, interactivity, trendiness, customization, and word-of-mouth) and tourists' willingness to visit temples.

This study used a quantitative research method and conducted an online survey to distribute and collect 500 valid questionnaires through random stratified sampling. The data was analyzed by using SPSS and AMOS to explore the relationships between different variables. Structural equation modeling was employed to measure the mediating effect of generation gaps in the relationship between social media marketing activities and willingness to visit temples.

In theoretical terms, this study is expected to fill the research gap in the relationship between social media marketing activities and willingness to visit temples, providing new research ideas and theoretical foundations for the future research of social media marketing activities in the field of tourism. In terms of management, this study compares the differences between Generation Z and other generations, providing practical strategies for temple destinations to adapt to the changing demands of temple tourists through social media marketing activities, and contributing to the sustainable development of temple tourism.

Keywords: Social Media Marketing Activity, Temple Tourism, Gen Z, Visit Intention

Brand Experience and Brand Trust Effects on Brand Attachment the Case of Wynn Palace, Macau

Ziwei GUO[1] and Chieh Yun YANG[2]

[1]Student, Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Avenida Wai Long, Taipa, Macau SAR

[2]Assistant professor, Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Avenida Wai Long, Taipa, Macau SAR

Abstract

With the development of the economy in China, the hospitality and tourism industry have become popular and competitive. The hospitality industry has realized the importance of branding as its core competitiveness. Hotels are looking for ways to connect with their customers closely, so that customers are willing to repurchase and therefore, attach to their brand. In addition, the hospitality industry is focusing on how to enhance brand experience and brand trust, thus expanding the hotel's reputation.

In this research, the literatures on service attributes, brand experience, brand trust and brand attachment were firstly reviewed. Further hypothesize and model were proposed on the influence of service attributes on brand experience and brand trust, and the influence of brand experience and brand trust on brand attachment based on the existing research.

A quantitative research method was used to measure the above concepts with the help of established scales, and a questionnaire was designed to survey the customers of Wynn Palace Macau. 424 valid questionnaires were collected, and SPSS 26.0 and Smart PLS 4.0 were used to test the hypotheses and theoretical model framework. The results shows that the theoretical model has a good fit and valid. According to the results of the hypothesis testing, there is a positive effect of service attributes on brand experience and brand trust. The results also shows a positive effect of brand experience to brand attachment, and brand trust to brand attachment.

Finally, based on the results of the empirical study, it proposes suggestions to hotels to improve their service quality and brand attachment, promote customer experience, and increase their willingness to repurchase.

The information and data can be used as a reference for similar hotels, and it is hoped that the final conclusions of the study will show the importance of brand experience, brand trust and brand attachment in hotels, providing information and data for managers in the hotel industry to form a new management direction. It is important to understand different brand attachments, not only to develop a brand experience that meets the needs of different groups, but also to create an accurate positioning strategy for each group.

Keywords: brand experience, brand trust, brand attachment, service quality attributes

Unraveling the Allure of the Airticket Blindbox Design: The Effect of Uncertainty and Autonomy on Consumers' Purchase Intention

Zihan GAO[1], Chao LIU[2*] and Jing LI[2]

[1]Macau University of Science and Technology

[2]Ph.D. Macau University of Science and Technology

*Corresponding Email: liuchao@must.edu.mo

Abstract

Gamification is a design approach that incorporates game design elements and thinking into a traditional non-game context (Huotari & Hamari, 2017). Since its introduction, gamification marketing strategies have been widely utilized in the tourism industry (Xu et al., 2016). Service providers leverage gamification elements and mechanisms to attract consumer participation (Pasca et al., 2021). One notable example of gamification marketing is the airticket blindbox, which combines the entertainment value of blindbox with the practicality of airticket sales. Since 2021, the airticket blindbox has become a popular travel marketing tool in China (Ren & Ma, 2023). Numerous airlines and online travel platforms have launched various airticket blindbox products. Under this sales model, consumers purchase tickets without knowing the destination and departure date of the flight. Instead, they randomly draw the ticket through the online platform after making the payment. However, limited research has been conducted on the impact of airticket blindbox design on consumer purchase intention. This reflects the inadequate understanding of gamified marketing's application in the travel and transportation sector, as well as the lack of in-depth analysis of the potential problem of low turnover rate associated with blind tickets, despite the widespread interest in airticket blindbox design.

Therefore, this study aims to investigate the impact of the core elements of airticket blindbox, namely uncertainty and autonomy, on consumers' purchase intention and the underlying mechanism. Furthermore, the study employs Expectancy Confirmation Theory (ECT) as a crucial analytical framework to elucidate the intrinsic link between consumers' online ticketing experiences and their purchase intentions. Drawing on ECT, this study examines the mediating role of expectancy confirmation in the relationship between uncertainty, autonomy, and consumer purchase intention.

To achieve these objectives, two experiments were designed to simulate the real online airticket purchase process and manipulate uncertainty and autonomy, respectively. The experiments collected 287 and 291 valid samples, respectively. Subsequently, two data analysis tools, SPSS 27.0 and SmartPLS 4.0, were utilized to analyze the experimental data. This analysis included demographic characteristics analysis, reliability and validity tests, and experimental manipulation tests, as well as testing the research hypotheses.

The findings of the study reveal that uncertainty in the design of the airticket blindbox negatively affects consumers' purchase intention, whereas autonomy has a positive

effect. Expectation confirmation partially mediates the relationship between uncertainty and consumer purchase intention, while it fully mediates the relationship between autonomy and consumer purchase intention.

This study is the first to explore the impact of blindbox design for airline tickets on customer psychology and purchasing behavior through an experimental approach. It expands the application of gamified marketing in the tourism industry. Additionally, this study provides a theoretical foundation for understanding how different ticketing methods influence consumer psychology and behavior. It also offers suggestions and countermeasures for the marketing strategies of tourism service providers, aiming to optimize the product design and marketing of airticket blindbox and enhance the consumption experience of tourism consumers.

Keywords: Gamified marketing, Uncertainty, Autonomy, Purchase Intentions, Expectation Confirmation Theory

References

[1] Huotari, K., & Hamari, J. (2017). A definition for gamification: anchoring gamification in the service marketing literature. Electronic Markets, 27(1), 21 – 31. https://doi.org/10.1007/s12525-015-0212-z

[2] Pasca, M. G., Renzi, M. F., Di Pietro, L., & Mugion, R. G. (2021). Gamification in tourism and hospitality research in the era of digital platforms: a systematic literature review. Journal of Service Theory and Practice, 31(5), 691 – 737. https://doi.org/10.1108/jstp-05-2020-0094

[3] Ren, L., & Ma, C. (2023). Planning the unplannable — How blind box tourism boosts purchase intentions. Journal of Vacation Marketing, 135676672311686-. https://doi.org/10.1177/13567667231168643

[4] Xu, F., Tian, F., Buhalis, D., Weber, J., & Zhang, H. (2016). Tourists as Mobile Gamers: Gamification for Tourism Marketing. Journal of Travel & Tourism Marketing, 33(8), 1124 – 1142. https://doi.org/10.1080/10548408.2015.1093999

Research on Chinese Tourists' Experiences with AI Technologies Usage: Moderating Role of Effort Expectancy

Beiting HE[1], Xiaoyu WANG[2]

[1]Assistant professor, School of Liberal Arts, Macau University of Science and Technology

[2]PhD candidate at the School of Management, Jinan University, Guangdong, China

Abstract

Artificial intelligence (AI), a ubiquitous concept in contemporary discussion, has attracted global attention for its potential to stimulate economic growth and revolutionize various industries. Among these, the tourism and hospitality (T&H) sector has notably witnessed a substantial integration of AI technologies, spurred by ongoing technological advancement. Diverse AI technologies have been embraced within the T&H industry to generate value, optimize services, and enhance tourists' overall experience throughout their entire travel journey.

This paper delves into the nuanced exploration of the impact exerted by perceived attributes of AI on the development of indelible and noteworthy tourists' experiences within the T&H. Emphasizing a meticulous analysis of the moderating role assumed by effort expectancy, the investigation is firmly grounded in the ABC model of attitudes. The inquiry unfolds as a comprehensive scrutiny of tourists' pervasive engagement with AI technology throughout the entirety of their sojourn.

To be more specific, the study specifically seeks to: (1) Explore the type of AI technologies that are widely used by tourists during travel; (2) Investigate the impact of AI attributes on tourists' memorable experience; (3) Assess how effort expectancy moderates the relationship between AI attributes and tourism experiences; (4) Examine how tourists' experience of AI technology usage enhance their overall tourism satisfaction, leading to intentions to reuse.

This research project will predominantly employ quantitative methodologies, specifically utilizing questionnaires as the primary data collection tool. Upon ensuring the reliability and validity of the survey instrument, the formal data collection process will be initiated. A convenient yet nationally representative sampling approach will be adopted, employing an online survey format to gather data. The survey administration will be facilitated by the professional survey team of Wenjuanxing.

The conceptual framework advanced in this research systematically dissects the repercussions of various attributes — specifically, accessibility, informativeness, interactivity, and personalization—on the elicitation of emotional responses and the consequential delineation of behavioral intentions. Drawing from empirical evidence gleaned from a substantive cohort of national-wide participants, the findings cogently underscore the substantial predictive prowess inherent in informativeness and personalization, wielded in the crafting of memorable experiences for tourists.

Moreover, the study discerns effort expectancy as a pivotal moderating factor, amplifying the salutary impact of interactivity and personalization on the intricate process of shaping memorable experiences. Expanding its purview, the research

extends scrutiny to explicate the ramifications of such memorable experiences on both satisfaction and behavioral intentions. The theoretical underpinning posits that positive experiences precipitate elevated satisfaction levels and cultivate intentions conducive to the sustained utilization of AI.

This research contributes to the tourism literature by offering a comprehensive exploration of the impact of AI technologies on tourists' experiences. It identifies key AI attributes, highlighting the significance of AI usage in shaping memorable experiences. The study also introduces effort expectancy as a critical moderating factor. The findings also provide practical insights for T&H sector, advocating for strategic investments in AI to improve efficiency, and enhance tourist experiences.

Keywords: Artificial intelligence, Smart tourism, Effort expectancy, Memorable experience, Satisfaction, Reuse intention

The Influence of Flow Experience on Tourists' Revisit Intention: An Empirical Study Based on Heritage Tourism in Macau

Chang LU and Qun ZHANG

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

Abstract

Tourism is the leading industry in Macau, and Macau is now vigorously developing heritage tourism based on its rich heritage resources. As one of the most popular types of tourism among tourists, heritage tourism is highly relevant to the study. flow experience is a positive psychological state that provides individuals with great pleasure, so that they will not be bored by repeating an activity. related perceptions. Despite the importance of flow experience as a factor in tourism, little research has been conducted on flow experience in the context of heritage tourism. This study introduces flow experience into the research related to revisit intention based on its nature.

This study measured the mobility experience in terms of four dimensions: perceived value, tourist participation, emotional solidarity and authenticity, and explored the perceptions of these four dimensions by different groups of tourists. Among them, the tourist participation dimension includes the sense of interaction and participation, and the authenticity dimension includes object-based authenticity and existential authenticity. This study conducted a literature review on the variables of heritage tourism, flow experience, perceived value, authenticity, and emotional solidarity. After going through the review of relevant literature and previous studies, hypotheses were established between antecedents of flow experience and flow experience and intention to revisit. This study through hypotheses will determine the relationship between antecedents of flow experience, flow experience and revisit intention, and finally understand the relationship between the four antecedent dimensions under the influence of flow experience and revisit intention. In this study, data was collected through online questionnaire and analyzed through SPSS and AMOS to determine the relationship between different variables.

This study has been conducted to correlate flow experience and revisit intention based on the context of heritage tourism. On the one hand, this study provides some theoretical basis for the relationship between flow experience and revisit intention, and also provides a new research perspective for the study of heritage tourism. On the other hand, the findings of this study can also provide some guidelines for stakeholders to help them better enhance tourists' revisit intention.

Keywords: Heritage Tourism, Flow Experience, Perceived Value, Tourist Engagement, Emotional Solidarity, Authenticity, Revisit Intention

Unveiling Effective Strategies for Social Media Interaction in City Branding

Ziyong HE[1] and Kaidong YU[2]

[1]Postgraduate Student at the Faculty of Business, City University of Macau

[2]Assistant Professor at the Faculty of Business, City University of Macau

Abstract

With the pervasive influence of social media, city branding has transcended traditional media, necessitating interactivity and engagement for effective communication. While existing literature acknowledges the significance of social media in city branding (Casidy et al., 2019; Ma et al., 2021), limited attention has been devoted to analyzing interactive communication strategies in this context. This study aims to bridge this gap by exploring strategies for social media interaction in city branding.

Using social media AI analytics tools such as Socialbakers and Brandwatch, we collected and analyzed data. Leveraging content analytics, we segmented user interactions and employed sentiment analysis techniques to classify emotional inclinations in user comments. Additionally, regular A/B testing was conducted to evaluate the effectiveness of different content, formats, and posting times. Our sample comprised five city brands, whose official social media accounts and related communication activities were tracked across various platforms.

Our findings reveal the mechanisms underlying city brand image formation in the social media landscape, emphasizing three key dimensions: content design, memory enhancement, and image promotion. Notably, we observed a positive impact of social media interactions on city branding. Furthermore, effective city brand design and communication methods were identified to stimulate user interactions, bolster brand awareness, and foster emotional connections.

Drawing from disciplines such as communication, marketing, social psychology, and urban studies, this study advances the understanding of digital media's role in city brand image co-creation and interactive participation. By elucidating the communication mechanism of city image on social media, it offers theoretical insights and practical guidance for city managers, marketing professionals, and policymakers involved in city image development and promotion.

Keywords: City branding, Social media interaction, Brand image formation, Sentiment analysis, Digital marketing strategies

Exploring the Impact of Salesperson Personal Life Disclosure on Consumer Sustainable Behavior via Enterprise Social Platforms

Zihan XU, Jing WANG and Jing YU[*]

Macau University of Science and Technology, Avenida Wai Long, Taipa, Macau SAR, China

*Corresponding author: Dr. Yu Jing

yujing@must.edu.mo

ORCID: 0000-0002-6324-472

Abstract

1. Research background

With the popularization of social media, enterprise social platforms have become one of the important channels for communication and interaction between enterprises and customers. However, whether the disclosure of personal life information by salespeople on these platforms will affect sustainable customer behaviors has not been fully studied. In the fields of sustainable development and corporate social responsibility (CSR), scholars have begun to pay attention to the potential impact of sales displaying personal life information on social platforms on customer sustainable behaviors. They explored how the personal image of sales affects customer perception and attitudes towards the company, as well as how to motivate customers to adopt sustainable behaviors. (Fan et al., 2019) Some studies suggest that showing a positive and sustainable lifestyle in sales can enhance customer trust and identification with the company, thereby influencing customer purchasing decisions and behaviors. (Fan et al., 2022) In addition, in the fields of social psychology and consumer behaviors, scholars have also begun to focus on the impact of individuals displaying life information on the behaviors of others on social media. They studied the phenomenon of role model effect, social identity, and social influence on social media, revealing how the personal life information displayed on social platforms affects the attitudes and behaviors of others. (Mao et al., 2021) These studies provide important theoretical support for understanding the impact of sales disclosing personal life information on sustainable customer behaviors on corporate social platforms.

2. Research Objectives

1. The aim of this study is to explore the impact of salespersons disclosing personal life information on customer cognition and attitude towards the company on corporate social platforms. 2. Explore how sales disclosure of personal life information can motivate customers to adopt sustainable behavior. 3. Analyze the impact of role models, social identity, and social influence on sustainable customer behaviors on social media. 4. Explore the actual impact mechanism and path of sales disclosing personal life information on customer sustainable behaviors on corporate social platforms. 5. Propose strategic suggestions for corporate sales disclosing personal life information on social platforms to promote customer sustainable behaviors. Through

a review of existing literature and preliminary empirical research, this study proposes the following hypothesis: Sales personnel disclosing sustainable lifestyles, such as environmental behaviors and social responsibility activities, on corporate social platforms will have a positive impact on customer sustainable behaviors.

3. Methodology

The study used qualitative and quantitative methods to explore the relationship between salesperson personal life disclosure and customer sustainable behaviors through the analysis of social media data and customer survey data. The preliminary results indicate that the sustainable lifestyle of sales personnel has a certain impact on customer purchasing decisions and behaviors, especially when it comes to environmentally friendly products and corporate social responsibility.

This study is of great significance for understanding the relationship between personal life disclosure of salespeople on corporate social platforms and sustainable customer behaviors. The research results can help companies better utilize social media platforms to promote sustainable consumption and behaviors, thereby advancing the goal of sustainable development for enterprises.

References

[1] Fan, S. Q., Guo, J. Y., & Zhang, Y. (2022) A study on customer fit in low-carbon marketing of cosmetics based on customer perception and value co creation. *Journal of China University of Petroleum (Social Sciences Edition)*, 2022, 38 (6): 88-96

[2] Fan, S., Tian, Z. L., & Zhang, L. J .(2019) Research on the Impact of Social Responsibility Co creation Psychological Needs of Virtual Enterprises on *Consumer Attitudes. Journal of Management*, 2019,16 (6): 883-895948

[3] Mao, Q., Gu,Y. & Zhang, J.(2021) Digital experience environment, customer enterprise social value co creation, and customer fit Journal of Guangdong. *University of Finance and Economics*, 2021,36 (5): 61-74

Embracing the AI Revolution: Unearthing the Potential of ChatGPT in Service Recovery by Exploring the Impact of Emotional Expressions, AI Disclosure, and Relationship Type

Haonan ZHANG[*] and Zhirui ZHOU

Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Macao SAR, China

*Corresponding Email: 2230000067@student.must.edu.mo

Abstract

Service failure recovery is a crucial component of customer relationship management in the hotel industry. Furthermore, the rise of artificial intelligence (AI) presents a new opportunity for technological advancement in this area. However, the influence of emotional expressions of chatbots on service recovery satisfaction has not received much attention from researchers. This study aims to explore how emotional expressions of chatbots affect customer recovery satisfaction using three experiments in the context of service failure during a hotel stay. Data will be extracted from social media using Python to collect negative hotel reviews for training ChatGPT 4.0 to generate emotionally concerned responses for service recovery. Three studies were employed with effective manipulation of emotional concern expression in AI responses, the relationship type between customers and AI, and the disclosure of a chatbot's identity. This research highlights the positive impact of AI's emotional expressions on customer satisfaction in service recovery but also shows that customer satisfaction decreases when they are aware that the interactions are AI-generated, as they prefer human interaction. AI expressions of concern for customers can improve customer service recovery satisfaction by improving perceived sincerity. In particular, the relationship type between customers and AI, and the disclosure of a chatbot's identity can moderate the positive relationship between emotional expression and perceived sincerity. These findings contribute to the knowledge of AI assistants in service failure recovery and underscore the importance of research on AI's emotional expressions, an area that has received limited attention to date. Furthermore, it provides critical insights for deploying artificial intelligence in customer service recovery in the hospitality industry.

Keywords: Service failure recovery, Artificial intelligence, Human-computer interaction, Emotional expressions, Customer service, Service recovery satisfaction

Appendix:
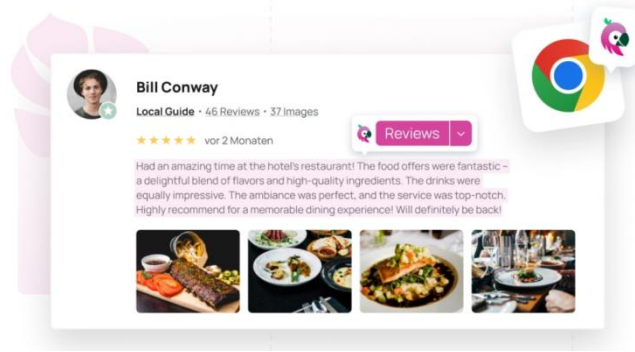
Figure 1. A case for using AI to reply to comments

		AI disclose	
		Disclosed	Not-disclosed
Relationship type	Friend	Emotional concern expression in AI responses	Emotional concern expression in AI responses
	Assistant	Emotional concern expression in AI responses	Emotional concern expression in AI responses

Figure 2. Experimental group design
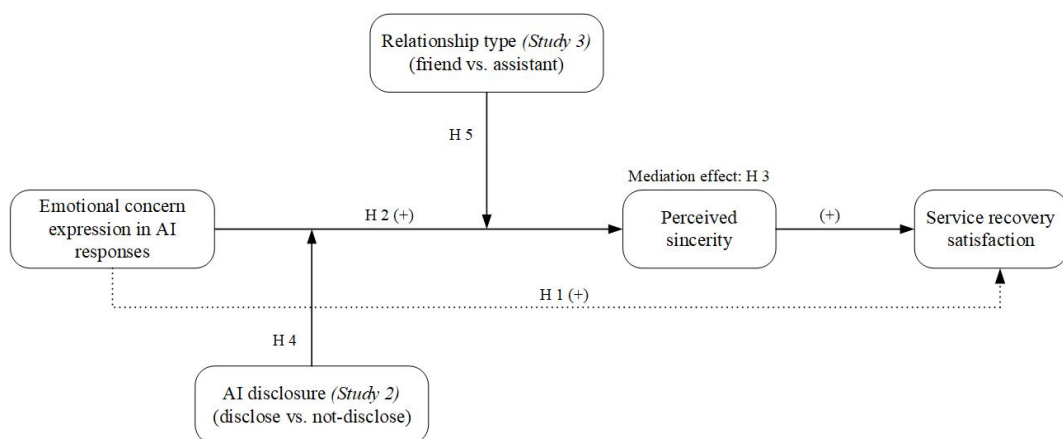
Figure 3. Research conceptual model

Bridging Tourism and Medical Science: Exploring Medication Management and Health Behaviors Among Senior Travelers with Chronic Conditions

Zhirui ZHOU[1], Jing LIU[2*]

[1] Master's student, Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Macao SAR, China

[2] Assistant Professor, Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Macao SAR, China

*Corresponding Email: ljiliu@must.edu.mo

Abstract

Population aging is an irreversible global trend. Despite nearly 95% of them suffering from at least one chronic condition, data show that over 60% of Chinese seniors are still driven to travel at least twice a year. However, the cultural and geographical changes during travel can disrupt seniors' medication routines, and pose unforeseen constraints, leading to medication nonadherence. Emerging from the perspective of Protective Motivation Theory (PMT), this study aims to explore how senior travelers with chronic conditions manage their medication routines against the backdrop of travel-related constraints. Based on in-depth interviews (n = 27) and a quantitative survey (n = 431) of Chinese senior travelers with chronic conditions, this mixed-methods study is the first empirical study on the changes in medication behavior in the context of travel. It is an interdisciplinary study that fundamentally incorporates medical variables (particularly medication adherence), and tourism variables (i.e., perceived warmth of tourism service, and perceived meaningfulness of tourism experience). The results suggest that enhanced travel services, including medication reminders and tailored travel planning, could mitigate travel-related medication constraints. Furthermore, this research seeks to pioneer a new direction in medical and tourism research while enhancing existing literature on how vacations contribute to tourists' quality of life (QOL). This pioneering study also contributes to the development of accessible tourism practices, advocating for a travel industry more inclusive of senior travelers' medication needs.
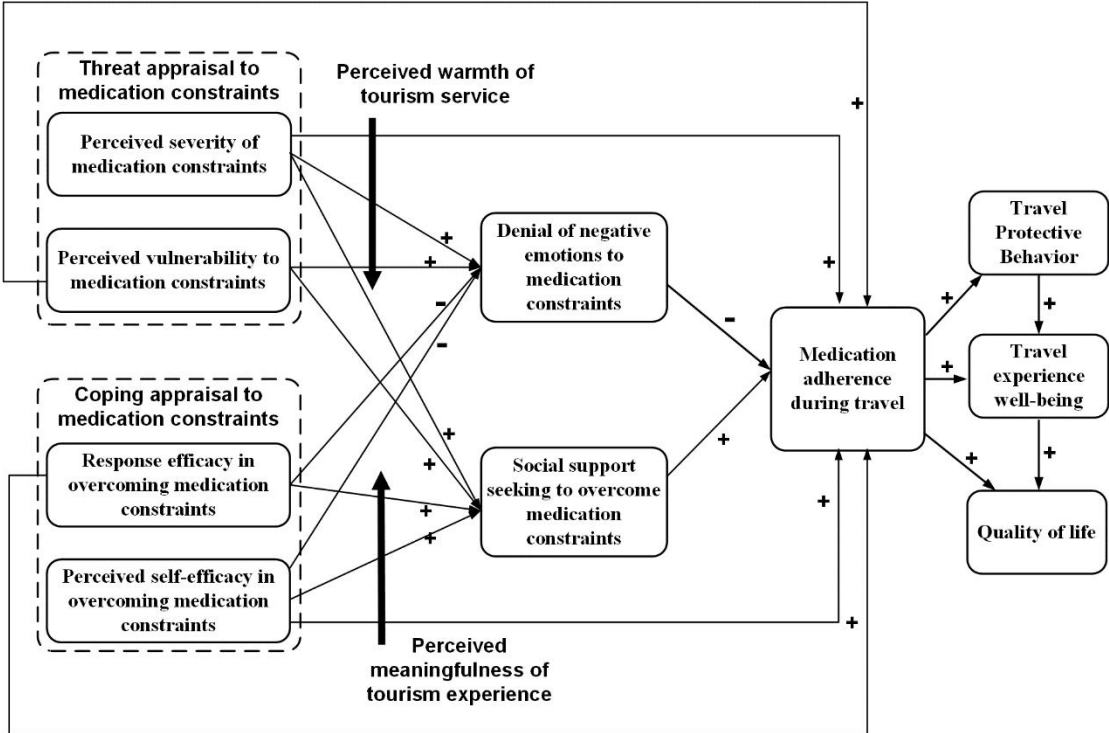
Figure 1. The conceptual model.

Keywords: Senior travelers, Protective motivation theory (PMT), Medication adherence, Quality of life (QOL), Tourism services.

The Effects of AI Interactive Experiences on Customer Loyalty

Hanying LIU*

Faculty of Hospitality and Tourism Management, Macau University of Science and Technology,
Avenida Wai Long, Taipa, Macau SAR

*Corresponding Email: 2030545647@qq.com

Abstract

The rapid development of Artificial Intelligence (AI) has significantly changed the ways of human experiences. In terms of the usage of AI among different industries, AI in hotels has drawn continuously attention, because of its potential impact of service enhancement and customer satisfaction improvement.

Especially, people are also increasingly trusting hotels to use AI to give them a better stay experience. Recognizing the transformative capabilities of AI, hotel management is gradually leveraging its abilities to streamline operations, alleviate staff burdens, and enrich guest experiences. By following this new trend, some establishments have begun integrating AI-driven solutions, such as voice-controlled assistants for room control and automated meal delivery robots. In the recent studies of AI and robots (Christou, P., Simillidou, A., & Stylianou, M. C.,2020), anthropomorphic perception has been widely discussed as it is argued that robot anthropomorphic perception is one of the crucial factors that attracts customer to use robots （Lee, S. A., & Oh, H.,2021）.

Therefore, the primary objective of this study is to examine the relationships among interactive experiences with robots, robot anthropomorphic perception, trust and customer loyalty in the hotels. This study employs a quantitative method and plans to deliver questionnaires to customers who have experiences in using hotel service robots in China.

The study proposed a conceptual model to explain how interactive experiences influence anthropomorphic perception and customer's trust, and further influence customer's loyalty on the hotel. It is noteworthy that guests express interest and satisfaction with the interactive experiences provided by these AI-driven solutions. Consequently, this study concludes that AI technology can play a significant role in improving the quality of guest experiences and promoting the convenience of hotel environments.

In light of these findings, hotels are urged to adapt to the ever-evolving AI technology, cultivate its application capabilities, and drive continuous service innovation. By offering higher levels of comfort and convenience, hotels can generate lasting customer loyalty.
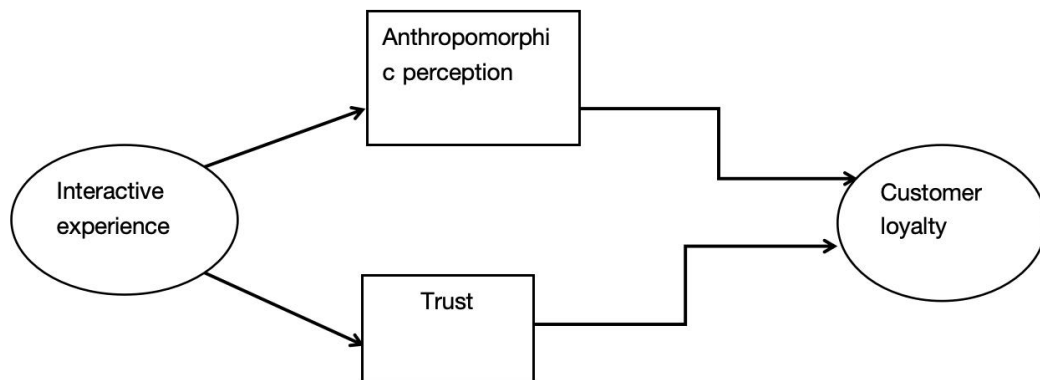
References：

[1] Alam, S. S., Masukujjaman, M., Mohamed Makhbul, Z. K., et al. (2023). Experience, trust, eWOM engagement and usage intention of AI enabled services in hospitality and tourism industry: Moderating mediating analysis. Journal of Quality Assurance in Hospitality & Tourism, 1-29.

[2] Christou, P., Simillidou, A., & Stylianou, M. C. (2020). Tourists' perceptions regarding the use of anthropomorphic robots in tourism and hospitality. International Journal of Contemporary Hospitality Management, 32(11), 3665-3683..

[3] Huang, H. L., Cheng, L. K., Sun, P. C., et al. (2021). The effects of perceived identity threat and realistic threat on the negative attitudes and usage intentions toward hotel service robots: the moderating effect of the robot's anthropomorphism. International Journal of Social Robotics, 13, 1599-1611.

[4] Lee, S. A., & Oh, H. (2021). Anthropomorphism and its implications for advertising hotel brands. Journal of Business Research, 129, 455-464.

Based on TPB Theory: A Study of Chinese University Students' Intention to Choose Green and Low-Carbon Hotels

Youze LIU

Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Avenida Wai Long, Taipa, Macau SAR

Abstract

Global warming has become a global issue that people have to face, as it will lead to frequent extreme weather events such as melting glaciers and permafrost, rising sea levels, land desertification, floods, hurricanes, etc. On February 12, 2018, a study in the Journal of the National Academy of Sciences showed that global sea levels have risen by about three millimeters per year since 1990, and that by the year 2100, it will have reached a rate of ten millimeters per year (Han Ying, 2011). Globally, the development of tourism, while bringing economic benefits, also has a significant impact on greenhouse gas emissions, accounting for about 8 per cent of the world's total greenhouse gas emissions (Lenzen et al. 2018).However, tourism is a carbon-intensive industry (Lenzen et al., 2018), and improper management is very prone to environmental pollution problems, which is not conducive to the sustainable development of the ecological environment.

In the tourism industry, most greenhouse gases are generated and emitted by the accommodation sector, so the sustainable development of the accommodation sector has a profound impact on promoting the overall sustainability of the tourism economy. As the Chinese government takes active steps to lead global carbon governance initiatives and guide residents to a low-carbon lifestyle, consumers are becoming more environmentally conscious, leading to an increased willingness to choose green hotels (Yan and Chai, 2021).Therefore, China's green hospitality industry has huge market opportunities and room for development.

According to statistics, the potential value of college students' tourism market is huge, which is mainly manifested in the strong motivation of college students to travel, about 80.8% of the respondents are interested in tourism; in addition, college students have more leisure time, with about 172 days of vacation throughout the year, and college students' disposable incomes are increasing (Guo Luan, 2005). Therefore, the large number of college students cannot be ignored and has high research value.

Based on the theory of planned behavior, this study will design a questionnaire to conduct a survey, aiming to understand the influencing factors affecting Chinese college students' choice of green hotels. The results of the study will help China's green hotel industry to understand the preferences of the college student group, provide hotel managers with new ideas for management or innovation, and then promote the hotel industry to better practice the obligations of sustainable development and promote sustainable development.

Keywords: Low carbon, College Student Preferences, Sustainable development, Theory of Planned Behavior, The influence factor

References

Guo Luan. A preliminary study on the development of tourism market for Chinese university students[J]. Economic and Social Development,2005(09):69-71.DOI:10.16523/j.45-1319.2005.09.018.

Han Ying. Research on International Law Issues of Climate Change [D]. East China University of Political Science and Law, 2011.

Lenzen, M., Sun, Y. Y., Faturay, F., Ting, Y. P., Geschke, A., & Malik, A. (2018). The carbon footprint of global tourism. Nature climate

Lenzen, M., Sun, Y. Y., Faturay, F., Ting, Y. P., Geschke, A., & Malik, A. (2018). The carbon footprint of global tourism. Nature climate

Yan, H., & Chai, H. (2021). Consumers' intentions towards green hotels in China: An empirical study based on extended norm activation model. Sustainability, 13(4), 2165.
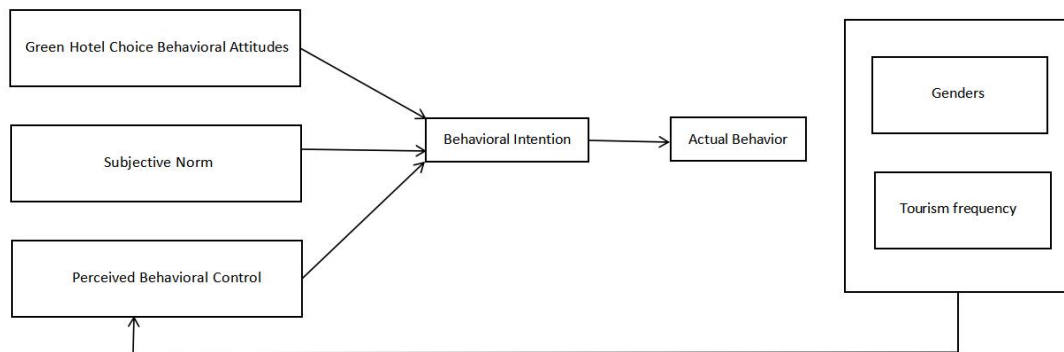
Analyze the Factors that Influence the Memorable Tourism Experiences for Tourists: Destination Characteristics, Interactive Experiences for Tourists, and Emotional Experiences for Tourists

Yingxue JIANG*

Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Avenida Wai Long, Taipa, Macau SAR

*Corresponding Email: jiangyingxueawk@163.com

Abstract

The Memorable Tourism Experiences has received considerable attention in recent years, and this concept is considered to represent a relevant competitive advantage for tourism destinations under fierce competition (Chen, Han, and Imran Rahman, 2018). According to current studies of tourism experiences (Stylidis, Dimitrios, and Barbora Cherifi, 2018), destination characteristics is deemed as one of the most important factors that influences tourists to have a memorable tourism experience. The characteristics and attractiveness of a destination include natural beauty, cultural heritage, historical background and so on (Zhang, Yang, and Philip Feifan Xie, 2019). Unique experiences offered by destinations can attract the attention of tourists and stimulate their interest and desire to have a memorable experience during their travels. For the more engaged traveler, it is especially important to actively participate in the interactive programs on the trip (Chen, Han, and Imran Rahman, 2018). Current studies argued that Interactive experiences for tourists are also important factors in a memorable tourism experience (Zhang, Yang, and Philip Feifan Xie, 2019). Also, active participation and interaction allows tourists to gain insight into the cultural environment of the destination and connect with the locals, leading to an authentic tourism experience (Lexhagen, Maria, Vassilios Ziakas, and Christine Lundberg, 2023). This engagement and interaction stimulates emotional and affective connections in tourists and is more likely to result in memorable experiences. Tourism can stimulate various emotions in tourists, such as excitement, curiosity, relaxation, and closeness to nature. Emotional experiences will make tourists have deep memories and emotional connection to the tour, thus increasing the memorable effect. The aim of this study is to examine how destination characteristics influence interactive and active experiences, and further generate memorability of the travel. The site selection will be in Heilongjiang during winter, as Province is located in northeastern China, in recent years, and the development of the tourism industry in Heilongjiang Province has formed the characteristics of seasonal tourism, especially relying on the ecological and resource advantages of snow and ice, the development of winter tourism in Heilongjiang is booming, and the tourism industry in Heilongjiang Province is becoming more and more well-known and influential (Tang, Zi et al., 2019).

Also, the survey method will be used in this study, and we expect the results of this study will contribute both theoretical implications in the field of memorable tourism experience, and practical implications in the seasonal tourism destinations.
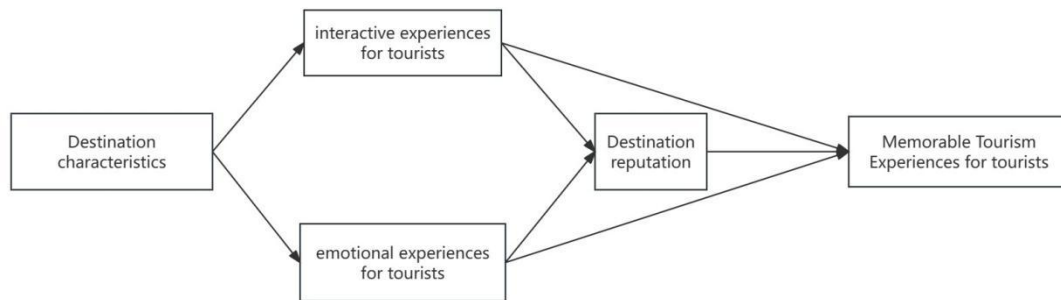
Keywords: The memorable tourism experiences, Destination characteristics, Interactive experiences, Emotional experiences, Seasonal tourism destinations

References

[1] Chen, H., & Rahman, I. (2018). Cultural tourism: An analysis of engagement, cultural contact, memorable tourism experience and destination loyalty. Tourism Management Perspectives, 26, 153 – 163. https://doi.org/10.1016/j.tmp.2017.10.006

[2] Lexhagen, M., Ziakas, V., & Lundberg, C. (2023). Popular Culture Tourism: Conceptual Foundations and State of Play. Journal of Travel Research, 62(7), 1391 – 1410. https://doi.org/10.1177/00472875221140903

[3] Stylidis, D., & Cherifi, B. (2018). Characteristics of destination image: visitors and non-visitors' images of London. Tourism Review (Association Internationale d' experts Scientifiques Du Tourisme), 73(1), 55 – 67. https://doi.org/10.1108/TR-05-2017-0090

[4] Stavrianea, A., & Irene (Eirini) Kamenidou. (2022). Memorable tourism experiences, destination image, satisfaction, and loyalty: an empirical study of Santorini Island. EuroMed Journal of Business, 17(1), 1 – 20. https://doi.org/10.1108/EMJB-10-2020-0106

[5] Tang, Z., Liu, L., Li, X., Shi, C., Zhang, N., Zhu, Z., & Bi, J. (2019). Evaluation on the eco-innovation level of the tourism industry in heilongjiang province, China: From the perspective of dynamic evolution and spatial difference. International Journal of Sustainable Development and Planning, 14(3), 202 – 215. https://doi.org/10.2495/SDP-V14-N3-202-215

[6] Wong, J. W. C., Lai, I. K. W., & Tao, Z. (2020). Sharing memorable tourism experiences on mobile social media and how it influences further travel decisions. Current Issues in Tourism, 23(14), 1773 – 1787. https://doi.org/10.1080/13683500.2019.1649372

[7] Zhang, Y., & Xie, P. F. (2019). Motivational determinates of creative tourism: a case study of Albergue art space in Macau. Current Issues in Tourism, 22(20), 2538 – 2549. https://doi.org/10.1080/13683500.2018.1517733

Exploring Tourists' Experiences in Ice and Snow Tourism: The Case of Harbin, China

Xueying WANG and Jose Weng Chou WONG*

Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Avenida Wai Long, Taipa, Macau SAR

*Corresponding Email: wcwong@must.edu.mo

**Abstract**

Ice and snow tourism has increasingly grown the attention because its unique scenery and entertainment elements. Especially, Ice and Snow Tourism has become more important as it helps attract domestic and foreign tourists and stimulate local economy in the Northern part of China. In 2022, Harbin was rated as one of the "Top Ten Cities for Ice and Snow Tourism in China" (COTRI, 2022). The incline of the policy and the improvement of Ice and Snow Tourism facilities and services have led to the rapid development of the Ice and Snow Tourism economy in Harbin, Heilongjiang Province.

Although there are several studies addressing memorable tourism experiences in tourism destination, studies on tourism experiences in Ice and Snow Tourism are still limited, and what aspects of tourism experiences attracting tourists to go travel in ice and snow tourism destination are remain unanswered. This study aims to shed some lights on the impact of tourists' visit intention on Ice and Snow Tourism and explore the factors of tourism experiences that make tourists memorable in ice and snow tourism destination. The study will be conducted in Harbin and the survey will be performed to test the proposed hypotheses. Practically, this study clarifies the positive factors that can effectively affect tourists in terms of tourism experience, opens a new development path for related hotels and industries, and brings a positive publicity impact to Ice and Snow Tourism. It can not only strengthen the infrastructure construction of Ice and Snow Tourism in the city but also enhance the tourism mode with national characteristics.

Keywords: Ice and Snow Tourism, Tourism experiences, Tourist's overall satisfaction, Tourism destination image

Cultural Dimensions in Hospitality: Shaping the Impact of Loyalty Programs on Consumer Satisfaction and Brand Loyalty

Shuhan DAI[1] and Chieh-yun YANG[2]

[1]Student, Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Avenida Wai Long, Taipa, Macau SAR

[2]Assistant professor, Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Avenida Wai Long, Taipa, Macau SAR

Abstract

The loyalty program (LP) is essential for providing customers with loyalty incentives, promoting repeat purchases, and building brand loyalty. Since Marriott launched its loyalty program, Marriott Rewards, in 1983, a copycat of airlines' frequent flyer programs, loyalty programs in the hospitality industry have proliferated (Koo et al., 2020). Despite the influence of loyalty programs varying significantly across different cultural contexts, hotel practitioners seldom consider the influence of culture when promoting their loyalty programs to international customers (Hu & Weber, 2014). Most hotel groups still choose to standardize their loyalty programs when internationalizing. A Literature review in the loyalty research field also mentioned that a major gap is the application of cultural theories in exploring crossnational differences in LP-related phenomena (Chen et al., 2021).

Motivated by this observation, the purpose of this study was to investigate the interrelationship between loyalty programs and cultural factors, specifically how cultural dimensions act as moderators of consumers' responses to loyalty programs. According to Hofstede (Hofstede, 2011), national culture influences one's behavior and beliefs. Hofstede classified culture into four dimensions, including power distance, uncertainty avoidance, individualism, and masculinity. These cultural differences significantly impact consumers' preferences for different value propositions and influence loyalty program choices (Thompson & Chmura, 2015), showcasing the importance of cultural factors in loyalty program engagement. By integrating these cultural dimensions as moderators, this study aims to explore how different cultural backgrounds affect the relationship between perceived benefits, consumer satisfaction, and brand loyalty.

The perceived benefits of loyalty programs are defined as the value(s) that the program provides for members. Thus, a critical key to the success of a loyalty program is whether a consumer can perceive and identify the benefits of membership and appreciate receiving rewards (Kim et al., 2013). Employing Mimouni-Chaabane and Volle's (2010) classification, perceived benefits are segmented into utilitarian, hedonic, and symbolic benefits, serving as independent variables. Utilitarian benefits provide financial value, including economic rewards, monetary savings, convenience, and informational rewards. Hedonic benefits include exploration and entertainment, while symbolic benefits involve recognition, appreciation, and privilege. Utilitarian benefits enhance consumer satisfaction by providing economic

value, while hedonic and symbolic benefits promote the formation of brand loyalty by satisfying consumer psychological needs. The research framework uses perceived benefits as independent variables to investigate how cultural dimensions moderate the relationship between consumer satisfaction with a loyalty program (the dependent variable) and further influence consumer brand loyalty.

Keywords: Hotel loyalty program, Perceived benefits, Consumer satisfaction, Consumer brand loyalty, Hofstede cultural dimensions

How can Celebrity-Generated Short-Form Tourism Videos Aesthetic Characteristic Insipire Viewer's Travel Desire?

Ye XU, Fangyu XIA and Haonan ZHANG

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

Abstract

Short-form videos are the most popular destination marketing tool nowadays, marketing researchers have been investigating strategies for creating more engaging short videos, Vlogs, and live content to optimize destination image communication and marketing. Celebrity-generated travel short-form video marketing has emerged as a highly effective tool for attracting potential tourists. The primary objective of celebrity-generated travel short-form video is to showcase the destination's 'beauty' through video design, aesthetic elements also play a crucial role in triggering associations and influencing behaviors. However, there has been limited focus on the aesthetic aspects of video design in celebrity-generated travel short-form videos. To address the current research gap on the aesthetic characteristics of short-form tourism videos, this study constructs a conceptual model to explore the relationship between Celebrity-generated short-form tourism videos aesthetic characteristics and mental simulation and travel Desire. As the most pervasive theory in research in the field of psychology and tourism marketing, this study will draw on the SOR theory to provide a solid theoretical foundation for this study in explaining the psychological mechanisms and behaviors of viewers. This study will use quantitative research methods to design the questionnaire, and we expect to select travel videos that meet the requirements of the study on Tiktok, which is currently a popular short video platform, and use the Questionnaire Star platform to recruit suitable respondents. Data will be analyzed using a structural equation model (PLS-SEM). Overall, this study seeks to establish a psychological simulation mechanism that stimulates tourism involvement, a topic that has been underexplored in the realm of short videos. This study could offer a new theoretical perspective on understanding short-form tourism video marketing and expand the application of psychological simulation. We expect the results of this study can provide valuable recommendations for destination tourism marketers, policy practitioners, and short-form video content creators.

Keywords: Short-form Video; Video Aesthetic characteristic; Mental Simulation; Travel Desire

# Impact of Self-Congruity and Emotional Solidarity on Destination Loyalty

Weihao WU

Postgraduate student, Faculty of Hospitality and Tourism Management, Macau University of Science & Technology, Avenida Wai Long, Taipa, Macau SAR

Abstract

During this period, Macau's tourism industry has seen a speedy recovery, with visitor arrivals reaching 293,564 in February this year, recovering to 92.9% of the same period in 2019. The Historic Centre of Macau is a historical area centred in the old town of Macau, which includes over 20 historical buildings and is connected by adjacent squares and streets. It was inscribed on the World Heritage List in 2005. Tourism to learn and visit cultural heritage can enhance the spread of local culture and, at the same time cultivate awareness of cultural heritage preservation among tourists. Cultural heritage tourism is usually manifested in the form of visits to museums, historical buildings, etc. These cultures and histories require more time and effort to learn and experience, so attracting tourists to revisit the destination is necessary. However, the current research on cultural heritage in Macau has less frequently used the link between self-congruity and destination loyalty as a link. Therefore, this study added self-congruity as a mediating variable to explore whether emotional solidarity and self-congruity can influence tourists' revisit intention and recommendation behavior through enhancing destination loyalty. The research method used in this study was quantitative, and 500 questionnaires were expected to be collected from tourists in mainland China. Confirmatory factor analysis (CFA) and structural equation modelling (SEM) were run to test the research hypotheses using AMOS 24. First, the expected results are analyzed from the perspective of academic significance. Through the mindfulness theory, tourists' travel experiences, perceptions, and behaviors are observed to understand what factors influence tourists' loyalty to a destination. Mindfulness theory focuses on analysing tourists' personal experiences. On the other hand, Self-congruity emphasizes the connection between the external environment and one's image and behaviour. Therefore, combining self-congruity and mindfulness theory can provide a better perspective on tourists' attitudes toward and loyalty to tourist destinations. Second, from the view of practical significance, this research contributes to realizing the United Nations Sustainable Development Goals by linking tourists to the image and emotions of cultural heritage destinations, strengthening their awareness of cultural heritage protection. At the same time, it can help Macao's cultural heritage practitioners better understand the needs of tourists and continuously develop new tourism products to meet their preferences.

Keywords: Macao cultural heritage, Self-congruity, Destination loyalty, Emotional solidarity

Motivation of Chinese Tourists to Stay in E-Sports Hotels from Push-and-Pull Theory

Jiacheng LIU[1], Linda WOO[1], Mimi LI[1] and Soyon PAEK[2]

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

[2]College of Government and Business, Yonsei University

Abstract

The number of e-sports hotels has realized a significant growth from a few in 2018 to over 20,000 by the end of 2022 in China (Tang, 2024). Despite the substantial growth, there is a lack of academic attention on the factors that drive people to stay in these hotels, leading to a gap in understanding tourist behavior in this emerging hotel market segment. Moreover, it is often assumed that e-sports hotel consumers are homogeneous gamers with identical needs. However, there are behavioral disparities between serious e-sports players (SEPs) and causal e-sports players (CEPs) from previous literature (Bányai et al., 2020). To fill these research gaps, this study aims to investigate the motivations of e-sports hotel consumers using the push and pull theory. Additionally, this study examines whether there are significant differences in push and pull-related motivations between serious e-sports players (SEPs) and causal e-sports players (CEPs) when choosing and staying in e-sports hotels.

This study adopts mixed methods. It began with a qualitative perspective by employing in-depth semi-structured interviews with 26 consumers of e-sports hotels and an expert review with 4 academic professors and 4 industrial experts. Next, an exploratory factor analysis with a sample size of 169 and a confirmatory factor analysis with a sample size of 271 were conducted and analyzed, ultimately generating a six-dimensional motivation model with 33 measuring items. The result reveals that the core push motivation of e-sports hotel consumers aims to realize fun and enjoyment through group gatherings/activities when staying in e-sports hotels, which is labeled as hedonism and relationship enhancement (HRE). Meanwhile, symbolic and status enhancement (SSE) serves as the second motive for consumers of e-sports hotels as they perceive staying in e-sports hotels as a premium choice for a better environment and gaming experience compared to conventional internet bars. Escapism (ESC) plays as a third push motive due to the growing pressure from Gen Z and millennial groups who perceive e-sports hotels as ideal enclosed places to temporarily escape reality. Regarding pull motivations, this study identified hotel room-related attributes (HRA), e-sports-related facilities and equipment attributes (EFEA), and hotel intangible attributes (HIA) as three pull factors. Numerous unique attributes tailored to e-sports hotels that differ from the existing literature were discovered and discussed. Furthermore, a MANOVA analysis was further employed to demonstrate that SEPs exhibit greater HRE and EFEA motivation compared to CEPs. The findings provide valuable insights into the preferences and behaviors of

e-sports hotel consumers and reveal heterogeneous traits between CEPs and SEPs when staying in e-sports hotels.

Keywords: E-sports hotels, E-sports hotel consumers, Motivations

References

[1] Bányai, F., Zsila, Á., Griffiths, M. D., Demetrovics, Z., & Király, O. (2020). Career as a professional gamer: Gaming motives as predictors of career plans to become a professional esport player. Frontiers in psychology, 1866.

[2] Tang, B. (2024). Over 24,000 E-sports hotels in China by the end of last year. China Tourism News. https://baijiahao.baidu.com/s?id=1788509570720603797&wfr=spider&for=pc

Beyond Rewards: Effects of Psychological Climate on Hotel Employees' Voluntary Pro-Environmental Behavior and Pro-Active Customer Service

Boya YANG[1], Jo Ann HO[1]*, Jun Hwa CHEAH[2] and Siew Imm NG[1]

[1]Universiti Putra Malaysia, 43400 UPM Serdang, Selangor Darul Ehsan, MALAYSIA

[2]University of East Anglia, Research Park, Norwich, NR4 7TJ, UNITED KINGDOM

*Corresponding Email: ann_hj@upm.edu.my

Abstract

Hotel employees' discretionary behavior not only elevates customer service by improving guest experiences but is also vital in advancing hotels' sustainability performance through proactive engagement and environmentally conscious practices. As these behaviors are not mandated and cannot be solely incentivized through financial rewards, examining their antecedents is important. Drawing from the broaden-and-build theory of positive emotions, the current study presents a moderated mediation model which examines how psychological climate (PC) and employees' interdependent self-construal (InterSC) affect their experienced meaningfulness (EM). Our study postulates that EM influences employees' voluntary pro-environmental behavior (VPEB) and proactive customer service performance (PCSP). We conducted a time-lagged two-wave survey with 603 employees from four and five-star hotels in Macau, including green and non-green establishments. To assess PCSP, responses from 201 supervisors were matched with their employees' responses. SmartPLS 4.1.0.0 (with moderated mediation effects tested using the PROCESS tool) was used to analyse the data. Results indicated a positive association between PC and EM, influencing both VPEB and PCSP. EM mediated the relationship between PC, VPEB, and PCSP. InterSC moderated the mediating influence of EM in both PC-VPEB and PC- PCSP, such that the indirect effects were stronger for employees with high InterSC. Additionally, employees in five-star green hotels have higher intention for VPEB and PCSP.

The findings of our study have three theoretical implications. First, this study advances understanding by exploring how employees' general individualized perceptions (i.e., PC) simultaneously influence their VPEB and PCSP. Second, while earlier research established the impact of PC on service performance and on citizenship behavior, this study extends existing research by specifically examining the types of service performance (i.e., PCSP) and citizenship behavior (i.e., VPEB). Finally, this study contributes to our understanding of when and how PC leads to VPEB and PCSP by examining EM as the mediator and InterSC as the moderator. In terms of managerial implications, to encourage discretionary VPEB and PCSP, hotel managers may promote employees' positive mindsets by fostering a positive

workplace climate. The findings of this study also have a number of practical implications for hotel managers of both green and non-green hotels.

The Role of AI-Generated Images in Promoting Sustainable Cuisine in Gastronomic Tourism

Janelle CHAN

The Hong Kong Polytechnic University, School of Hotel and Tourism Management, 17 Science Museum Road TST East, Kowloon, Hong Kong

Abstract

The academic study of the overlap between sustainable tourism and gastronomy tourism, with a focus on AI, is not extensive. Gastronomy tourism, is a type of tourism that focuses on local dining experiences during travel (Güneş, 2013). More than being culinary tourists who mainly engage with local cuisines for savory enjoyment, there is also an integral part of their dedication to sustainability (Güneş, 2013). Statistics indicate that over 80% of global travelers consider sustainable tourism crucial (Statista, 2024). Among these travelers, millennials are the most inclined towards eco-sensitive behaviors, with Gen Z mainly aspiring to eco-friendly behaviors, (PwC, 2021). In order cater to these traveler preferences, today's gastronomy tourism is gravitating towards principles of sustainability. These principles include efficient use of resources, environmental protection, climate change mitigation, and the preservation of food biodiversity (Güneş, 2013).

Recent surveys reveal that, although over half (56%) of adults have altered their consumer behavior due to climate change concerns, this figure represents a decrease from the 69% reported in the previous year (Ipsos, 2021). This suggests that while consumers are adopting more sustainable habits, the growth of this trend may not be as swift as expected. Raptou and Manolas (2022) studied the effects of climate change on food consumption, finding that unfamiliarity with the taste, variety, and quality of climate-conscious foods often causes hesitation. However, these concerns are largely unfounded. Climate-conscious foods, which promote the consumption of locally sourced, fresh produce, often have a richer flavor due to being harvested at peak ripeness (De Boer et al., 2016). A wide array of such foods is available due to peak seasonal output, including fruits, vegetables, grains, nuts, and sustainably sourced meat and seafood (Koehn et al., 2022). This variety dispels the myth that climate-conscious foods equate to vegetarianism (Varela et al., 2022). In terms of quality, these foods are typically less processed and free from harmful pesticides and fertilizers (Güneş, 2013). Thus, climate-conscious foods offer not only a wider range of options and richer flavors but also high quality, being organic and pollution-free. Despite these benefits, most consumers remain unaware of them, a trend reflected in demand patterns and supported by previous research. This raises important questions: How can we encourage consumers to try climate-conscious foods? In this regard, this study aims to investigate the influence of AI-generated images on consumers' perception of the quality of sustainable cuisine and their motivation to purchase. It seeks to answer a main question of what kind of AI-generated images have a greater impact on consumers' perception of food quality in sustainable cuisine?

Keywords: AI-generated imagines, Sustainable Cuisine, Gastronomy tourism

Determinants of Online Purchase Intention of Meal Discounted Coupon on Douyin Video Clips: Hedonic and Adventure, Prices Information and Trust

Jingxiao XU[1], Ching Man CHAN[1] and Chieh Yun YANG[2]

[1]Faculty of Hospitality and Tourism Management, Macau University of Science and Technology

[2]Ph.D. Assistant Professor, Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Avenida Wai Long Taipa Macau

Abstract
Due to the global outbreak of COVID-19 pandemic, people were unable to go out during lockdown. Meanwhile, with the continuous advancement of Internet technology, people are evolving into the digital era. This also creates opportunities for the development and integration of e-commerce. The outbreak of COVID-19 has changed the purchasing behavior of consumers, people are switching to shopping online, which prompts e-commerce platforms to reinvent themselves to respond to consumers' new shopping trends and habits. Douyin video clips as a new e-commerce platform, provides consumers with a more personalized shopping experience in the form of video-clip promotion. Therefore, the purpose of this study is to explore the influence of hedonic and adventure, price, online information and trust on willingness of consumers to purchase meal coupons through watching Douyin video clips under the background of new e-commerce.

This study applied quantitative research by collecting electronic questionnaire survey methods, and the survey is carried out by distributing questionnaires online. The questionnaires were collected from November 29, 2022 to January 29, 2023. A total of 316 questionnaires were collected. After a review of the collected questionnaires, 41 surveys were invalid and 275 were valid with the validity rate of 87%. Descriptive statistical analysis, reliability analysis, validity analysis and model path analysis were carried out through SPSS 26.0 and AMOS26.0.

The results showed that the behavioral intention of consumers purchasing Douyin meal coupons is explained by perception of online prices, hedonic and adventure, access to online information and trust. They all have a positive impact on the willingness of purchasing Douyin meal coupons. It stands out that perception of online prices positively influences hedonic and adventure and access to online information positively affects trust.

This study has expanded the research field on new e-commerce, and provides new research ideas for future research on Douyin video clips. In addition, according to the results of this study, it provides valuable suggestions for the merchants who release their meal coupons on Douyin video clips on how to enhance the sales of meal coupons on Douyin video clips.

Keywords: Electronic Commerce, Online Purchase, Hedonic and Adventure, Perceived Value, Online Trust, Behavioral Intention

When Service Becomes too much: Investigating the Relationship between Over-Service Behavior and Relationship Quality

Miaomiao SHEN[1] and Yan FENG[2]

[1]Master degree holder, Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Avenida Wai Long, Taipa, Macau SAR

[2]Ph.D. Assistant Professor, Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Avenida Wai Long, Taipa, Macau SAR

Abstract

Due to the global outbreak of COVID-19 pandemic, people were unable to go out

1.Research background

Recent studies in the tourism industry have increasingly focused on service behaviors that exceed customer expectations. While previous studies have conceptualized over-service behaviors in the hospitality industry and developed multidimensional measurement tools, little empirical research has been dedicated to this topic in tourism. Hence, there is a need for further research and in-depth analysis to better understand and manage the impact of service behaviors that exceed customer expectations, as well as to navigate potential negative consequences associated with delivering over-service. In addition, relationship quality is one of the most widely utilized and important topics in tourism and hospitality research. It has been examined as an important immediate mediator and explored in terms of its antecedents and consequences in numerous studies. However, relationship quality also is complex and can lead to different outcomes. On the one hand, it is key to developing loyal customers and a significant predictor of customer repurchase behavior. Therefore, this research aims to perform an empirical study of the food service industry to explore the relationship between over-service behavior (as antecedent), relationship quality (as mediator), and revisit intention (as consequence).

The three variables involved in this study are interpreted as follows: over-service behavior is the specific kind of behaviors that exceed customer expectations but lead to unpleasant feelings (Sun et al., 2022). On the other hand, relationship quality is defined as the 'degree of appropriateness of a relationship to fulfill the needs of the customer associated with the relationship' (Hennig－Thurau & Klee, 1997, p. 751). Researchers typically have employed three elements to explain the mechanism for developing relationship quality, including satisfaction, trust, and commitment. Satisfaction refers to the emotional expression in the assessment of service encounter experiences and expectations that service providers can satisfy customer expectations (Crosby et al., 1990); trust implies that customers have faith in service providers and think that service providers consider customer interest and then act on a long-term basis (Morgan & Hunt, 1994); commitment as the relative strength of a person's identification with and involvement in a particular organization (Lai, 2015). Furthermore, revisit intention refers to the willingness of tourists to repeat an activity or revisit a destination (Baker & Crompton, 2000).

When the service provides a positive customer experience, this experience results in satisfaction. Consequently, within the service encounter process, certain negative experiences can have a negative effect on customer satisfaction. Additionally, several research proposed that satisfaction positively impacts trust, arguing that satisfaction is a predictor of trust. Furthermore, the moment customers become satisfied with their total experiences, they are more likely to be committed and ensure continued relationships. Therefore, this study hypothesizes that over-service behavior has a negative impact on relationship quality. The research also suggested that service quality has positive effects on revisit intention, as one of the predictors of revisiting tourism. Therefore, this study hypothesizes that relationship quality has a negative impact on revisit intention.

2.Research objective

The objective of the study is threefold. Firstly, this study aims to fill the research gap of over-service behavior from a customer perspective as an antecedent of relationship quality, contributing to the literature on over-service behavior in the food service industry by identifying relationship quality and further behaviors, revisiting intention. Secondly, the finding aims to serve as a reference for improving service management and human resource management in the food service industry, enhancing operators' focus on providing balanced and excellent service and avoiding the negative consequences of over-service behaviors. Thirdly, this study aims to contribute valuable insights for a better understanding and optimization of the customer experience, guiding for improving revisit intention.

3.Research methodology

This study uses the quantitative research method. A questionnaire survey was used in this study, referring to previously developed questionnaires. A pilot test was conducted to evaluate the questionnaire, and based on the feedback received and identified issues, necessary revisions, and edits were made to enhance the questionnaire's quality. Subsequently, the final questionnaire was formally distributed to the target participants. To analyze the collected data, this study utilized partial least squares structural equation modeling (PLS-SEM) to allow for the evaluation of complex relationships among over-service behavior, relationship quality, and revisit intention.
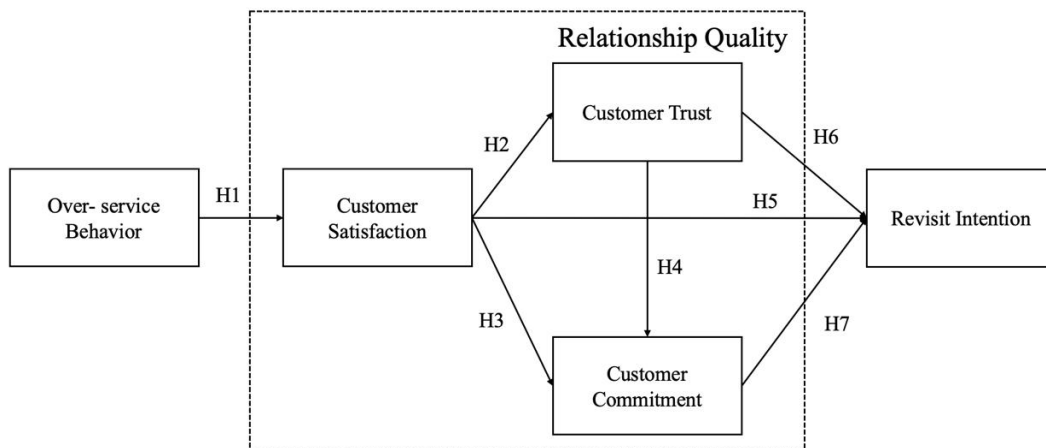
Keywords: Over-service behavior, relationship quality, revisit intention

References

[1] Baker, D. A., & Crompton, J. L. (2000). Quality, satisfaction and behavioral intentions. Annals of Tourism Research, 27(3), 785-804.

[2] Crosby, L. A., Evans, K. R., & Cowles, D. (1990). Relationship quality in services selling: an interpersonal influence perspective. Journal of marketing, 54(3), 68-81.

[3] Hennig‐Thurau, T., & Klee, A. (1997). The impact of customer satisfaction and relationship quality on customer retention: A critical reassessment and model development. Psychology & marketing, 14(8), 737-764.

[4] Lai, I. K. W. (2015). The cross-impact of network externalities on relationship quality in exhibition sector. International Journal of Hospitality Management, 48, 52-67.

[5] Morgan, R. M., & Hunt, S. D. (1994). The commitment-trust theory of relationship marketing. Journal of marketing, 58(3), 20-38.

[6] Sun, L.-H., Huang, G.-H., Sann, R., Lee, Y.-C., Peng, Y.-T., & Chiu, Y.-M. (2022). Too much service? The conceptualization and measurement for restaurant over-service behavior. Journal of Hospitality and Tourism Management, 53, 81-90. https://doi.org/10.1016/j.jhtm.2022.07.020

The Significance of Destination Fascination in Film-Induced Tourism: An Experimental Study

Azizah OMAR[1], Mazni SAAD[2] and Veenus TIWARI[3]*

[1]School of Management Universiti Sains Malaysia, Penang, Malaysia

[2]Department of Tourism International Islamic University Malaysia, Malaysia

[3]PhD Student Universiti Sains Malaysia, Penang, Malaysia

*Corresponding Email: veenust1988@gmail.com

Abstract

Tourism plays a pivotal role in economic development, necessitating effective promotion strategies as the industry expands (Wu & Lai, 2023). Destination image, shaped by potential visitors' perceptions before arrival, is a crucial aspect for destination marketing and decision-making (Ma & Li, 2020; Rellores et al., 2022). Films, as influential tools in destination marketing, have garnered attention for their potential to both attract and deter tourists (Rajaguru, 2014; Omar & Tiwari, 2021; Hong, 2021). However, despite their significant role, the exploration of destination fascination (Liu et al., 2017) within the context of tourism remains limited (Wu & Lai, 2023; Kumar, 2022; Najjarzadeh et al., 2022; Wang et al., 2020; Lee, 2023), particularly in film-induced tourism. Due to the scarcity of research on destination fascination, there is a need to explore its various dimensions within the context of film-induced tourism. Based on the attention restoration theory (Kaplan, 1995), this study aims to bridge this gap by examining the influence of destination fascination on the intention to visit destinations portrayed in movies and achieve the following objectives:

1. Investigate how movies create destination fascination.
2. Examine the impact of destination fascination on the destination image.
3. Explore how destination fascination influences the intention to visit.

Through surveying 452 participants via judgmental sampling and employing structural equation modeling, the study uncovers noteworthy correlations between the six dimensions of destination fascination and the intention to visit, mediated by the destination image. Results reveal significant associations between destination fascination dimensions and the intention to visit, mediated by the destination image. Films evoke fascination, contributing to the formation of a positive destination image. The study emphasizes the importance of understanding destination fascination in marketing strategies for tourism promotion. This study offers both theoretical and practical implications for scholars and organizations involved in destination marketing and management, enriching our comprehension of destination fascination in marketing strategies.

The current research supported the findings of the preceding studies about the participants' intentions toward future travel destinations (Jaques & Vicari, 2007). Our results suggest that destination fascination plays a major role in motivating people to have the desire to visit a certain location (Lee, 2023). This study contributes to the link between tourists' fascination with a destination and destination image. The research presented here provides theoretical support for and adds to the existing body of literature in the field of tourism studies in order to promote tourist destinations by highlighting fascinating aspects of destination placement. Understanding what motivates travelers to find fascinating content in portrayed destinations is one of the practical implications of this study. Our research offers insights into the means by which tourism marketers can expand into the media experience by understanding what drives travelers to find fascinating content in portrayed destinations. The results make it clearly evident that efforts to optimize the media and promotion of destination content via the media are both essential (Klabi, 2020; Bakan & Han, 2019). According to the results of this research, fascination is of critical relevance to the image of a location. Therefore, destination marketing organizations (DMOs) need to pay attention to media content and promote their content related to destinations using fascinating elements. This study thus advances film tourism by making it possible to understand the nested movietourist relationship and its cross-level interaction effect on place projection. While the research uncovers intriguing insights, it calls for further cross-cultural and longitudinal studies to ensure comprehensive comprehension of this dynamic relationship.

Keywords: Destination fascination, film-induced tourism, destination image, behavior intention, destination branding

References
[1] Lee, Y. J. (2023). Destination fascination, well-being, and the reasonable person model of behavioural intention in heritage tourism. Current Issues in Tourism, 1-17.
[2] Wu, X., & Lai, I. K. W. (2023). How to promote film tourism more effectively? From a perspective of self-congruity and film tourism experience. Asia Pacific Journal of Tourism Research, 28(6), 556-572.
[3] Omar, A., & Tiwari, V. (2021). The Determinants of Pre-and Post-Visitation Factors to the Movie-Induced Tourism Destination. Global Business & Management Research, 13.
[4] Kumar, S. (2022). Movie-Induced Tourism for Bollywood: Event Study-based Analysis. Event Management, 26(6), 1367-1379.
[5] Bakan, U., & Han, T. (2019). Research and Trends in the Field of Social Media from 2012 to 2016: A Content Analysis of Studies in Selected Journals. Estudios sobre el Mensaje Periodístico, 25(1).
[6] Najjarzadeh, M., Amirzade, N., & Zarch, M. R. A. (2022). Tourism brokers'perspective on turkey's image: marketing communications and subjective norms as mediators. Enlightening tourism. A pathmaking journal, 12(1), 33-69.
[7] Jaques, P. A., & Vicari, R. M. (2007). A BDI approach to infer student's emotions in an intelligent learning environment. Computers & Education, 49(2), 360-384.

[8] Kaplan, S. (1995). The restorative benefits of nature: Toward an integrative framework. Journal of environmental psychology, 15(3), 169-182.

[9] Liu, X., Li, J., & Kim, W. G. (2017). The role of travel experience in the structural relationships among tourists' perceived image, satisfaction, and behavioral intentions. Tourism and Hospitality Research, 17(2), 135-146.

[10] Ma, J., & Li, F. S. (2023). How does self-construal shape tourists' image perceptions of paradox destinations? The mediating roles of cognitive flexibility and destination involvement. Tourism Management, 95, 104664.

[11] Rajaguru, R. (2014). Motion picture-induced visual, vocal and celebrity effects on tourism motivation: Stimulus organism response model. Asia Pacific Journal of Tourism Research, 19(4), 375-388.

[12] Wang, Y. C., Liu, C. R., Huang, W. S., & Chen, S. P. (2020). Destination fascination and destination loyalty: Subjective well-being and destination attachment as

mediators. Journal of Travel Research, 59(3), 496-511.

[13] RELLORES, M. P. Y. R., ROBLES, C. B. M. A., SABANAL, C., & ESPLANADA, D. E. (2022). How vlogging promotes tourist destination image: content analysis of popular travel vlogs featuring romblon. Quantum Journal of Social Sciences and

Humanities, 3(5), 26-41.

[14] Klabi, F. (2020). To what extent do conspicuous consumption and status consumption reinforce the effect of self-image congruence on emotional brand attachment? Evidence from the Kingdom of Saudi Arabia. Journal of Marketing Analytics, 8(2), 99-117.

The Effect of Trendy Tourism on Gen Z Tourists' Impulsive Travel Intention: The Moderating Role of Fear of Missing Out

Lejia LI[1], Ziyu LUO[2], and Haoran CHEN[3]*

[1]School of Business, Macau University of Science and Technology, Macau, China

[2]School of Liberal Arts, Macau University of Science and Technology, Macau, China

[3]Faculty of Hospitality and Tourism Management, Macau University of Science and Technology

*Corresponding Email: 3220000081@student.must.edu.mo

Abstract

As the trend culture continues to gain traction, the younger tourists are drawn to exploring new travel experiences (Ateljevic, 2020). Destinations are well aware of the strong appeal that trendy tourism activities hold for young tourists. However, understanding the allure of trendy tourism remains a challenge in current research. Traditional tourism marketing like advertising and promotions are gradually losing favor with the emerging Z generation, who now place more trust in social media marketing strategies such as short videos and experiential word-of-mouth endorsements.

In this context, tourism content on social media plays a crucial role in shaping tourists' behavior by presenting them with fresh and innovative travel opportunities. This is particularly relevant in impulsive travel behavior, often driven by spontaneous impulses, curiosity, or sudden desires rather than careful planning (Yao et al., 2021). Furthermore, the fear of missing out is a common psychological phenomenon among Gen Z tourists. Trendy tourism often revolves around popular attractions, events, or travel experiences within specific time frames, making it time-sensitive and exclusive. Consequently, Gen Z tourists may experience a fear of missing out, influencing their impulsive travel intentions (Uslu & Tosun, 2023).

Therefore, this study consists of two main parts: Study 1 identifies the attributes of trendy tourism on social media through semi-structured interviews, leading to the development of a comprehensive set of measurement items. Study 2 examines the trendy tourism attribute scale through exploratory factor analysis, confirmatory factor analysis, and structural equation modeling to explore the impact of trendy tourism on impulsive travel intentions among Gen Z tourists, while also validating the moderating role of the fear of missing out. Ultimately, this study aims to address the following research questions: (a) What components and measurement items constitute the attributes of trendy tourism? (b) Does the content of trendy tourism on social media influence the impulsive travel intentions of Gen Z tourists?

Through empirical research, this study will construct and validate a reliable and valid social media trendy tourism attribute scale. The findings are set to enhance scholarly understanding of Gen Z tourists' impulsive travel behavior within the context of trendy tourism, enriching existing literature. Additionally, the study will provide

valuable insights for tourism businesses and destination authorities, aiding in attracting a greater number of young tourists.

Keywords: Trendy tourism, Impulsive travel, FoMO, Gen Z

References

[1] Ateljevic, I. (2020). Transforming the (tourism) world for good and (re) generating the potential 'new normal'. *Tourism Geographies*, *22*(3), 467-475.

[2] Uslu, A., & Tosun, P. (2023). Examining the impact of the fear of missing out on museum visit intentions. *Journal of Hospitality & Tourism Research*, 10963480231168608.

[3] Yao, Y., Jia, G., & Hou, Y. (2021). Impulsive travel intention induced by sharing conspicuous travel experience on social media: A moderated mediation analysis. *Journal of Hospitality and Tourism Management*, *49*, 431-438.

From Luxury Brands to Luxury Branded Hotels: Identifying the Components of Luxury Branded Hotel Personality

Ziyu LUO[1], Lejia LI[2], and Haoran CHEN[3]*

[1]School of Liberal Arts, Macau University of Science and Technology, Macau, China

[2]School of Business, Macau University of Science and Technology, Macau, China

[3]Faculty of Hospitality and Tourism Management, Macau University of Science and Technology

*Corresponding Email: 3220000081@student.must.edu.mo

Abstract

Luxury branded hotels, as an extension of the luxury brand, embody the values and image of the brand, serving as pivotal venues for consumers to immerse themselves in a luxurious lifestyle (Yang & Mattila, 2017). Given the expanding market and escalating competition in the luxury branded hotel industry, comprehending consumers' perceptions and emotional responses towards these establishments is imperative for brand establishment and market competitiveness. Previous research indicates that brand personality forms an emotional bond between consumers and brands, reflecting the brand's values and positioning (Sung & Kim, 2010). However, the existing literature on the luxury branded hotel personality is limited, lacking a systematic theoretical framework and empirical analysis.

Therefore, this study aims to (a) delve into the components of luxury branded hotel personality to gain profound insights into consumers' perceptions and emotional connections with luxury branded hotels. Concurrently, (b) this study will investigate the influence of brand love on perceived luxury branded hotel personality, brand prestige, and loyalty. By scrutinizing consumers' perceptions and evaluations of luxury branded hotels, the components of perceived luxury branded hotel personality can be unveiled, aiding luxury branded hotels in comprehending consumer service expectations and brand image, thereby enhancing service quality and brand recognition.

In terms of research methodology, customers who have visited luxury branded hotels in the last six months will be invited as respondents. The study will initially explore customers' perceptions of luxury branded hotel personality through semi-structured interviews, derive diverse scales and measurement items from the interview findings, and subsequently conduct exploratory factor analysis of perceived luxury branded hotel personality in the quantitative phase, leading to item purification. Confirmatory factor analysis and structural equation modeling will be used to conduct model fit, reliability, validity, and hypothesis tests.

Theoretically, this study elucidates the intrinsic mechanism of customer transition from luxury brands to luxury branded hotels, contributing to the literature on brand personality in luxury branded hotels. Practically, by identifying and analyzing luxury branded hotel personality, this study can offer valuable market insights and

development recommendations for the luxury branded hotel industry, assisting the luxury branded hotel industry in understanding consumer needs and behaviors, optimizing service strategies and brand marketing, and bolstering brand competitiveness and market positioning.

Keywords: Brand love, Luxury branded hotel personality, Brand prestige, loyalty

References

[1] Sung, Y., & Kim, J. (2010). Effects of brand personality on brand trust and brand affect. *Psychology & Marketing*, *27*(7), 639-661.

[2] Yang, W., & Mattila, A. S. (2017). The impact of status seeking on consumers' word of mouth and product preference—A comparison between luxury hospitality services and luxury goods. *Journal of Hospitality & Tourism Research*, *41*(1), 3-22.

Understanding Chinese Seniors' Food Experiences: An Optimal Distinctiveness Theory Perspective

Jing LIU[1], Wenjie TANG[2]* and Fengkexin FANG[2]

[1]Assistant Professor, Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Macau, China

[2]Master's Degree Student, Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Macau, China

*Corresponding Email: 382502637@qq.com

Abstract

In the background of the growing importance of the elderly consumer market worldwide, this paper focuses on the dining expressive behaviors of Chinese seniors through the lens of optimal distinctiveness theory (ODT), exploring and investigating how the elderly define their identity, and how their need for inclusion and uniqueness influence their satisfaction with food-related life, this study also uses social exclusion as an external influencing factor to explore its impact on elderly expressive behaviors. We innovatively found that the assimilation needs of elderly consumers' dining behavior are reflected through self-presentation behaviors, while the differentiation needs are reflected through self-expression behaviors, this is an important supplement and extension of the optimal uniqueness theory. Previous studies mainly focused on elderly dining-out motivation, dining preferences, and dining decision-making, there is a shortage of research on their expressive behaviors in dining scenarios and how these behaviors affect their satisfaction. It addresses the research gap in the literature concerning the dining and expressive behaviors of the elderly in the cultural background of China. In a mixed-methods study, the research combines qualitative and quantitative surveys among Chinese elderly aged 60 and above. Semi-structured interviews were used to explore the psychological mechanisms and expressive behaviors of the elderly in the dining scenarios. After coding research based on the interview information of 15 interviewees, six related concepts were extracted, including face, self-presentation, narcissistic personality, self-expression, satisfaction with food-related life, and social exclusion. The subsequent quantitative research used the questionnaire to collect data and then used software such as SPSS26, Amos26, and Process4.2 to analyze and process the data. The study found that the face trait of the elderly promotes their self-presentation to meet the needs of group norms and inclusivity, while the narcissistic personality trait encourages them to express their true subjective to obtain a sense of self and differentiation needs, and both expressive behaviors help elderly gain satisfaction with food-related life. The study also found that contrary to mainstream beliefs, social exclusion did not inhibit the expressive behavior of the elderly. Instead, the elderly strengthened their expressive behavior to maintain social connections and uniqueness. The study contributes to the

understanding of the elderly expressive behavior mechanism, particularly within the dining behavior, emphasizing the importance of meeting the different needs and preferences of the elderly. This research not only sheds light on the potential market within China's aging society but also offers practical experiences for businesses, practitioners, and academics that aim to promote the dining experiences of senior citizens, ultimately fostering their social well-being and satisfaction.

Towards Darkness or Staying in the Light: The Moderating Role of Employee Altruism Value in the Coping Styles for Workplace Incivility

Shiyu ZENG[1], Yu CAO[1], Xuewen PENG[1] and Juan TANG[2]

[1]Postgraduate Student, Faculty of Hospitality and Tourism Management, Macau University of Science & Technology, Avenida Wai Long, Taipa, Macau SAR

[2]Associate Professor, Faculty of Hospitality and Tourism Management, Macau University of Science & Technology, Avenida Wai Long, Taipa, Macau SAR

Abstract

Workplace incivility is a significant issue that can cause substantial losses for individuals and organizations (Porath et al., 2015). There have been numerous studies exploring workplace incivility (Schilpzand et al., 2016), primarily focusing on employee well-being, job satisfaction, and organizational loyalty (Cortina et al., 2001; Caza & Cortina, 2007; Porath & Pearson, 2013). However, few studies have examined the influence of employees' altruistic values on their reactions to workplace incivility. Therefore, this study aims to examine the impact of incivility behaviors from supervisors, coworkers, and customers on employees, as well as the moderating effect of altruistic values on employees' behavioral responses. Based on this, the following research questions are proposed: (1) Do hotel employees, when facing workplace incivility, experience workplace ostracism and engage in service sabotage or prosocial service behaviors? (2) Among incivility behaviors from supervisors, coworkers, and customers, which one is more likely to elicit employees' workplace ostracism? (3) How does altruistic value moderate employees' behavioral responses in the workplace incivility?

The Conservation of Resources Theory suggests that when individuals experience resource loss (e.g., self-esteem), they may develop negative emotions and engage in aggressive and irrational behaviors to induce changes in the stressor (Hobfoll et al., 2018; Wright & Hobfoll, 2004). However, empirical evidence has shown that individuals, when experiencing resource loss, may engage in investment behaviors to protect their resources (e.g., organizational citizenship behavior, good performance) (Halbesleben & Bowler, 2007; Hobfoll, 2001). When employees face workplace incivility and experience resource loss, it is worth exploring how this psychological state of workplace ostracism influences their work behaviors. This study will distribute questionnaires to hotel employees over a period of six weeks, with an expected distribution and collection of 300 questionnaires. Administering three phrases to collect data. In the first stage, employees served as respondents to assess workplace incivility behaviors from supervisors, coworkers, and customers. In the second stage, the same employees evaluated the occurrence of workplace ostracism following the experience of incivility. In the third stage, employees assessed the occurrence of service sabotage and prosocial behavior, as well as the influence of

altruistic values. To alleviate Common Method Bias (CMB), the research employed temporal and spatial separation during the questionnaire measurement process, and several items will be designed to have opposite meanings.

Theoretically, this study contributes to advancing our understanding of how individual values influence workplace behavior, providing a solid theoretical foundation for managing and intervening in workplace incivility. Moreover, this research emphasizes the crucial role of individual values in protecting personal resources, thereby enriching the Conservation of Resources Theory. Practically, comprehending the moderating effect of employees' altruistic values on their response to workplace incivility can offer valuable strategies for organizations to effectively address such behavior. This understanding can also aid in fostering a moral climate within the workplace and implementing impactful employee training programs.

Keywords: Workplace Incivility, Prosocial service, Service sabotage, Altruistic value, Conservation of resources theory
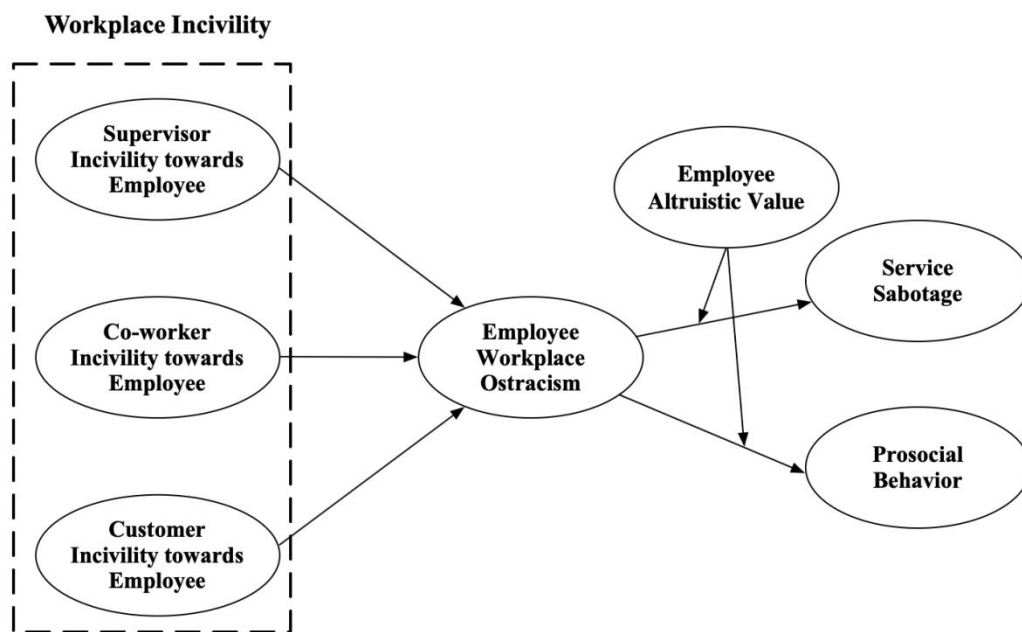
Figure. Research Model

References

[1] Abubakar, A.M. and Arasli, H. (2016), Dear top management, please don't make me a cynic: intention to sabotage, *Journal of Management Development*, 35(10), 1266-1286.

[2] Chen, C., Zhang, Z., & Jia, M. (2020). Effect of stretch goals on work–family conflict: Role of resource scarcity and employee paradox mindset. *Chinese Management Studies*, *14*(3), 737–749.

[3] Cheng, B., Guo, G., Tian, J., & Shaalan, A. (2020). Customer incivility and service sabotage in the hotel industry. *International Journal of Contemporary Hospitality Management*, 32(5), 1737–1754.

[4] Halbesleben, J. R., & Bowler, W. M. (2007). Emotional exhaustion and job performance: the mediating role of motivation. *Journal of applied psychology*, *92*(1), 93.

[5] Hobfoll, S. E. (2001). The influence of culture, community, and the nested-self in the stress process: Advancing conservation of resources theory. *Applied psychology*, *50*(3), 337-421

[6] Hobfoll, S. E., Halbesleben, J., Neveu, J. P., & Westman, M. (2018). Conservation of resources in the organizational context: The reality of resources and their consequences. *Annual review of organizational psychology and organizational behavior*, *5*, 103-128.

[7] Kadić-Ma glajlić, S., Lages, C. R., & Temerak, M. S. (2024). Dual perspective on the role of xenophobia in service sabotage. *Tourism Management*, *101*, 104831.

[8] Porath, C. L., Gerbasi, A., & Schorch, S. L. (2015). The effects of civility on advice, leadership, and performance. *Journal of Applied Psychology*, *100*(5), 1527.

[9] Schilpzand, P., De Pater, I. E., & Erez, A. (2016). Workplace incivility: A review of the literature and agenda for future research. *Journal of Organizational behavior*, *37*, 57-88

[10] Vasconcelos, A. F. (2020). Workplace incivility: a literature review. *International Journal of Workplace Health Management*, *13*(5), 513-542.

[11] Viotti, S., Essenmacher, L., Hamblin, L. E., & Arnetz, J. E. (2018). Testing the reciprocal associations among co-worker incivility, organisational inefficiency, and work-related exhaustion: A one-year, cross-lagged study. *Work and Stress*, *32*(4), 334–356.

[12] Wright, T. A., & Hobfoll, S. E. (2004). Commitment, psychological well-being and job performance: an examination of conservation of resources (COR) theory and job burnout. *Journal of Business & Management*, *9*(4).

[13] Zhou, Z. E., Che, X., & Rainone, N. A. (2021). Workplace ostracism and employee prosocial and antisocial organizational behaviors. *Workplace Ostracism: Its Nature, Antecedents, and Consequences*, 133-157.

The Power of Words: Exploring the Role of Workplace Friendship in Positive Gossip Spread

Yihe WANG[1] and Su Ying PAN[1]

[1]Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Avenida Wai Long, Taipa, Macau SAR

Abstract

When discussing "gossip" and "workplace gossip", early organizational research primarily assumed that gossip is malicious talk, violating organizational norms and even threats to the organization (Bai et al., 2020; Brady et al., 2017). However, this negative viewpoint may be incomplete. Specifically, Brady et al. (2017) stated that workplace gossip is not solely malicious but can be either positive or negative. Gradually, recent literature has adopted a more neutral perspective on workplace gossip. In the organizational settings, workplace gossip is almost unavoidable, serving as an extensive informal channel for information exchange that extends beyond formal information communicating (Dai et al., 2022). Therefore, workplace gossip plays a significant role in organizational social networks. Notably, workplace gossip is also prevalent in the hospitality industry. Hotel employees often face the challenge of providing round-the-clock service, working irregular shifts, and frequent face-to-face interactions with guests, leading to high level of work stress, thus gossiping with their colleagues, supervisors and friends can be a convenient way to vent emotions and adjust their mindsets (Li et al., 2023).

During the process of gossip discussion, three parties are involved: the gossiper, the gossip receiver (gossip listener), and the gossip target. In existing gossip literature, most studies exploring the behavioral outcomes of positive or negative workplace gossip on gossipers or gossip target (Bai et al., 2020; Cheng et al., 2023; Dai et al., 2022; Lian et al., 2023; Ye et al., 2019). However, there is insufficient research that specifically examines how employee relationships influence the gossip discussion process. Therefore, this study aims to investigate the role of workplace friendships between gossipers and gossip targets in facilitating the positive spread of workplace gossip. And by applying social identity theory, we argue that organizational identification may mediate the relationship between the positive workplace gossip and the in-role performance and extra-role performance of gossip target. Additionally, this study suggests that gossip receivers (listeners) may play a moderating role in the spread of workplace gossip. Thus, the third-person effect theory was employed to explore whether envy among gossip receivers (listeners) moderates the gossip targets' organizational identification and has an impact on their in-role and extra-role performance.

Anticipated Research Methodology: The anticipated research methodology for this study uses a quantitative research method, aiming to collect over 500 valid online questionnaires from hotel employees in Mainland China. The collected data will be analyzed by Mplus to examine the model presented in Figure 1 and test the formulated hypotheses.

Anticipated Contributions: In terms of anticipated contributions, this study is expected to provide a theoretical contribution to the gossip-related literature by adopting a unique perspective and utilizing social identity theory and third-person effects theory to investigate the phenomenon of gossip within the hospitality industry. Furthermore, in practical terms, considering the inevitability of workplace gossip, exploring ways for organizations and hotel managers to intervene and support hotel employees is a practical and meaningful direction to consider.
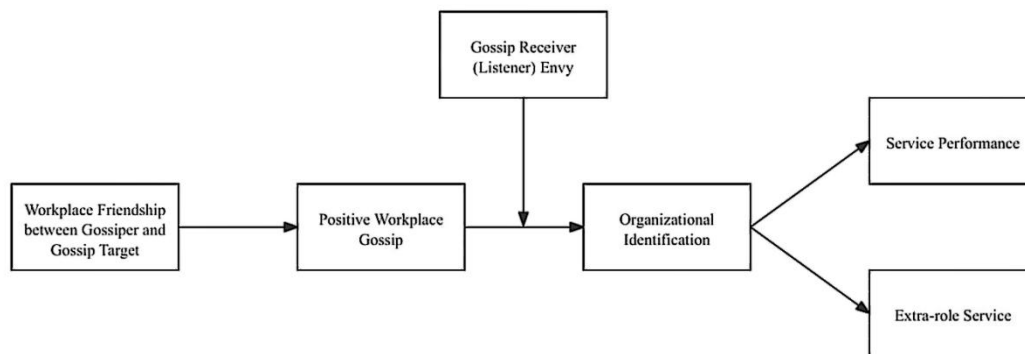
Figure 1. Research model

Keywords: Positive workplace gossip, Workplace friendship, Organizational Identification, Envy, Service Performance, Extra-role Service

References

[1] Bai, Y., Wang, J., Chen, T., & Li, F. (2020). Learning from supervisor negative gossip: The reflective learning process and performance outcome of employee receivers. Human Relations, 73(12), 1689-1717.

[2] Brady, D. L., Brown, D. J., & Liang, L. H. (2017). Moving beyond assumptions of deviance: The reconceptualization and measurement of workplace gossip. Journal of applied Psychology, 102(1), 1.

[3] Cheng, B., Peng, Y., Tian, J., & Shaalan, A. (2023). How negative workplace gossip undermines employees' career growth: from a reputational perspective. International Journal of Contemporary Hospitality Management.

[4] Dai, Y., Zhuo, X., Hou, J., & Lyu, B. (2022). Is not workplace gossip bad? The effect of positive workplace gossip on employee innovative behavior. Frontiers in Psychology, 13, 1017202.

[5] Li, P., Huang, Z., Wang, R., & Wang, S. (2023). How does perceived negative workplace gossip influence employee knowledge sharing behavior? An explanation from the perspective of social information processing. International Journal of Hospitality Management, 113, 103518.

[6] Lian, H., Li, J. K., Pan, J., Du, C., & Zhao, Q. (2023). Are gossipers looked down upon? A norm-based perspective on the relation between gossip and gossiper status. Journal of applied Psychology, 108(6), 905.

[7] Ye, Y., Zhu, H., Deng, X., & Mu, Z. (2019). Negative workplace gossip and service outcomes: An explanation from social identity theory. International Journal of Hospitality Management, 82, 159-168.

Assertive or Non-Assertive? How Self-Concept Clarity Influences Customers' Responses to Advertisement in Service Environment

Luqi WANG[1], Ye CHEN[2*], Yuanyi XU[3] and Zhibin LIN[4]

[1]Nankai University, Tianjin, China, Research interests: consumer behavior and psychology

[2]Nankai University, Tianjin, China, Research interests: consumer behavior and psychology, Research interests: destination marketing and service marketing

[3]Durham University, Durham, England, Research interests: consumer behavior

[4]Durham University, Durham, England, Research interests: consumer behavior and service marketing

*Corresponding Email: chenye@nankai.edu.cn

Abstract

The effectiveness of assertive ads in promoting service-based businesses is not well understood, despite the prevalence of assertive advertisements. This study suggests whether assertive advertisements are effective in service environment depends on customers' self-concept clarity (SCC). In five studies spanning various service contexts including hotel accommodation, restaurants, and destinations, the findings reveal that customers with high SCC resonate more with assertive messaging, while those with low SCC prefer a gentler approach. This is because customers are motivated to verify their self-concepts. In addition, customers' brand perception also plays a moderating role. For competence or neutrul brands, customers with high SCC prefer assertive ads, while those with low SCC do not. For warmth or neutrul brands, the opposite is true. The findings contribute to the understanding of the interplay between SCC, self-verification motives, and brand perception in service enviornment context, offering valuable insights for marketers seeking to develop more effective campaigns.

Keywords: Service advertisements, Self-concept clarity, Self-verification, Assertive ads

Can Smell Motivate Consumer Behaviors? An Application of Sensory Marketing Techniques in Menu Design

Michael Man Him IP, and Robin CHARK

Faculty of Business Administration and Centre for Cognitive and Brain Sciences, University of Macau

Abstract

"I can smell a rat.". Observant people may intuitively recognize a suspicious situation, but I doubt whether they can literally smell the rat. Yet, people can always remember the scents of food and beverages that they are familiar with, such as coffee, a fast-food restaurant or the snack bar next to their apartment. Buck (2005), whose study was granted a Nobel prize in 2004, reported that humans' ability to recognize different smells is encoded in our genes. Krishna, Cian & Sokolova, (2016) define olfactory advertising as one of the components in sensory marketing. Although research on scent has been developed in the fields of basic sciences, psychology and marketing (Krishna, 2012), its application in restaurants as menu design element has not been discovered in the recent review of menu design (Ip & Chark, 2023). To fill the abovementioned research gap, this study attempts to investigate the effect of scent on consumer behaviors in the context of menu design.

The theoretical framework of this study is first based on the dual coding theory (Paivio, 1971). Specifically, we hypothesize that scents as menu design elements can be considered as a non-verbal input in consumers' cognitive system, which can unobtrusively involve consumers more during information processing (e.g., reading menus). Furthermore, we propose a two-sided argument that employing multiple sensory elements to promote a single item (e.g., photo of chocolate cake, words of chocolate cake and chocolate scent) may trigger cognitive overload (Mayer & Moreno, 2010) and habituation effect (Krishna, 2012) due to sensory-specific satiation, which may lead to a negative effect on consumer responses. On the other hand, consumer responses may be positively affected by the sensory congruity that is elicited by the multiple sensory elements. Whether the effect is positive or negative, we further propose that the consumers' need for cognition (Cacioppo & Petty, 1982) may interact with it. In particular, consumers with a high need for cognition may have less opportunity to reach satiation status than those with a low need for cognition because the former can process the information more fluently.

This study employs multiple consumer responses as dependent variables, which include physiological, self-reported and behavioral measures, to detect the effect of scent in a menu design context on consumer behaviors. From a neuroscientific perspective, behavioral responses that require decision-making are complexly involved in the areas of the brain that facilitate emotion (e.g., amygdala) and memory (e.g., hippocampus) (Gupta, Koscik, Bechara and Tranel, 2011). These findings echo the Simulus-Organism-Response (S-O-R) model (Mehrabian & Rusell, 1974) that

stimuli induce inner changes (e.g., physiological reactions, attitudes, intentions), which in turn, facilitate behavioral responses.

Overall, this study investigates the mentioned hypotheses through a 2 (olfactory advertising: present vs. absent) x 3 (information for the particular menu item: control, relevant and irrelevant) between-subjects design experiment, which employs eye-tracking and skin conductance techniques to capture physiological data, self-reported attitudinal and intention measurement and actual consumption of the food item related to the olfactory advertising to represent consumer responses.

Keywords: Olfactory advertising, Menu design, Physiological measures, Consumer behaviors, Experiment, Sensory-specific satiation and congruity

The Study of the Impact of Integrated Marketing Communication on Hotel Brand Equity

Chen YANG and Fang HONG

[1]Faculty of Hospitality and Tourism Management, Macau University of Science and Technology

Abstract

In today's world, the rapid economic development and the boom in the tourism industry have led to the inadequacy of the existing marketing and communication methods to meet the increasing demands of the tourism industry. In this context, scholars have integrated and innovated the traditional marketing methods, integrating the marketing activities of enterprises in various channels. This strategy is based on the perspective of consumer needs, presenting the marketing content of enterprises to consumers through a whole, forming today's integrated marketing communication. Due to the late birth of this emerging marketing theory, the relationship between it and brand equity has not been systematically summarized in detail, and most of the research has focused on the concept and theory of integrated marketing communication. Therefore, the purpose of this paper is to examine in detail the relationship between integrated marketing communication and hotel brand equity by analyzing the functionality of integrated marketing communication and quantifying its impact on the three main components of hotel brands: brand image, perceived quality, and brand loyalty.

Unlike previous studies, this paper adds the moderating variable of advanced ICT perception level to the four variables (IMC, brand image, perceived quality, and brand loyalty) of the main study to further enhance the accuracy of the data. A total of seven hypotheses were formulated in this study, and 260 valid questionnaires were distributed and collected. The data were analyzed and verified using SPSS software, and the results showed that all seven hypotheses proposed in the paper were valid.

The results of this study show that there is a positive correlation between the degree of integrated marketing communication and the brand equity of a hotel, and the higher the degree of integrated marketing communication, the more valuable the brand equity is.

Keywords: Integrated marketing communications, Hospitality industry, Brand equity

The Impact of Conspicuous Behavior of Middle-Aged Tourists during Family Travel: The Moderating Role of Self-Construal

Xiwen LU[1] and Jing LIU[2]

[1]Master student of Hotel Management, Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Macau, China

[2]Assistant Professor, Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Macau, China

Abstract

During the post-pandemic era, the tourism market has gradually regained vitality. Tourism companies need to explore new markets to recover to pre-pandemic levels. As the main consumer force in society, middle-aged people are a large potential customer group in the tourism market. However, there is relatively little research on middle-aged tourists in the current tourism field. Family tourists are one of the largest consumer groups in the tourism market, although a large amount of research in the tourism field has focused on tourism behavior, there has been relatively little attention paid to group travelers such as family tourists, especially middle-aged tourists. The concept of "conspicuous consumption" was first introduced by Thorstein Veblen in his *The Theory of the Leisure Class* in 1899. Today, academic research on conspicuous consumption is mostly concentrated in the luxury goods industry. Conspicuous behavior is more likely to occur among middle-aged people, who hope to showcase their success in their career and life through conspicuous behavior. Self-construal refers to the way individuals perceive and define themselves in relation to others. It can be classified into two broad categories: independent self-construal and interdependent self-construal. This study explores its moderating role in the impact of conspicuous behavior during family tourism.

Integrating self-enhancement theory and self-transcendence theory, this study constructs a framework focusing on the conspicuous behavior of middle-aged people in family tourism. The conspicuous behavior is divided into online and onsite aspects. Online conspicuous behavior is directed towards friends on social media sites (e.g., WeChat) during family travel. Onsite conspicuous behavior is directed towards other tourists onsite during family travel. This study investigated the short-term and long-term impacts of conspicuous behavior among middle-aged tourists in family tourism on their well-being. Previous studies on conspicuous behavior have been negative, undesirable behavior. However, this study proposes that conspicuous behavior may exert a positive impact on travel and daily life experiences of middle-aged families.

This study adopts a mixed research method by first conducting qualitative research through semi-structured interviews and then conducting quantitative research through questionnaire surveys. The purpose of this study is to combine the concept of conspicuous behavior with family tourism for middle-aged people, explore the impact of conspicuous behavior in family tourism for middle-aged tourists, and fill the

research gap in this field. This study has made a few theoretical contributions: (1) Fill the research gap in the conspicuous behavior of middle-aged tourists in family tourism, and suggest future research on middle-aged tourist behavior; (2) Enrich research on conspicuousness in the tourism field; (3) Almost for the first time, tourism-related attitude and behavior of middle-aged people have been explicitly investigated in family tourism research, thus expanding the scope of family tourism research. The practical implications have also been discussed.

Keywords: Family travel, Middle-aged tourist, Conspicuous behavior, Self-construal

Research on the Competitiveness Evaluation of Macao Educational Tourism from the Perspective of Holistic Tourism—Based on the VRIO Model

Yaqi LUAN and Fang HONG

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

Abstract

With the rapid development of China's economy, the tourism industry is also continuously evolving and innovating. Holistic tourism, as one of the primary forms of current tourism development, focuses on considering the administrative region encompassing the tourist destination as a single entity. Within this area, all industries and residents participate in tourism activities together with visitors, making full use of the attractions of the tourist destination to provide tourists with all-process and all-time tourism products, fully meeting the comprehensive experience needs of tourists. Educational tourism has become one of China's most popular tourism forms and a new growth area in the nation's tourism industry development, particularly after the Ministry of Culture and Tourism was established in 2018 following the reform of the State Council's institutions. Developing educational tourism from the perspective of holistic tourism can effectively extend the spatial and temporal boundaries of study tourism, meet the multi-level, multi-time period, and comprehensive demands of educational tourism on tourist destinations, thus more comprehensively and deeply fulfilling the development requirements of educational tourism. In order to better promote the development of educational tourism, researching its competitiveness is crucial. Constructing a educational tourism competitiveness evaluation system can not only facilitate a quantitative assessment of its competitiveness, but also enable the formulation of targeted optimization strategies for such tourism destinations. Therefore, the purpose of the research in this paper is firstly to construct an evaluation indicator system for the competitiveness of educational tourism from the perspective of holistic tourism, and secondly to evaluate the competitiveness of educational tourism destinations through this evaluation system. This study focuses on Macau's educational tourism, employing literature review methods to identify key indicators of competitiveness in this area. Through expert interviews, a VRIO theory-based educational tourism competitiveness evaluation indicator system was established from the perspective of holistic tourism, including 4 primary indicators, 12 secondary indicators, and 46 tertiary indicators. The weights of all indicators in this system were determined using the Analytic Hierarchy Process (AHP), and finally, the current state of Macau's educational tourism competitiveness was determined through a fuzzy comprehensive evaluation by experts. The construction of the educational tourism competitiveness evaluation indicator system not only provides new methods and ideas for the development of Macau's educational tourism but also offers a theoretical basis and reference value for the development of other educational tourism destinations.

The Development Prospects of Medical Tourism in Guangdong-Macao In-Depth Cooperation Zone in Hengqin: An Assessment of Barriers from the Perspective of Practitioners

Yiwen HU, Meishan ZHOU, Yuanshu TIAN*, Yixuan JIAO and Qi LIU

Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Macau SAR, The People's Republic of China

*Corresponding Email: hildersmagic888@outlook.com

Abstract

Medical tourism is a service complex with the theme of medical care, disease treatment, rehabilitation and recuperation, combined with the tourism industry. It has promoted the diversified development of destination economies. Recognizing the positive economic impact of medical tourism, many Asian regions have begun to focus on developing their own medical tourism industries to attract medical tourists by training medical professionals, improving the quality of services, and optimizing the treatment environment.

As a key area for the development of Guangdong and Macau, In-Depth Cooperation Zone in Hengqin is considered a potential destination for medical tourism. In 2023, the Macau government emphasized the necessity of promoting the construction of the health industry in this area. At present, there are over 4000 registered related enterprises in the region, covering medical services, health and other fields. However, the barriers to the development of medical tourism in this region still need to be further explored.

This paper aims to explore the relevant factors affecting medical tourism in In-Depth Cooperation Zone. In this study, 14 practitioners from the medical and tourism industries in Macau and Zhuhai were selected as representatives to participate in the interview. Their opinions were analyzed through content analysis. The results indicate that government regulation, resource structure, industry operation system, market size, talent reserve, medical service level, and drug and device transportation are the main barriers to the development of medical tourism in the In-Depth Cooperation Zone. Several strategies to eliminate these barriers are suggested, such as developing a comprehensive regulatory system for the medical tourism industry in the region, training and attracting high-level medical technical talents and nursing staff, and deepening project cooperation between Macau and Zhuhai to realize the brand effect of medical tourism.

This study concludes the barriers to the development of medical tourism in Hengqin In-Depth Cooperation Zone and fills the academic gaps in the development prospects of related industries in this area. Meanwhile, the study provides suggestions for the construction of medical tourism industry in this region, which has valuable references.

Keywords: Medical tourism, Barriers, Hengqin, In-Depth Cooperation Zone

The Impact of Video Perception on Tourists' Behavioral Intention to Consume Insects

Jiru ZHANG

Macau University of Science and Technology

Abstract

Currently, around 2 billion people worldwide consume approximately 1,900 species of insects, such as grasshoppers, crickets, and cicada larvae, as part of their dietary culture. Entrepreneurs and chefs from around the world are also developing new methods to use edible insects to create delicious dishes for their customers (Van Huis et al., 2013). Despite nearly 2 billion people consuming insects, a large portion of the population remains unwilling to try them. Fernández-Ruiz, Claret, and Chaya (2013) conducted a survey and found that food fear is a primary reason people are hesitant to try novel foods, especially insects, which can evoke feelings of fear and disgust in consumers. Additionally, in some Southeast Asian countries, the concept of consuming insects is still unfamiliar, and the idea is often viewed negatively due to the negative connotations associated with insects as food, such as being "dirty, unhygienic, and disease carriers." For those without a cultural background of consuming insects, even the thought of eating them can trigger fear (Uematsu, Koga, Mitsuhashi, & Ushimaru, 2010). Therefore, the fundamental challenge in promoting insect consumption is to reduce perceived risks and effectively provide accurate information about consuming insects.

However, Hwang and Choe (2020) believe that tourists who frequently encounter information about insects may gradually reduce their fear of novel foods. Therefore, to mitigate consumers' food fears, insect restaurant owners need to continually promote insect consumption, emphasizing its benefits so that tourists become more familiar and less fearful. Reducing negative perceptions and increasing acceptance of alternative food sources like insects can be achieved through education and marketing about the value of insects as a food source (Yen, 2009). However, adventurous individuals view insect consumption with a different attitude, and several issues related to existing entomological research have been identified.

Firstly, many studies on entomophagy are conducted from a nutritional or quality control perspective (Van Huis et al., 2013). Secondly, the lack of research from a psychological perspective on consumer perception is a limitation, hindering practitioners from fully understanding their needs. The situation in foreign countries differs from China, where the focus is on environmental aspects. There are limited studies conducted from the consumers' perspective, such as themes related to consumers' preferences or acceptance of edible insect products (Van Huis et al., 2013). Additionally, in this era of video content, there is an abundance of food-related or "dark cuisine" videos, such as "Bizarre Foods" and "Life on a Stick". It raises the question of whether tourists' perceptions will change and they will be willing to taste insect food.

Exploring the Impact of Hotel Sustainable Measures on Consumer Responses

Zhuoli ZHAO, Jiarong PENG, Donghao BAO, Jing YU*

Macau University of Science and Technology, Avenida Wai Long, Taipa, Macau SAR, China

*Corresponding author: Dr. Yu Jing

yujing@must.edu.mo

ORCID: 0000-0002-6324-4729

Abstract

The implementation of the 17 Sustainable Development Goals (SDGS) on a global scale has attracted great attention to the sustainable behavior of enterprises in various industries around the world (Rosati, F., & Faria, L. G. D, 2019) . From the perspective of leisure tourism, the hospitality industry is a crucial pillar(Sainaghi, R., 2010). The main focus of this study was to investigate consumer attitudes towards hotels implementing sustainability measures. The sustainability measures discussed in this article focus on the use of disposable items in hotel rooms, food & beverage sustainability, and the application of environmentally friendly materials in hotel design. By designing an interactive questionnaire to examine the psychological perception of consumers in selected hotels, this study aims to assess the feasibility of promoting the above sustainable hotel behaviors. Finally, suggestions and conclusions are provided for practitioners in the hospitality industry.
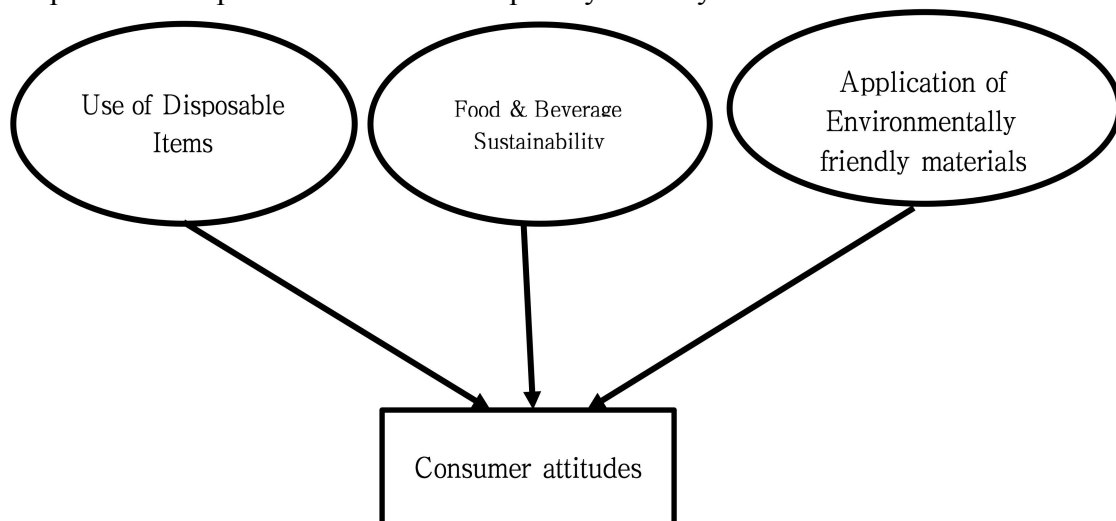
Reaserch Roadmap
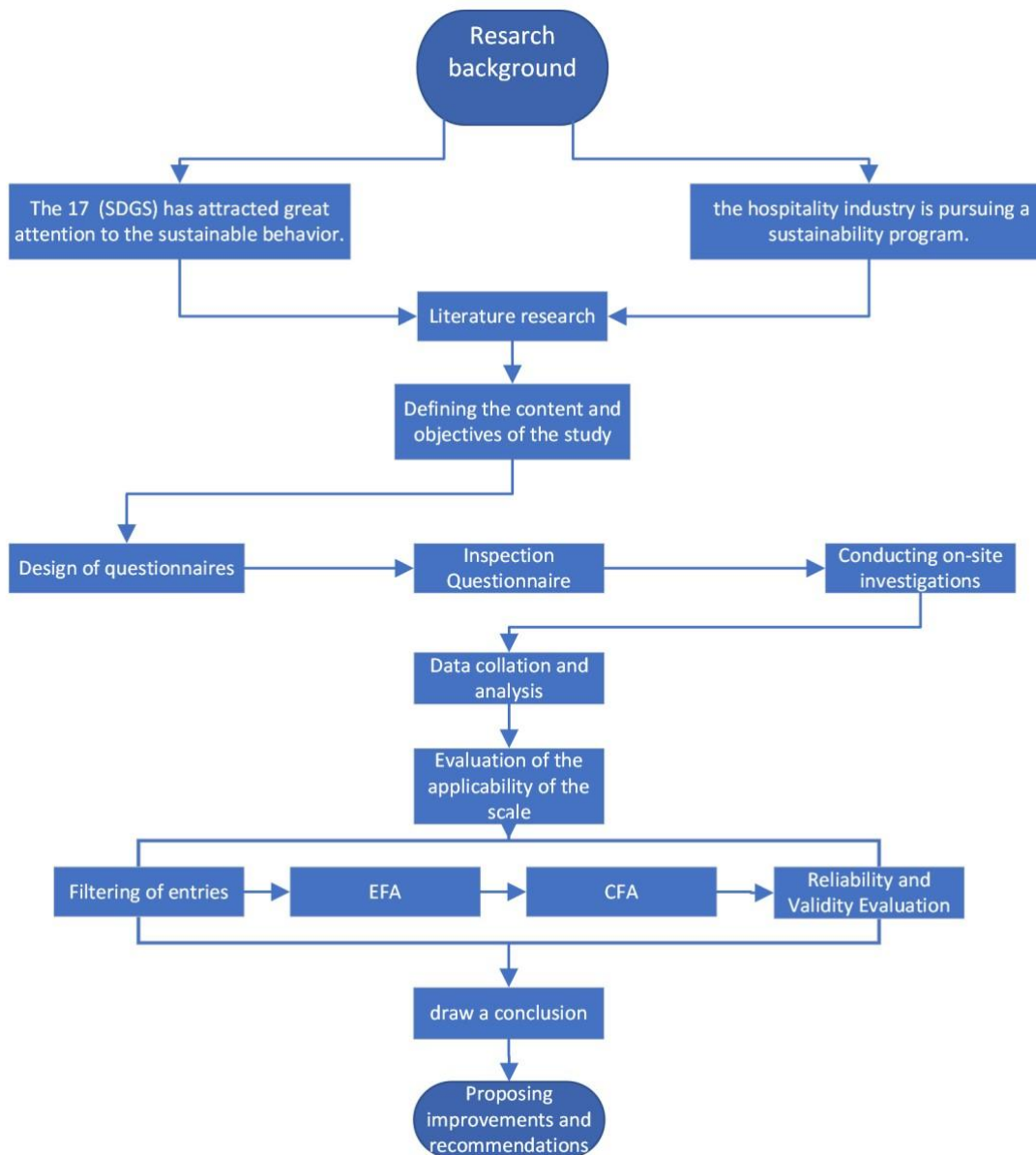
Reference

[1] Garnett, T. (2013). Food sustainability: problems, perspectives and solutions.

Proceedings of the Nutrition Society, 72(1), 29 – 39. DOI:10.1017/S0029665112002947

[2] Rosati, F., & Faria, L. G. D. (2019). Business contribution to the Sustainable Development Agenda: Organizational factors related to early adoption of SDG reporting. Corporate Social Responsibility and Environmental Management, 26(3),

588-597. https://doi.org/10.1002/csr.1705

[3] Sainaghi, R. (2010), "Hotel performance: state of the art", International Journal of Contemporary Hospitality Management, 22(7), pp. 920-952. https: //doi.org/10.1108/09596111011066617

[4] Songhong Chen & Jian Ming Luo (2021). Assessing barriers to the development of convention tourism in Macau, Cogent Social Sciences, 7(1), 1928978, DOI: 10.1080/23311886.2021.1928978

Emotional Solidarity between Tourists and Residents: Findings from a Mixed-Methods Approach

Jing LI[1], Chenxi WANG[2], Heesu HAN[3] and Chao LIU[4*]

[1]Ph.D., Assistant Professor, Department of Hospitality and Retail Management, Texas Tech University

[2]MSc student, Macau University of Science and Technology

[3]Ph.D. student, Department of Hospitality and Retail Management, Texas Tech University

[4]Ph.D., Assistant Professor (Corresponding Author), Macau University of Science and Technology

*Corresponding Email: liuchao@must.edu.mo

Abstract

Tourist-resident interaction in rural tourism destinations is characterized by a dynamic and multifaceted relationship that plays a pivotal role in shaping tourists experiences (Aleshinloye, 2020). Unlike urban tourist destinations, rural areas often exhibit closer and more direct interactions between tourists and local residents due to the smaller scale and intimate nature of these communities (Rosalina et al., 2021). Such interactions can take various forms, ranging from casual encounters during leisure activities and cultural events to more structured engagements in agritourism or homestay experiences. Scholars have used emotional solidarity to describe such interactions since they foster deeper emotional connections between tourists and residents. Specifically, the emotional solidarity theory posits that an individual's emotional solidarity emerges through interpersonal interactions and the sharing of beliefs and behaviors during these interactions (Durkheim, 1995; Hammarstrom, 2005).

Emotional solidarity has gained increasing attention from both academia and practitioners. For example, scholars have continually investigated the effects of emotional solidarity on residents' support for tourism development (Erul et al., 2020; Lai & Hitchcock, 2017; Moghavvemi et al., 2017; Woosnam, 2011; Woosnam et al., 2018), destination satisfaction and loyalty (Ribeiro et al., 2018), and positive/negative impacts (Ribeiro et al., 2017). However, research on exploring the antecedents leading to emotional solidarity remains sparse. Only limited studies have employed place attachment as the antecedent (Patwardhan et al., 2020). To fill this research gap, building on the emotional solidarity theory, this study aims to investigate the antecedents of emotional solidarity, as well as its consequences in the rural tourism destination context in China.

To achieve the research objectives, a mixed-methods approach including in-depth interviews and a quantitative research was adopted. 15 in-depth interviews were conducted with tourists who have traveled to a rural tourism destination in the past 6

months. Three themes regarding tourist-resident interactions emerged from interview data: functional interaction, hedonic interaction, and expressive interaction. Building on the qualitative results, a research model was proposed to explore how tourist-resident interactions influence tourists' emotional solidarity, destination memorability and revisit intentions. This study provides insights to the rural destination marketers to enrich travel experiences for tourists, which is vital for the long-term success of rural tourism destinations.

Keywords: Emotional solidarity, Tourist-resident interaction, Rural tourism, Mixed-methods

References

[1] Aleshinloye, K. D., Fu, X., Ribeiro, M. A., Woosnam, K. M., & Tasci, A. D. (2020). The influence of place attachment on social distance: Examining mediating effects of emotional solidarity and the moderating role of interaction. Journal of Travel Research, 59(5), 828-849.
*More references are available upon request

Women Entrepreneurs in Small Home-Based Hospitality Businesses: Motivation, Obstacles and Negotiation Strategies

Valentina Ocampo HURTADO[1], Wenjie CAI[1], Maria GEBBELS[1] and Xiongbin GAO[2]

[1]University of Greenwich, UK

[2]Macau University of Science and Technology, Macau

Abstract

The hospitality industry holds unique features that distinguish it from other sectors. Known for offering low pay, unsociable working hours, difficulty in achieving work-life balance, low status, and a hostile, precarious work environment have contributed to low staff retention rates and hospitality not being seen as a career of choice. Yet, the hospitality sector allows individuals some level of flexibility to, for instance, launch diverse types of enterprises, such as guest houses, restaurants, cafés and bars. Therefore, a move to hospitality entrepreneurship can be seen by some as an opportunity to escape the precarious nature of this industry and gain the desired independence and autonomy.

Gender inequality has been widely discussed in relation to the hospitality workforce, yet there is still scarce research on women entrepreneurs in hospitality. Little attention has been paid to offering critical insights on women entrepreneurs in hospitality through a gendered lens. Broader literature has revealed the patriarchal nature persisting in women's entrepreneurship. Firstly, the prevailing masculine value of entrepreneurship continues to constrain women entrepreneurs' development in hospitality, with the masculine personality traits regarded as key to entrepreneurial success. Secondly, the societal norm of gender roles and labour division is unfavourable to women entrepreneurs. Due to continuing high levels of normative expectations on women to meet care and domestic responsibilities, women entrepreneurs have numerous family roles and obligations. Although entering hospitality entrepreneurship may give women the flexibility to fulfil their roles as mothers/carers and business owners, this only reinforces normative gender roles without challenging the structural positioning of women at home and society.

Departing from these critiques, this study aims to provide an empirical understanding of women entrepreneurs' experiences in small home-based hospitality businesses by exploring their motivation, obstacles and negotiating strategies. Theoretically, the study draws upon postfeminism to understand the promotion of the enterprising, autonomous and self-regulating subject the pursuit of both the entrepreneurial role and the normative feminine identity. Empirically, data were collected from 15 women entrepreneurs using the graphic elicitation technique and in-depth interviews.

This study found that entrepreneurship seems to be invariably imagined by the participants as a postfeminist fantasy of reclaiming selfhood through attaining (financial) autonomy, enterprising ones' passion and/or (re)turning to matrimonial

and/or maternal identity. However, such empowerment through entrepreneurship is lacking in reality due to the persistence of structural inequalities, namely, the masculine-coded evaluation criteria for entrepreneurs and gender labour division. The proliferation of postfeminist discourses of entrepreneurship has obscured such structural inequalities through a turn to self-improvement where participants must constantly cultivate confidence in running the business and competence to juggle between entrepreneurship and domestic life. Alternative negotiation strategies including modelling on the mother and establishing network for women entrepreneurs, whilst seemingly hold greater feminist promises, demonstrates tolerance rather than resistance to the neoliberal, postfeminist principle of self-development that distracts us from addressing the structural barriers to gender equality in the entrepreneurial context. Overall, this study contributes to the emerging literature that using postfeminism as an analytical tool to understand the nuanced experiences of woman entrepreneurs.

Keywords: Women entrepreneurs, Small hospitality businesses, Postfeminism

The Impact of Experiential Learning Travel on College Students

Yingan HUO

Hong Kong Baptist University

Abstract

BACKGROUND: Physical education is an important part of school education that not only enriches students' lives but also has a positive impact on their physical and mental health development. Recently, many universities and institutes developed experiential learning programs for college students to enrich their campus life and knowledge. For instance, Anwar and Abdullah (2021) examined how experiential learning influences college students' intention to become entrepreneurs. During COVID-19, some scholars explored how experiential learning can be performed via online platforms with high technology (such as Maqableh & Alia, 2021). However, there is little research addressing the functions of travel that can make people feel relaxed and well-being, especially, it is worthwhile to examine the impact of experiential learning travel on college students.

AIMS: To examine whether the experiential learning travel bring well-being to college students and how experiential learning travel bring college students relax and healthy campus life.

METHODS: College students will be recruited for the study. A self-reported questionnaire includes the Attitude Scales on travel, well-being, investigation of the impact and the demographic information will be distributed to the participants to collect data on the pre-trip and post-trip . The data were analyzed by using the independent sample t-tests and one-way ANOVA analysis of variance.

SIGNIFICANCE: The results of this study provide information on the attitudes of college students towards the experiential learning travel, the impact of the experiential travel on college students, and will provide more convincing data and recommendations for future researchers and policymakers. Researchers and University curriculum makers can use this information to better improve curriculum arrangements and attract more students to participate in experiential learning travel.

Keywords: Attitudes, Experiential Learning Travel, College Students

References

[1] Anwar, G., & Abdullah, N. N. (2021). Inspiring future entrepreneurs: The effect of experiential learning on the entrepreneurial intention at higher education. International Journal of English Literature and Social Sciences, 6.

[2] Maqableh, M., & Alia, M. (2021). Evaluation online learning of undergraduate students under lockdown amidst COVID-19 Pandemic: The online learning experience and students' satisfaction. Children and youth services review, 128, 106160.

The Relationship between Chain and Independent Restaurant Brand and Brand Trust

Jiong LI

Faculty of Hospitality and Tourism Management, Macau University of Science and Technology,
Avenida Wai Long, Taipa, Macau SAR

ORCID: 0009-0004-8188-4975

Abstract

In today's increasingly competitive market, the restaurant industry is one of them (Ha & Jang, 2013). In China, it is already the second largest restaurant market in the world (Zhang et al., 2021). One report state that as of 2021, eighty percent of restaurants in China are independent restaurants and coffee shops, while chain restaurants account for only 5% (Statista, 2023). Therefore, facing such a huge market, how to maintain sustainable development of restaurant brands is the focus of research.

This study aims to elucidate how the paths to brand trust differ across restaurant types. Specifically, different restaurants have different brand development paths, and this study uses two typical representatives, independent restaurants and chain restaurants to explore how different brand characteristics and perceived value affect brand trust.

In terms of theoretical contribution, this study constructs a framework of brand trust in chain restaurants and independent restaurants. Specifically, including brand characteristics (brand authenticity vs brand standardization), perceived level (perceived uniqueness vs perceived quality), and brand relationship (brand affect vs brand reputation). The research also provides new insights into the restaurant industry. In terms of practical contribution, this study also provides new insights into the restaurant industry.

Literature review

Difference between independent restaurants and chain restaurants

Chain restaurants and independent restaurants are two typical types of restaurants (Kim & Song, 2020). Chain restaurants are defined as restaurants that appear in multiple quantities and have the same look, the same menu, the same décor (Harris et al., 2014). Independent restaurants are unique restaurants in appearance and menu (Harris et al., 2014).

In terms of brand characteristics, independent restaurants are often considered to have more authenticity than chain restaurants (Liu et al., 2018). In contrast, chain restaurants have more standardization to improve efficiency and make products and services easier to copy (Zeng et al., 2012). Therefore, brand authenticity and brand standardization are brand characteristics of independent and chain restaurants.

In terms of perceived value, customers generally choose independent restaurants because of perceived uniqueness (Chen et al., 2022), while customers choose chain restaurants because of perceived quality (Kim & Kim, 2004). Therefore, perceived uniqueness and perceived quality are perceived value of independent and chain restaurants.

In terms of brand relationship, independent restaurants care more about brand affect, while chain restaurants care more about brand reputation (Han et al., 2015). Therefore, brand affect and brand reputation are brand relationship of independent and chain restaurants.

Overall, this study believes that there are differences in the following influencing factors between independent restaurants and chain restaurants: (1) brand characteristics: brand authenticity and brand standardization; (2) perceived level: perceived uniqueness and perceived quality; (3) brand relationship: brand affect and brand reputation.

Restaurant brand and brand trust

Previous literature indicated that brand factors can lead to customer behaviors such as brand loyalty (Kwon et al., 2021), WOM (Zhang et al., 2021) and brand trust (Han et al., 2015). However, few have considered the relationship between brand factors and brand trust from the perspectives of independent restaurants and chain restaurants. Therefore, this study explores brand path from the perspective of independent restaurants and chain restaurants

Discussion

This study follows the "brand characteristics-perceived level-brand relationship" path proposed by Zhang et al. (2021) in their research on traditional and emerging restaurants and proposes the following research model (see Figure 1). In terms of data collection, Study 1 is based on customers who have experienced independent restaurants, and Study 2 is based on customers who have experienced chain restaurants.
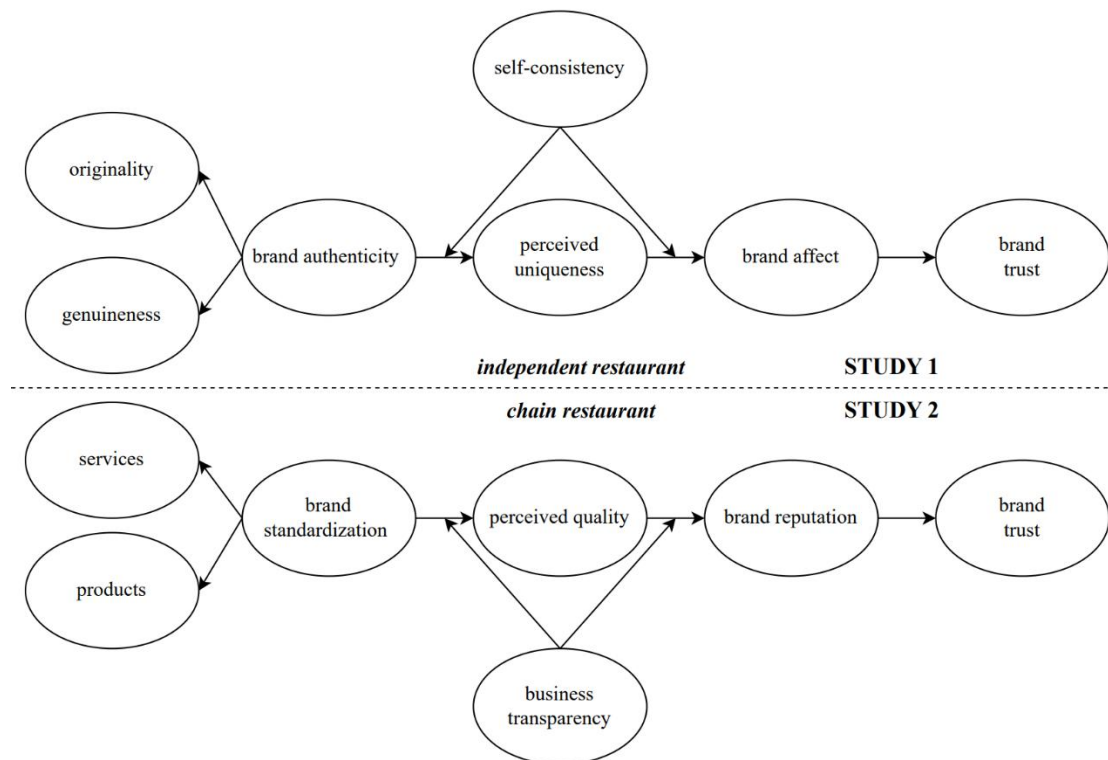
Figure 1 Research model.

References

[1] Chen, F. F., Liu, S. Q., & Mattila, A. S. (2022). Ethnic restaurants: Bringing uniqueness to the table through handwriting. Cornell Hospitality Quarterly, 63(4), 465-478.

[2] Ha, J., & Jang, S. (2013). Attributes, consequences, and consumer values: A means－end chain approach across restaurant segments. International Journal of Contemporary Hospitality Management, 25(3), 383-409.

[3] Han, S. H., Nguyen, B., & Lee, T. J. (2015). Consumer-based chain restaurant brand equity, brand reputation, and brand trust. International Journal of Hospitality Management, 50, 84-93.

[4] Harris, K. J., DiPietro, R. B., Murphy, K. S., & Rivera, G. (2014). Critical food safety violations in Florida: Relationship to location and chain vs. non-chain restaurants. International Journal of Hospitality Management, 38, 57-64.

[5] Kim, J.-H., & Song, H. (2020). The influence of perceived credibility on purchase intention via competence and authenticity. International Journal of Hospitality Management, 90, 102617.

[6] Kim, W. G., & Kim, H.-B. (2004). Measuring customer-based restaurant brand equity. Cornell Hotel and Restaurant Administration Quarterly, 45(2), 115-131.

[7] Kwon, J.-H., Jung, S.-H., Choi, H.-J., & Kim, J. (2021). Antecedent factors that affect restaurant brand trust and brand loyalty: focusing on US and Korean consumers. Journal of Product & Brand Management, 30(7), 990-1015.

[8] Liu, H., Li, H., DiPietro, R. B., & Levitt, J. A. (2018). The role of authenticity in mainstream ethnic restaurants: evidence from an independent full-service Italian restaurant. International Journal of Contemporary Hospitality Management, 30(2), 1035-1053.

[9] Zeng, G., Go, F., & de Vries, H. J. (2012). Paradox of authenticity versus standardization: Expansion strategies of restaurant groups in China. International Journal of Hospitality Management, 31(4), 1090-1100.

[10] Zhang, S.-N., Li, Y.-Q., Liu, C.-H., & Ruan, W.-Q. (2021). Reconstruction of the relationship between traditional and emerging restaurant brand and customer WOM. International Journal of Hospitality Management, 94, 102879.

Green Hotel Consumption and Consumer Perception

Jingqian XU[1], Jieqi GUAN[1] and Fang HONG[2*]

[1]School of Hospitality Management, Macau University of Tourism

[2]Assistant Professor, Faculty of Hospitality and Tourism Management, Macao University of Science and Technology

*Corresponding Email: fhong@must.edu.mo

Abstract

The objective of this study is to explore the process of customers' purchase intention towards green hotels in today's market environment. Two research questions are proposed for achieving the objective. The first is to discover and analyze the consumer decision-making behavior of green hotel consumption and to identify the factors that influence this kind of behavior. The second research question is to identify the related driving forces and influential factors. This study applied quantitative methods and conducted questionnaire survey with 465 customers who had experienced hotel stays and were aware of green hotel information. The results show that social norms, environmental knowledge, environmental attitudes and collectivism directly affect purchase intentions. In turn, environmental attitudes are positively influenced by collectivism and environmental knowledge. Unlike previous studies, the results of purchase intention influenced by perceived behavioral control were not significant. The theoretical contribution of this study consists of three aspects. First of all, this study enhances theory of plan behavior by combining environmental knowledge and collectivism with social norms, perceived behavioral control, and attitudes. Additionally, the results of this study's intention to perceive behavioral control and non-significant purchase intention reveal the special situation of Chinese tourists in the new market environment and provide new perspectives to the existing literature. Last but not the least, this study extends the process and results of influencing environmental knowledge in the field of green hotels in the new market environment. For practical contribution, this study describes the elements of consumers' choice of green hotels under current market conditions and their impact on intention, providing important suggestions for management. Specifically, managers need to follow the Chinese government's environmental requirements and recommendations and promote potential collectivist consumers. Also, managers need to promote knowledge about environmental issues and how to protect the environment.

Keywords: CSR, ESG, green hotel, consumption behaviour, decision making

Research on the Comprehensive Development of Wellness and Tourism Leisure, Based on a Holistic Model of Low-Carbon Sustainable Tourism Practice

Chihhui HUANG[1], Yong HE[1] and Pocheng CHEN[2]

[1]School of Economics and Management, Southeast University, Nanjing 211189, PR China

[2]School of Economics and Management, Sanming University, Sanming 365004, PR China

Abstract

This article explores a framework for assessing the potential development of the holistic wellness model based on the core concepts of holistic wellness theory. The study encompasses five dimensions: negative oxygen ion concentration in forest environments, city attributes, participation in tourism and leisure activities, exploration of tourism and leisure behavior, and psychological resilience. A total of 499 field survey questionnaires were collected, and air negative oxygen ions were measured at 14 monitoring points in forest-covered scenic areas using an LD-FY300 negative oxygen ion detector in Nanjing. Subsequent data organization involved correlation analysis and regression modeling to reveal qualitative characteristics and barrier factors affecting comprehensive wellness and tourism leisure in China.The results indicate the following: 1)There is a significant positive correlation between the concentration of negative air ions (NAI) in the forest environment, temperature, and humidity. The average NAI concentration is 824.40 pcs/cm³, which meets level 5 and can maintain basic human health; 2)The holistic wellness model shows a significant positive correlation with demographic attributes, different urban characteristics, participation in tourism and leisure activities, exploration of tourism and leisure behavior, and psychological resilience; 3) In the regression model, the holistic wellness model exhibits significance when compared with four other models. Through scientific analysis of holistic wellness in this study - focusing solely on five important aspects derived from the data - we explore environmental and health aspects by measuring forest negative air ions (NAI). The highest NAI concentration is found at Xuanwu Lake Park at a level of 1124.33 pcs/cm³ while the lowest concentration is at Laoshan Forest Park at 618 pcs/cm³. Combining NAI concentration with the holistic wellness model leverages abundant tourism resources and a favorable ecological environment to investigate integrated development feasibility between the holistic wellness model and tourism/leisure development aimed at better guiding practical development and providing recommendations for construction of holistic wellness/tourism/leisure integration.

Keywords: Wellness, Forest Environment Negative Oxygen Ions （NAI），Green Tourism

Afraid to Regret? Understanding the Moderating Role of Anticipated Regret in Wearable Tourism Souvenirs Purchase Intention

Rong YAN[1], Huawen SHEN[2] and Hanqin QIU[3]

[1]International School of Cultural Tourism, Hangzhou City University, Hangzhou 310015, China

[2]International Tourism and Management, City University of Macau, Taipa, Macau SAR, China

[3]International School of Cultural Tourism, Hangzhou City University, Hangzhou 310015, China

Abstract

Although tourism souvenir receives increasing attention, research have not yet considered wearable tourism souvenirs purchase intention of generation Z. Therefore, this study aims to investigate the mechanism of consumer knowledge, perceived value, ritualistic consumption affect tourists' wearable souvenirs purchase intention. Introducing the mediating role of ambivalent attitudes and the moderating role of anticipated regret to explains why tourists shift from ambivalent to making choices. The study identifies that all of the Consumer knowledge, Perceived value, Ritualistic consumption and ambivalent attitudes positively impacts Purchase intention for souvenirs. Ambivalent attitude partially mediates the effect of Perceived value and Ritualistic consumption on Purchase intention. Results further confirmed the the moderating effect of Anticipated regret. Important theoretical and practical implications are discussed.

Keywords: Wearable souvenir, Purchase intention, Ambivalent attitudes, Anticipated regret, Generation Z

Comparative Study on the Temporal Window Model Differences Between Low-Carbon Sustainable Green Tourism and Traditional Tourism

Pocheng CHEN[1*], Hanshih CHUN[2], Yuming LU[3], Chihhui HUANG[4] and Tzongder TZENG[5]

[1]School of Economics and Management, Sanming University, Sanming 365004, China

[2]Department of Leisure & Tourism Management, Shu-Te University, Kaohsiung 82445, Taiwan

[3]Institute of Fisheries Science, National Taiwan University, Taipei City 10617, Taiwan

[4]School of Economics and Management, Southeast University, Nanjing 211189, China

[5]Department of Hospitality and Baking Management, Shu-Te University, Kaohsiung 82445, Taiwan

*Corresponding Email: vp4761@126.com

Abstract
Low-carbon sustainable green tourism has become a significant research focus within the tourism industry, emphasizing the added value it offers. In planning itineraries for such tourism, it is essential first to assess potential sites and integrate surrounding resources and educational programs on sustainable green tourism to achieve industry goals. Conversely, traditional tourism often plans itineraries based on resource limitations, aiming for the shortest possible routes and developing plans with varying objectives. This study employs Geographic Information Systems (GIS) combined with time-window constraint statistical methods to compare the differences between low-carbon sustainable green tourism and traditional tourism, examining the appropriateness of itinerary planning. The findings reveal that in the Plum Blossom Lake scenic area of Yilan, Taiwan, 60 major sites were identified based on their characteristics and potential for development. Using scores for potential and connectivity, 15 sites were selected as the basis for planning, resulting in the design of six diverse travel routes. Furthermore, route optimization was performed considering time and cost variables, leading to the identification of two optimal itineraries. These itineraries serve as references for future international resort planning in low-carbon sustainable green tourism.

Keywords: GIS Path Analysis, Low-Carbon Tourism, Time Window Systems, Tourism Path Models, Tourism and Recreational Resources

The Impact of Youth Returning Hometown Employment on Sustainable Development of Rural Tourism Destination from the Protection Motivation Theory

Jiawan CHEN, Sicen LIU* and Zilin ZHOU

[1]Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Macau, China

*Corresponding Email: 2230014971@student.must.edu.mo

Abstract

In recent years, the development of rural tourism has led to a significant trend of youth returning to their homeland in search of job opportunities. This phenomenon has been observed in many areas, as the government and local communities have made efforts to promote rural tourism as a means of economic growth. However, while the youth's return presents promising prospects for rural tourism, there are concerns regarding potential negative impacts on the overall tourist experience in some ways.

Villages in Zhangjiajie have always been famous for its rich tourism resources, and most of the local village youth choose to go back to their hometown to work as tour guides or tourism-related servers, which leads to a surplus of employment, forming an industry deformity -- there is no basic salary. So some of them started to take tourists to the jade hypermarket or other illegal ways to earn commissions. According to the Protection Motivation Theory and Transactional Theory of Stress and Coping, this paper argues that such working environment and atmosphere make youth realize that they are under serious threat. Youth are facing great stress from work and life. In order to deal with the lack of income and the stress, their response is to force tourists to spend money in order to have an income, so they treat tourists incivility. This kind of behavior seriously affects the tourist experience and because the tourist experience is not satisfied, it is possible to make bad word of mouth. Then potential tourists will be reduced, which is very unfavorable to the sustainable development of rural tourism. Through a questionnaire survey, the target group of this study is youth workers from villages in Zhangjiajie and tourists who have been to any of the villages in Zhangjiajie. A total of 300 valid questionnaires are expected to be collected. SPSS29.0 is used for statistical analysis, and the research hypothesis is tested through descriptive analysis, factor analysis, and regression analysis.

This paper explores the factors contributing to uncivilized behavior of youth returning to the hometown for employment, and the role of influencing the tourist experience and word-of-mouth in rural tourism, which in turn affects the sustainable development of rural tourism. The results of this study bring certain reference for the sustainable development of rural tourism in Zhangjiajie and other regions. At the same time, this study further expands Protection Motivation Theory and Transactional Theory of

Stress and Coping, provides empirical analysis for the development of the theory and new direction for future research.

Keywords: Rural Tourism, Youth, Returning Home for Employment, Tourist Experience, WOM

Cultural Space in Hospitality and Tourism: An Integrative Review & Future Study Direction

Stephen Jeuma BAKARI, Xiaoyun ZHENG, Yang LIU and Yun JIANG

School of Tourism and Hotel Management, Dongbei University of Finance and Economics, Dalian, Liaoning, China

Abstract

The intersection of cultural space in hospitality and tourism has garnered significant attention in recent years, as these spaces play a pivotal role in shaping visitor experiences, influencing behavior, and fostering cross-cultural understanding. However, despite their significance, a comprehensive review of the literature is lacking. This systematic review synthesizes existing literature on cultural spaces within the context of hospitality and tourism, providing insights into current trends, gaps, and future research directions. We conducted a systematic review of 12 peer-reviewed articles published between 2019 and 2023 on cultural space, our search included databases such as ScienceDirect, Web of Science, and Google Scholar on keywords related to cultural spaces, hospitality, and tourism were used to identify relevant studies. The findings of our review highlight the significance of cultural spaces, particularly heritage sites, urban public spaces and museums, in preserving and showcasing historical narratives. These spaces play a crucial role in enhancing the authenticity of tourist destinations and offer valuable opportunities for cultural exchange. Urban areas emerge as vibrant centers of cultural diversity, with public squares, markets, and neighborhoods serving as key cultural hubs. These locations facilitate meaningful interactions between local residents and tourists, fostering intercultural dialogue and understanding. Moreover, hotels, restaurants, and cafes are identified as important cultural spaces where travelers immerse themselves in local cuisines, art, and traditions. The design and ambiance of these establishments are found to significantly impact guest satisfaction and overall cultural experiences. Additionally, natural landscapes, such as national parks, urban public spaces and scenic vistas, are recognized for their cultural significance. These spaces often embody indigenous knowledge and practices, highlighting the deep interconnectedness between culture and nature. Furthermore, we found that most studies focus on eastern destinations, neglecting the rich cultural diversity in Africa and Latin America. The majority of research is recent, leaving historical perspectives underexplored, and studies employ diverse methodologies, making comparisons and generalizations challenging. To advance the field, we propose directions for future research including, collaborations between anthropologists, geographers, architects, and tourism scholars. Long-term investigations to reveal temporal changes in cultural spaces and their impact on tourism, and engaging local communities in the design and management of cultural spaces ensures authenticity and sustainability. Our systematic review provides a foundation for further exploration, emphasizing the need for holistic approaches and cross-cultural perspectives. As we navigate an increasingly

interconnected world, understanding cultural spaces becomes essential for responsible and meaningful tourism development.

Keywords: Cultural Space, Hospitality, Tourism, Systematic Literature Review, Future Study Direction

How to Mitigate Exhibition and Museum Fatigue through Tech-Enabled Guidance Curate?

Peilin CAI and Jing YU*

Macau University of Science and Technology, Avenida Wai Long, Taipa, Macau SAR, China

*Corresponding author: Dr. Yu Jing

yujing@must.edu.mo

ORCID: 0000-0002-6324-4729

Abstract

The museum fatigue refers to the visitor's interest are decreasing during the visits process, such kind of phenomenon also be discovered in the zoo, exhibition, galleries some similar place. (Davey, 2005). And nowadays, technology has been used in museum such as earphone guidance; AR; VR; RFID; holographic projection (Chin & Education, 2004). Till now, the usage of tech-device is still increasing. It shows that the curator is still trying to open a road for a better experience for the visitor. However, the museums and exhibitions still face the problem of museum fatigue of visitors. The Harry Potter's Exhibition is a standard modern technology-enabled mobile exhibition, in which every modern technology imaginable is used, including holographic projection, augmented reality, RFID and so on. According to the performance of visitors at the Harry Potter's exhibition in Macau (figure 1.). In the chart, there are two short platforms, which are the effect of technology. It provides that the technology can indeed play a role in estimate the visitors. But it can't maintain for a long time, Visitors will soon feel stuffy again. However, the technology that is really used in life to make people feel comfortable is a kind of integration (Goodman-Deane et al., 2016). Few museums today can do that. On the other side, the technology will increase the satiation. Satiation reflects the phenomenon whereby people enjoy something less the more of it they consume. In the context of high-enabled device. defined satiation as diminished attention resulting from a high consumption in museum (Antón, Camarero, & Garrido, 2018).f the high technology in the museum is used improperly, not only cannot alleviate the museum fatigue of tourists, but will increase the speed of tourists losing interest in the museum.

Keywords: Museum fatigue, Tech-enable curate, Satiation, curator
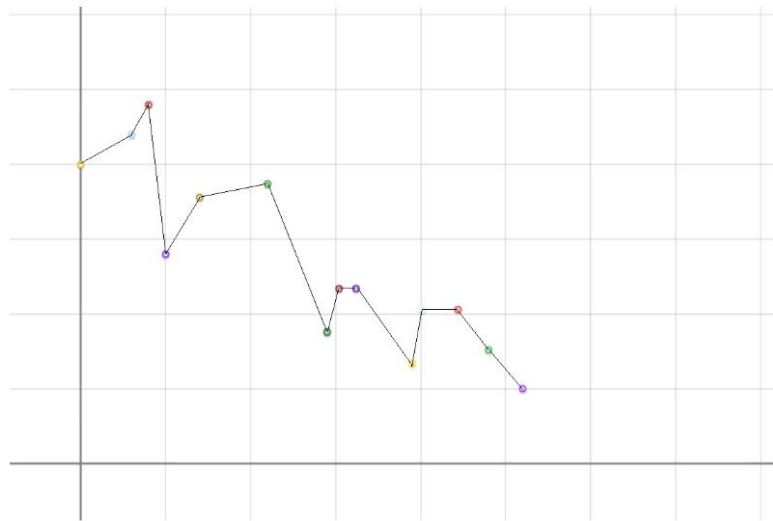
Figure 1. The time the visitors focus on the pieces.
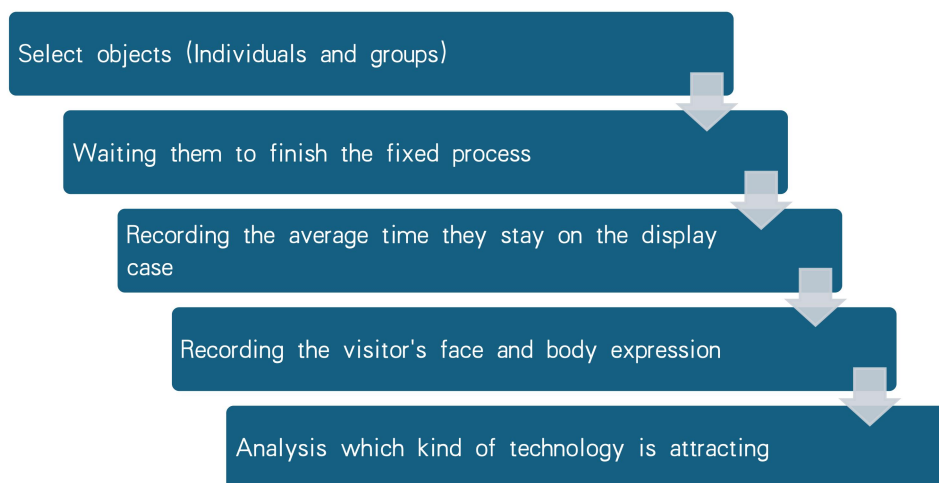
Figure 2. Research roadmap

Reference

[1] Antón, C., Camarero, C., & Garrido, M.-J. J. A. o. T. R. (2018). A journey through the museum: Visit factors that prevent or further visitor satiation. 73, 48-61.

[2] Bayer, J. B., Triệu, P., & Ellison, N. B. J. A. r. o. p. (2020). Social media elements, ecologies, and effects. 71, 471-497.

[3] Chin, C.-C. J. I. J. o. S., & Education, M. (2004). Museum experience—A resource for science teacher education. 2, 63-90.

[4] Davey, G. J. V. S. T. (2005). What is museum fatigue. 8(3), 17-21.

Goodman-Deane, J., Mieczakowski, A., Johnson, D., Goldhaber, T., & Clarkson, P. J. J. C. i. H. B. (2016). The impact of communication technologies on life and relationship satisfaction. 57, 219-229.

Research on Audience's Motivation for Attending Concerts

Zhuoli ZHAO, Weixuan LI, Haowen TAN and Jing LIU*

Macau University of Science and Technology , Avenida Wai Long, Taipa, Macau SAR, China

*Corresponding author: Liu Jing

jiliu@must.edu.mo

ORCID: 0000-0002-0670-934X

Abstract

The museum fatigue refers to the visitor's interest are decreasing during the visits
The persistent marketing issue concerning concerts has been frequently discussed, but a limited number of scholars have conducted an in-depth analysis from the perspective of the audience （Perkins, 2012）. This research focuses on investigating the motivation of people to see a concert. The main research method is quantitative analysis by designing questionnaire. These motivations could be categorized into four parts: Social, Entertainment experience, Feeling, and Aesthetics, and use four dimensions to distinguish the audience which is gender, age group, education and income, discussing whether these factors affect or mutual influence the willingness of seeing concerts. To analyze the result, descriptive statistics, chi-square test, ANOVA, correlation analysis are used. This report aims of analyze people's motivation of attending concerts in order to draw a conclusion and raise some suggestions for concert organizer and stakeholders.
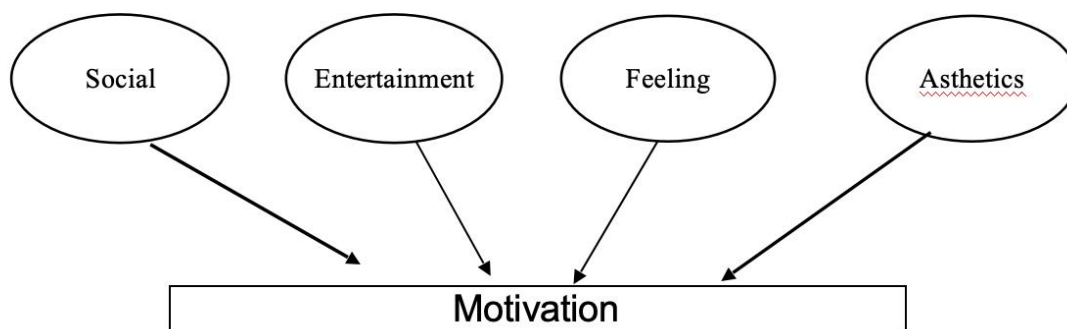
Research Road
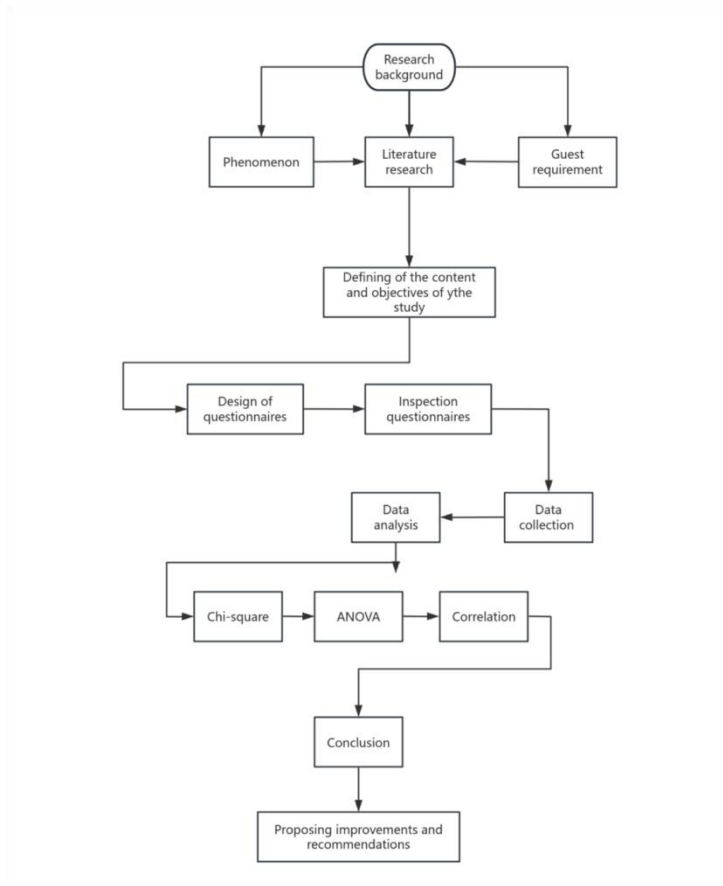
Reference

[1] Earl, P. (2001) Simon's travel theorem and the demand for live music, Journal of EconomicPsychology, (22), pp. 335-358.

[2] O'Reilly, D. (2004). The marketing of popular music, Oxford, Elsevier butterworthHeinemann.

[3] Perkin, Alicia (2012). Exploring motivations for popular music concert attendance, ANZMAC 2012:Australia New Zealand Marketing Academy Conference   http://hdl.handle.net/1959.13/1049377

[4] Shuker, R. (2008). New Zealand Popular Music, Government Policy, and Cultural Identity, PopularMusic, (27), pp. 271 – 287.

Revitalizing Tradition: Enhancing SME Competitiveness and Cultural Heritage through Low-Cost AR Technology

Guangzheng Eden HUANG[1], Ching-Chi Cindia LAM[2], Qinglang Sonny SU[3] and Sao Wa Cora CHAN[4]

[1]Postgraduate Student, Macao University of Tourism (UTM)

[2]Dean, School of Continuing Education, Macao University of Tourism (UTM)

[3]Assistant Professor, School of Tourism Management, Macao University of Tourism (UTM)

[4]Research Assistant and Alumnus, Macao University of Tourism (UTM)

Abstract

In the contemporary world, where the viability of a corporation heavily relies on technology, the exorbitant cost associated with employing state-of-the-art technology restricts its utilization to particularly e-commerce and digital transactions. The current position poses a significant disadvantage to small-and-medium enterprises (SMEs), especially those that follow traditional business models. Given this context, this research aims to utilize state-of-the-art technology to extract value from SMEs with local culture and history cost-effectively. The expected outcomes seek to provide a competitive edge to this segment of enterprises in the market, enhance the value of their brands and products, and foster sustainable growth in cultural heritage and tourism.

The core of this study lies on the innovative utilization of augmented reality (AR) technology to animate the logos of the targeted SMEs. Dynamic animated logos as virtual assets help expand AR in design and production, boosting online and offline tourism promotion. These logos can serve more than marketing and online commerce, as they open new advertising and communication channels. They also seek to bolster the historical and cultural standing of the featured SMEs cost-effectively. To limit the requirement for large amounts of data transfer, comprehensive panoramic modeling was not applied, thereby making it easier for consumers to participate. The primary objective is to emphasize locations that inspire tourists to delve into the particular traditional cultural aspects of various communities and use specific establishments as benchmarks for these notable sites.

This research was carried out in one of the UNESCO heritage sites, the Historic Centre of Macao, where the government has designated a number of "characteristic (old) shops" (COS, 特色(老)店) featured with local culture and history. The Unified Theory of Acceptance and Use of Technology (Gunawan, Sinaga, & WP, 2019; Marikyan & Papagiannidis, 2023) was applied to study how the four attributes of performance expectancy, effort expectancy, social influence, and facilitating conditions affect the perception of featured SMEs on the utilisation-acceptance of

advanced technology. The study covered 73% of the total COS, and in phase one, their logos were animated by AR to express their unique cultural traits. In phase two, qualitative semi-structured in-depth interviews were done with the owners of the COS. Thematic analysis was carried out and the perceived usefulness, effectiveness and challenges of technology advancement were found. In phase 3, a quantitative survey was done on around 800 tourists to evaluate their impressions of the dynamic logos and the effectiveness of these logos in promoting traditional culture.

The animated logos were found to create substantial customer interactions and enhance media exposure. However, the factual effectiveness in reaching businesses is far from satisfactory. There are apparent differences in the acceptance and utilization of technology within different age segments and among featured enterprises. In summary, government involvement is critical, while incorporating technology and traditional marketing elements together is most effective.

Keywords: Augmented reality, AR, Unified Theory of Acceptance and Use of Technology, SME, technology

References

[1] Gunawan, H., Sinaga, B. L., & WP, S. P. (2019). Assessment of the readiness of micro, small and medium enterprises in using E-money using the unified theory of acceptance and use of technology (UTAUT) method. Procedia Computer Science, 161, 316-323.

[2] Marikyan, D. & Papagiannidis, S. (2023) Unified Theory of Acceptance and Use of Technology: A review. In S. Papagiannidis (Ed), TheoryHub Book. Available at https://open.ncl.ac.uk / ISBN: 9781739604400.

Exploring the Factors Influencing Visitors' Flow Experience and Memorable Festival Experience and Its Impacts on Electronic Word of Mouth in Music Festival Context

Qun ZHANG and Jiaojiao WANG

School of Tourism Management

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

Abstract

Since the 1990s, with the increase of people's income and growing cultural needs, more and more festivals have been held around the world. Among them, music festivals, as the most popular lifestyle for contemporary young people, not only promote the development of tourism destinations, but also increase income for organizers, local governments, and performers. Previous study on music festivals have mainly focused on visitors' motivations and dimensions of music festival experiences based on experiential economics. Flow experience, considered to be the most optimal psychological state of consumers, past studies have demonstrated that flow experience is positively related to tourists' satisfaction, behavior intention and destination loyalty. In tourism field, memorable travel experiences are also constantly being extended by scholars in specific settings (e.g. memorable dining experiences, memorable food travel experiences). However, few studies have attempted to examine antecedents and consequences of memorable festival experience in music events.

Based on cognitive appraisal theory, this study examines flow experience and memorable festival experience as visitors' psychological states, in order to explore the factors (skill performance, ambiance, self-congruence, other consumers' passion, consumer-to-consumer interaction) influencing them and their effects on electronic word of mouth intention. A total of 300 visitors were investigated. Participants from Zhuhai Beach music festivals and Hush beach festivals in Macau. Through exploratory factor analysis and regression analysis, four dimensions influencing visitor's flow experience and memorable festival experience were summarized. Findings indicate that skill performance and ambiance, other consumers' passion, and consumer-to-consumer interaction, are positively related to visitors' flow experiences, which in turn positively affects visitors' electronic word of mouth intention. Results also indicate that visitors' flow experience has a positive effect on their memorable festival experience. Through one-way ANOVA, there is a significant difference in visitors' experience based on their monthly income. These findings enrich our understanding of music events, provide a reference for organizers, participants, and music performers in the context of the music festival.

Keywords: Music festivals, Flow experience, Memorable festival experience, Electronic word of mouth intention

Be Yourself in Music! Gay Fans' Ritual Interaction and Identity Construction in the Concert Experience

Run Ze YUAN*, Wen Long WANG, Jing Jing XU and Juan Rong LI

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

*Corresponding Email: 2230023817@student.must.edu.mo

Abstract

Music serves as a ubiquitous medium for communication(Rentfrow, 2012).As per the latest statistics from Spotify, a leading music streaming platform, the number of active users has surpassed 500 million in the fourth quarter of 2022, with 210 million of them being paying subscribers worldwide(300+ Essential Spotify Statistics For 2023, 2023).In China, according to a digital music statistical report, the estimated number of digital music users is approximately 800 million.

In 2023, Jolin Tsai made an exciting announcement about the cities and itinerary for her concert in mainland China, which sparked enthusiastic discussions among her fans. According to statistics from the ticketing website, approximately 140,000 people expressed their desire to purchase tickets within the first two days of the information being released. The concert's theme, "Ugly Beauty," aims to redefine the notions of "Ugly" and "Beauty" and challenge the stereotypes associated with inherent value judgments. This has also brought renewed attention to the experiences of sexual minorities. Jolin Tsai, a Taiwanese singer who has consistently voiced her support for sexual minorities, is often regarded as an "LGBT icon." Through her songwriting, advocacy for equality, and unwavering support for the LGBT community, she has garnered a large and enthusiastic fanbase, particularly among gay individuals. She has even emerged as a new cultural symbol for China's LGBT community.

Listening to music serves not only as a leisure activity but also as a means to promote social solidarity (Cross et al., 2012). In musical activities, individuals express attitudes, evoke emotions, imitate behaviors, and synchronize actions, all of which contribute to establishing interpersonal relationships and strengthening social connections through self-identity (Rentfrow, 2012). For the LGBT community, music also plays a crucial role in strengthening and forming gay identity (Aronoff & Gilboa, 2015). Research findings indicate that prior to coming out, music serves a companionship function, offering solace to individuals who may feel isolated due to the ambiguity of their self-identity. Moreover, music becomes a significant factor in the decision to come out, as the choice of music becomes a form of self-disclosure, announcing one's gender identity to the social environment through musical preferences. After coming out, music can further reinforce self-identity in a collective manner (Aronoff & Gilboa, 2015).

By elucidating the relationship between music and identity, we can gain a better understanding of the psychological changes experienced by the LGBT community when attending Jolin Tsai's concert. Given that the concert venue entails a closed

environment involving numerous interactive processes, we aim to observe this phenomenon through the lens of the interactive ritual chain theory.

The IRC theory posits that interactive rituals are fundamental human activities, and a better understanding of macroscopic social phenomena can be obtained by observing social interactions at the microscopic level (Collins, 2014). It comprises four primary starting conditions: bodily co-presence, barrier to outsider, shared focus, and shared emotions. Additionally, it encompasses four outcomes: group solidarity, personal emotional energy, symbols representing the group, and a moral sense (Collins, 2014).From a mechanistic perspective, the theory examines the ongoing interaction between different actors and the emergence of emotional solidarity. It defines successful interaction rituals as emotionally charged social interactions that instill individuals with a positive, long-term sense of group solidarity. Within this framework, emotional energy is regarded as a source of motivation and is defined as "a feeling of confidence, excitement, power, enthusiasm, and initiative." It represents a lasting emotion that permeates daily life.

The discussion above highlights the similarities between the conditions for the occurrence of interactive ritual chains and the concert experience. Firstly, it fulfills the requirements of physical presence and mutual attention among individuals. While the interactive ritual chain theory has been utilized in the field of tourism research to explain phenomena such as host-guest interaction rituals in the hotel industry(Xiang et al., 2022),the self-worth of volunteer tourists (Yu & Na, 2022), immersive experiences in exhibitions (Xie & Li, 2023),memorable tourism experiences during sports events (Sterchele, 2020), flow experience during luxury glamping(Xiang et al., 2023), etc. Scholars have also attempted to develop a scale for this theory (Lu et al., 2024).However, due to its application in a limited range of research scenarios, the scale may not be suitable for broader research contexts.

Based on this, it is very appropriate to use this theory to explore the psychological experience of LGBT people when they watch concerts. Through a qualitative research method, the vlog text data posted on social media by gay fans attending Jolin Tsai's concert was collected, and the interactive ritual and identity construction process of gay fans in the concert was summarized by using the steps of rooted theory.

The primary research questions of this study would be as follows: (1) How do LGBT groups interact while attending concerts? (2) What are the key elements that contribute to these interactive rituals? (3) How is emotional energy generated within the concert setting? and (4) How does self-identification manifest within the process of interactive rituals? This research has the potential to not only expand the application of this theory within the field of tourism but also provide a valuable lens for gaining a deeper understanding of the LGBT experience.

Keywords: Gay fans, interactive ritual chains, identity, concert experience

Reference

[1] 300+ Essential Spotify Statistics For 2023. (2023, September 11). MarketSplash.

https://marketsplash.com/spotify-statistics/

[2] Aronoff, U., & Gilboa, A. (2015). Music and the closet: The roles music plays for gay men in the "coming out" process. Psychology of Music, 43(3), 423 – 437. https://doi.org/10.1177/0305735613515943

[3] Collins, R. (2014). Interaction Ritual Chains. In Interaction Ritual Chains. Princeton University Press. https://doi.org/10.1515/9781400851744

[4] Cross, I., Laurence, F., & Rabinowitch, T.-C. (2012). Empathy and Creativity in Group Musical Practices: Towards a Concept of Empathic Creativity. In G. E. McPherson & G. F. Welch (Eds.), The Oxford Handbook of Music Education,
Volume 2 (p. 0). Oxford University Press.
https://doi.org/10.1093/oxfordhb/9780199928019.013.0023

[5] Lu, J., Lai, I. K. W., Zhang, H., Liu, G., & Li, J. (2024). How can tourism be made engaging and meaningful? A measurement scale for ritual interaction. Tourism Management, 103, 104900. https://doi.org/10.1016/j.tourman.2024.104900

[6] Rentfrow, P. J. (2012). The Role of Music in Everyday Life: Current Directions in the
Social Psychology of Music. Social and Personality Psychology Compass, 6(5), 402 – 416. https://doi.org/10.1111/j.1751-9004.2012.00434.x

[7] Sterchele, D. (2020). Memorable tourism experiences and their consequences: An interaction ritual (IR) theory approach. Annals of Tourism Research, 81, 102847. https://doi.org/10.1016/j.annals.2019.102847

[8] Xiang, K., Cao, Y., Qiao, G., & Li, W. (2023). Glamping: An exploration of emotional energy and flow experiences in interaction rituals. Tourism Management Perspectives, 48, 101149. https://doi.org/10.1016/j.tmp.2023.101149

[9] Xiang, K., Zhang, H., & Qiao, G. (2022). How to create interactive rituals: Key factors and strategic configurations for host-guest interaction in boutique hotels. Journal of Hospitality and Tourism Management, 52, 428 – 438.
https://doi.org/10.1016/j.jhtm.2022.08.002

[10] Xie, J., & Li, X. (2023). From theatrical elements to festival attendees' perceived emotional synchrony: The perspective of interaction ritual chain theory. Journal of Hospitality and Tourism Management, 56, 83 – 93.
https://doi.org/10.1016/j.jhtm.2023.06.016

[11] Yu, Z., & Na, M. (2022). Experiential value of volunteer tourism: The perspective of interaction ritual chains. Tourist Studies, 22(4), 348 – 372.
https://doi.org/10.1177/14687976221115230

How to Build Destination Brand Love through Short-Form Videos? The Moderating Role of Self-Consistency

Ce GUO[1], Haoran CHEN[1] and Chen Kuo PAI[2*]

[1]Ph.D Student, Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Avenida Wai Long, Taipa, Macau SAR, China.

[2]Associate Professor, Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Avenida Wai Long, Taipa, Macau SAR, China.

*Corresponding Email: ckpai@must.edu.mo

Abstract

With the rapid development of online networking platforms, short videos have become one of the most important ways for people to get information, be entertained, and interact socially. People can use their mobile phones to watch and share their favorite short-form video content anytime and anywhere, which greatly increases user engagement and promotes social interaction and immersive experiences (Li & Zhang, 2023). The amount of information conveyed by short-form videos is becoming increasingly rich and is are believed to be able to influence people's behavioral intentions. However, current research has not explored the impact of emotional experiences generated by short-form videos on destination brand love.

In this context, the emotional experiences generated by short videos such as TikTok can evoke feelings of excitement, curiosity or desire to visit in individuals. These feelings further influence travellers' perceptions and overall impressions of destinations (Qiu et al., 2024). Meanwhile, positive perceptions of a destination's image can promote an individual's love for the brand and ultimately influence travel intentions. Furthermore, when travellers perceive a high level of self-consistency with a destination brand, they are more likely to develop personal connections and a sense of closeness to that destination. Therefore, this study will use self-consistency as a moderating variable.

Therefore, this study raises the following research questions: (a) What components and measurement items constitute the attributes of emotional experiences in short videos? (b) Can self-consistency moderate the impact of emotional experiences from short videos on destination brand love? To address the above research questions, this study consists of two parts: Study 1 will use semi-structured interviews to identify the attributes of emotional experiences generated by short videos and develop a comprehensive measurement instrument. Study 2 will examine the scale of emotional experience attributes in short videos using exploratory factor analysis, confirmatory factor analysis, and structural equation modeling methods, and will examine the impact of short videos on potential tourists' destination brand love and travel intention, while also verifying the moderating effect of self-consistency.

This study aims to build and verify a reliable and effective short video emotional experience attribute scale through empirical research and improve the relevant research on destination image and destination brand love. In addition, this study also highlights the importance of emotional experience in destination brand marketing and then provides destination marketing organizations and online platforms with an objective and comprehensive tool to measure users' emotional response, to better meet users' needs and increase user loyalty and market competitiveness.

Keywords: Short videos, Emotional experience, Destination brand love, Travel intention

References

[1] Li, Z., & Zhang, J. (2023). How to improve destination brand identification and loyalty using short-form videos? The role of emotional experience and self-congruity. *Journal of Destination Marketing & Management, 30*, 100825.

[2] Qiu, L., Li, X., & Choi, S. H. (2024). Exploring the influence of short video platforms on tourist attitudes and travel intention: A social–technical perspective. *Journal of Destination Marketing & Management, 31*, 100826.

The Emotion Flow in Film Tourism: A Dual-Appraisal Approach to Investigate the Impact of Film Tourist's Experience on Place Attachment

Menglong XIA, Jingyou MAI and Chenshuo ZHANG

Macao University of Science and Technology, Faculty of Hospitality and Tourism Management

Abstract

Film tourism refers to the tourist activity which was induced by the viewing of the digital media contents. During the past decades, film tourism has attracted considerable attentions from both academicians and practitioners. Previous studies have already highlighted three research streams about film tourism. The first stream seeks to verify the characteristics and motivation of film tourists. Ranging from the early 1990s to the 2000s, several studies have affirmed that characteristics of film tourist were significantly related to motivation. For instance, serendipitous film tourist concerns with social interaction and novelty seeking, while general film tourist travels for education and nostalgia. Furthermore, self-identity and self-actualization were the core determinants for the specific film tourist behavior.

The second research stream of film tourism focuses on assessing the impact of film tourism activities. Previous studies have already uncovered both positive and negative impact of film tourism on tourist perception, destination as well as the sustainable management of tourism industry. The last research stream focus on the film tourist's experience which were generated from the film tour, and several studies have illustrated how film tourist perceive and interact with the destination.

Although several cogent theories and frameworks have been affirmed, theoretical gaps still remain which calls for further exploration. For one, current studies related to film tourism is highly fragmented and fails to provide a holistic view of how film content influence consumers' attitudes and the corresponding travel behavior. Further, a number of studies attempt to provide a conceptual framework that illustrate the impact of film content on travelers' behavior. However, meagre theoretical literature has paid attention to the potential functionality of the emotional bond between film destination and tourist, which have the propensity to lead to persistent travel behavior and sustainable economic benefits to local destinations. Finally, almost no study has yet identified the positive emotion flows during the holistic film tour process.

Based on the aforementioned arguments, this paper aims to choose the tourists who have previous travel experience which was fully induced by viewing the digital media content to explore the impact of film tourism experience on destination attachment. In addition, this paper also aims to uncover how positive emotion is generated by adopting a dual-appraisal approach. The results may contribute to current literatures by providing a holistic view of how film content generate the positive emotion of potential tourist, which finally leads to the permanent attachment of local destination. In addition, this paper also uncovers the emotional flows during the holistic film tour process, and this result may further enhance the understanding of film tourism

experience by affirming the functionality of positive emotion in stimulating film tourism experience.

Reference

[1] Buchmann, A., Moore, K., & Fisher, D. (2010). Experiencing film tourism: Authenticity & fellowship. *Annals of Tourism Research*, *37*(1), 229-248.

[2] Connell, J. (2012). Film tourism–Evolution, progress and prospects. *Tourism management*, *33*(5), 1007-1029.

[3] Lee, S., Bai, B., & Busser, J. A. (2019). Pop star fan tourists: An application of self-expansion theory. *Tourism Management*, *72*, 270-280.

[4] Li, C. H., & Liu, C. C. (2020). The effects of empathy and persuasion of storytelling via tourism micro-movies on travel willingness. *Asia Pacific Journal of Tourism Research*, *25*(4), 382-392.

[5] Li, S., Tian, W., Lundberg, C., Gkritzali, A., & Sundström, M. (2021). Two tales of one city: Fantasy proneness, authenticity, and loyalty of on-screen tourism destinations. *Journal of Travel Research*, *60*(8), 1802-1820.

Exploring the Influence of Tourists' Perceived Destination Restorative Qualities on Revisit Intention in Marine Wellness Tourism

Junying LIANG[1], Haoran CHEN[1] and Chen Kuo PAI[2*]

[1]Ph.D Student, Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Avenida Wai Long, Taipa, Macau SAR, China.

[2]Associate Professor, Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Avenida Wai Long, Taipa, Macau SAR, China.

*Corresponding Email: ckpai@must.edu.mo

Abstract

The COVID-19 has impacted tourists' travel behavior, leading to an increase in health consciousness and wellness tourism consumption (Peng et al., 2023). Participating in wellness and leisure activities has been shown to reduce stress levels, fostering a healthy balance, and restoration of body, mind, and spirit. Currently, the public widely favors the new model of marine wellness tourism, which combines wellness and marine natural landscape tourism. This has become a hot spot for the development of the wellness tourism market. Therefore, managers of marine wellness destinations are challenged with creating service environments that have restorative qualities to cater to the needs of wellness tourists (Chen et al., 2017).

From an environmental psychology perspective, the restorative qualities of the service environment can have a positive impact on an individual's emotional and cognitive responses. Wellness tourists aim to have a memorable wellness tourism experience that enhances the emotional connection between people, places, and the environment (Hu et al., 2022). In addition, tourists' choice of destination is affected by their personal characteristics. One of the main travel objectives in the post-COVID-19 era is health-seeking awareness.

Therefore, based on attention restoration theory and attachment theory, this study constructs a theoretical model of the interactions between perception (perceived destination restorative qualities and memorable tourism experience), emotion (place attachment), and tourist characteristics (health consciousness) in marine wellness tourism, and the relationship between the variables will be measured by structural equation modelling. Finally, this study aims to address the following research questions: (a) Are tourists' experiences of wellness affected by the five factors of compatibility, extent, mentally away, physically away, and fascination? (b) Does the memorable tourism experience affect place attachment and revisit intention? (c) Does tourists' health consciousness moderate the relationship between perceived destination restorative qualities and revisit intentions, place attachment and revisit intention?

The findings will enhance understanding of the multi-path relationship between perceived destination restorative qualities and revisit intentions, thereby enhancing

tourist experiences and emotional connections to destinations. Additionally, the study will provide valuable insights for marine wellness tourism businesses and destination management organizations to add value to wellness tourists' health in three aspects: physiological, psychological, and cognitive.

Keywords: Marine Wellness Tourism, Perceived Destination Restorative Qualities, Place Attachment, Health Consciousness

References

[1] Chen G., Huang S.& Zhang D. (2017). Understanding Chinese vacationers' perceived destination restorative qualities: cross-cultural validation of the perceived destination restorative qualities scale. *Journal of Travel & Tourism Marketing*, 1115-1127.

[2] Hu, X., Huang, S., Chen, G., & Hua, F. (2022). The effects of perceived destination restorative qualities on tourists' self-identity: A tale of two destinations. *Journal of destination marketing & management*, *25*, 100724.

[3] Peng, J., Yang, X., Fu, S., & Huan, T.C. (2023). Exploring the influence of tourists' happiness on revisit intention in the context of Traditional Chinese Medicine cultural tourism. *Tourism management*, *94*, 104647.

Exploring the Impact of A Creative Atmosphere on Travel Experience in Creative Tourism: The Degree of Value Co-Creation as the Mediator

Chuanji TU[1], Tianqi CHEN[2*] and Chen Kuo PAI[3]

[1]Master Degree, Faculty of Hospitality and Tourism Management, Macau University of Science & Technology, Avenida Wai Long, Taipa, Macau SAR

[2]Ph.D. Candidate, Faculty of Hospitality and Tourism Management, Macau University of Science & Technology, Avenida Wai Long, Taipa, Macau SAR

[3]Ph.D. Associate Professor, Faculty of Hospitality and Tourism Management, Macau University of Science & Technology, Avenida Wai Long, Taipa, Macau SAR

*Corresponding Email: chentianqi0915@163.com

Abstract

In recent years, more and more countries have applied the concept of creativity to tourism development. A good creative atmosphere will showcase the unique image of the destination, evoke a sense of surprise and satisfaction among tourists (Babin et al., 1994), and thus enhance tourists' travel experience. Currently, research perspectives on creative tourism focus on the concept and scale development of creative atmosphere (Cheng & Chen, 2023) and its impact on post-experience behaviour (Wei et al., 2023), while few researchers have ventured into the impact of creative atmosphere on tourism experience. Therefore, this study aims to explore the relationship between creative atmosphere and tourism experience in creative tourism. It identifies the impact of creative atmosphere on various dimensions of tourism experience, and examine the mediating effect of the degree of value co-creation in the relationship between creative atmosphere and tourism experience. In this study, the OCT-LOFT in Shenzhen was used as the sample collection site, and paper questionnaires were distributed for sampling using the convenience sampling method. It is estimated that 500 samples will be collected. The collected questionnaire data were recorded in SPSS 20 and Smart-PLS 3 for analysis. The theoretical contribution of this study is expected to demonstrate the influence of creative atmosphere on tourism experience and to examine the role of value co-creation as a mediator between creative atmosphere and tourism experience. The expected practical implication of this study is that managers of cultural and creative parks need to create a creative atmosphere in the parks from multiple perspectives, such as the layout of the park scene, architectural design, interior design, activity design, and service staff dress and interactive design, in order to avoid homogenization and commercialization of cultural and creative destinations and to create a unique IP culture.

Keywords: Creative Tourism, Tourism Experience, Creative Atmosphere, Value Co-creation

References

[1] Babin, B. J., Darden, W. R., & Griffin, M. (1994). Work and/or fun: measuring hedonic and utilitarian shopping value. *Journal of consumer research*, *20*(4), 644-656.

[2] Cheng, T. M., & Chen, M. T. (2023). Creative atmosphere in creative tourism destinations: conceptualizing and scale development. *Journal of Hospitality & Tourism Research*, *47*(3), 590-615.

[3] Wei, M., Liu, M., Peng, Y., Zhou, X., & Li, S. (2023). Effects of creative atmosphere on tourists' post-experience behaviors in creative tourism: The mediation roles of tourist inspiration and place attachment. *International Journal of Tourism Research*, *25*(1), 79-96.

To Investigate Antecedence and Consequence of Front-Line Employees' Brand Love in Luxury Hotel

Zhiqian LONG[1], Tianqi CHEN[1*], Chen Kuo PAI[2]

[1]Ph.D. Candidate, Faculty of Hospitality and Tourism Management, Macau University of Science & Technology, Avenida Wai Long, Taipa, Macau SAR

[2]Ph.D. Associate Professor, Faculty of Hospitality and Tourism Management, Macau University of Science & Technology, Avenida Wai Long, Taipa, Macau SAR

*Corresponding Email: chentianqi0915@163.com

Abstract

Love is usually defined someone's intense sentiment, feeling of liking a friend or person. Borrowing from the concept of psychology, many researchers start to investigate brand management by applying the organism of brand love, which defined as "the degree of passionate emotional attachment a satisfied customer has for a particular trade name" (Carroll & Ahuvia, 2006, p. 81). Previous literature found that brand love play an important role in different filed such as fashion, mobile digital and hostility industry by identified its antecedent and consequence (Junaid et al., 2019; Han and Choi, 2019; Wang et al., 2019). As Brand love is considered at the top of the pyramid of brand management, service providers seek to find any opportunities to create any emotional attachment with their customers. Multiple studies emphasize the importance of brand management for their external customers. However, few study investigate internal customers' emotional affection toward their company (Wang et al., 2019; Wang et al., 2023). Distinguish from customer who express their brand love by evaluating the quality of product and service, employee need to consider aspects in their interaction with customer in order to support the creation of brand love. Especially in service industry, the place requires service employee to offer exceptional service to foster brand love and loyalty to customer. Hence, this study attends to understand service employees' brand love.

The primary objectives of the study are: (1) to conceptualize hotel brand love from service employee as there has no consistency in the concept of brand love in luxury hotel. (2) to explore antecedence and consequence of hotel brand love from the perspective of service employee. (3) to use quantitative method to identify above constructs by applying stimuli-organism-response (SOR) theory. This study employs both qualitative and quantitative. In-depth interviews with front-line employees in upscale hotel will be conducted, and the quantitative research will be applied to identify the research framework. The contributions of study are twofold: (1) to enrich existing literature by conceptualizing hotel brand love in service industry. (2) to provide suggestion for internal branding by understanding the antecedent and consequence of brand love from service employee.

Keywords: Brand Love, Luxury Hotel, Branding Management, Front-line Employee

Reference

[1] Carroll, B., & Ahuvia, A. (2006). Some antecedents and outcomes of brand love. *Marketing Letters*, *17*(2), 79–89.

[2] Han T-I, Choi D. Fashion Brand Love: Application of a Cognition–Affect–Conation Model. *Social Sciences*. 2019; 8(9):256.

[3] Junaid, M., Hou, F., Hussain, K., & Kirmani, A. A. (2019). Brand love: The emotional bridge between experience and engagement, generation-M perspective. *Journal of Product & Brand Management, 28*(2), 200–215

[4] Wang, Y. C., Ryan, B., & Yang, C. E. (2019). Employee brand love and love behaviors: Perspectives of social exchange and rational choice. *International Journal of Hospitality Management*, 77, 458–467.

[5] Wang, Y. C., Chen, H., Ryan, B., Troxtel, C., & Cvar, M. (2023). Hotel general managers' brand love: A thematic analysis with general managers in the US. *Journal of Hospitality and Tourism Management*, 54, 200–211.

Exploring the Experience of Health Tourism Inspires Tourists' Happiness and Inspiration: An Empirical Study based on Attention Recovery Theory

Jingsong ZHANG[1], Anna DAI[2], and Chen Kuo PAI[3*]

[1]Ph.D Student, Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Avenida Wai Long, Taipa, Macau SAR, China

[2]Ph.D. Candidate, Faculty of Hospitality and Tourism Management, Macau University of Science & Technology, Avenida Wai Long, Taipa, Macau SAR

[3]Ph.D. Associate Professor, Faculty of Hospitality and Tourism Management, Macau University of Science & Technology, Avenida Wai Long, Taipa, Macau SAR

*Corresponding Email: ckpai@must.edu.mo

Abstract

Due to the influence of the COVID-19 outbreak and the regular occurrence of overwork, the public's quest of physical, mental, and spiritual health has intensified. Travelers are keen to escape their daily lives and partake in health tourism activities to rectify their unbalanced health status and reestablish their attention systems. While Attention Restoration Theory has been studied for its ability to help visitors regain focus in environmental settings, not much study has been done to find out if tourists can regain focus in the context of health tourism. Given that it focuses primarily on the experience of tourism activities rather than the destination and surrounding environment, this study extends the research of attention restoration theory to the field of health tourism. Ultimately, this study aims to address the following research questions: 1. During tourists' health tourism experience, do the five dimensions of unforgettable health tourism experience affect individual's perceived recovery? Meanwhile, are tourists' happiness and travel inspiration affected by perceived recovery? 2. What is the relationship between tourists' happiness, travel inspiration and re-participation intention in health tourism?

This study examines the five unforgettable health tourism experience dimensions to examine whether it has an impact on tourists' perceived recovery. The relationship between perceived restrictiveness and tourist happiness, tourist inspiration, and intention to re-intend was also examined, using the Attention Restoration Theory as a basis. Tourists who have participated in health tourism in the past one year were used as survey objects. A total of 596 questionnaires were issued, and a total of 507 valid questionnaires were recovered.

This study used SPSS and Smart PLS 4.0 software for analysis and model testing. The research results show that the five dimensions of unforgettable healthy tourism experience, except novelty, all have an impact on perceived recovery. At the same time, the hypotheses between perceived recovery and tourists' happiness, travel

inspiration and re-participation intention are also established, with significant and positive effects. This study found that when the cognitive processing speed of understanding is slow and when faced with more complex stimuli, attention will be more biased towards familiar things rather than novel things. This also means that during health tourism, when they face more complex stimuli around them, their attention may be attracted by things they are familiar with rather than by novel things. The results of this study provide tourism event marketing planning agencies and stakeholders with relevant reference suggestions for improving the health tourism experience and feasible measures for further development and utilization, to timely adjust the current health tourism marketing strategy to enhance competitiveness.

Keywords: Healthy Tourism, Attention Restoration Theory, Tourist Happiness, Tourism Inspiration, Intention to Re-attend

The Impact of the Star Effect of Concerts on the Destination Advocacy: The Role Transformation from Fans to Tourists

Tingting LI[1], Tianqi CHEN[2*], Chen Kuo PAI[3*] and Yikun WU[4]

[1]PhD. Lecturer, Faculty of Tourism and Cultural Industry, Sichuan Tourism University, No. 459 Hongling Road, Chengdu, Sichuan, China

[2]Ph.D. Candidate, Faculty of Hospitality and Tourism Management, Macau University of Science & Technology, Avenida Wai Long, Macau SAR, China

[3]PhD. Associate Professor, Faculty of Hospitality and Tourism Management, Macau University of Science & Technology, Avenida Wai Long, Macau SAR, China

[4]Master Degree, Faculty of Hospitality and Tourism Management, Macau University of Science & Technology, Avenida Wai Long, Macau SAR, China

*Corresponding Email: [1]chentianqi0915@163.com

[2]ckpai@must.edu.mo

Abstract

Nowadays, with the rapid advancement of the economy, there has been a continuous improvement in people's living standards, leading to an increasing demand for spiritual and cultural enrichment. Concerts are increasingly prevalent in people's lives, and fans are influenced by the celebrity effect to travel worldwide to attend and support concerts organized by their favorite artists. Therefore, for destination marketing organizations, fans who visit destinations to attend concerts represent potential tourist groups. It is of great theoretical significance for the development of tourism economy in destinations to organize high-quality concert events and promote interaction between fans and destination cities, thus facilitating the transition from fans to tourists. In this situation, the mechanism of the internal change of the role of fans to tourists has been one of the major research focuses of scholars.

Based on the Stimulus-Organism-Response (SOR) theoretical model, this study analyzes how fan tourists' perceptions of the overall concert experiences and memorable tourism experiences cause fan groups to generate a positive image of the destination, and how this sense of identification with the destination influences the supportive behavior of the destination, thus achieving a change in the role of fans to tourists.

In this research, a targeted questionnaire was distributed to attendees of a major concert within the past 3 months using the "WJX" online survey platform. The survey conducted from October 15, 2023, to October 28, 2023, with a total distribution of 526 questionnaires and collection of 502 questionnaires. The collected data were analyzed utilizing the Smart-PLS 4 data analysis tool. The findings indicate that the celebrity image and concert programs have a positive impact on concert experiences.

The emotional response of fans towards the destination also has a positive influence on memorable tourism experiences, while there is no significant correlation between destination infrastructure and memorable tourism experiences. Furthermore, there is a positive association between concert experiences and memorable tourism experiences, as well as destination image, but not with destination identification. Memorable tourism experiences exert a positive influence on destination image and destination identification, while both destination image and destination identification positively affect destination advocacy.

The study focuses on the role transition from being a fan to becoming a tourist. For the fan-tourist group, the memorable tourism experiences of a concert can enhance the fan's awareness of the destination. In other words, this study examines how fans transmit their positive emotions to the destination through concerts, and subsequently become interested in learning about the destination city and eventually become tourists. This finding has practical significance for boosting economic benefits in local tourism industry development. Furthermore, this study uses concerts as an entry point to investigate fan groups' perceptions of destination attributes, thereby enriching existing research on fan tourists.

Keywords: Concert Experiences, Memorable tourism experiences, Destination Image, Destination Identification, Destination Advocacy

Why are Tourists Turning Themselves into Monks? Exploring Temple Stay as a Form of Transformative Tourism

Tan CHAO[1], Qianying HUA[2*] and Kelvin Y. ZHANG[2]

[1]Guangdong Nanhua Vocational College of Industry and Commerce

[2]Macau University of Science and Technology

*Corresponding Email: 1210022536@student.must.edu.mo

Abstract

This study aims to explore tourism experiences associated with the participation of temple stay, which tourists immerse themselves temporarily in monastic lifestyle to seek transcendent experiences away from the mundane of every day. The demand for such experience signifies a shift in traditional travel motivation underpinned by hedonic and pleasure-seeking activities, to a growing trend towards spiritual and transformative tourism that is characterized by the pursuit of personal development, heightened self-reflexivity, and the search for meaning amidst the post-secular modern life. Underpinned by the interpretivist paradigm, semi-structured in-depth interviews were conducted with 16 participants who attended two temple-stay programs in China. A thematic analysis was undertaken to interpret the interview data. Results indicate that temple stay offers a liminal space which induces a sense of in-betweenness and a state of flux from participants, who underwent spiritually transformative experiences that are characterized by a shift in self – understanding, a reconsideration of relationships with others and with nature, a reinterpretation towards the mundane of every day, and a feeling of transcendence. In addition, these four dimensions of experience are interconnected and deeply embedded in the Chinese cultural and spiritual tradition. This study concludes temple stay tourism yields great implications for tourism studies to reconceptualize travel motivation and tourism experience, while suggesting practical implications for destination marketers and tourism operators towards incorporating spiritual and transformative values in developing tourism products. Future research areas may extend to exploring the impact of such transformative tourism experiences on host monastic communities, and the role of local cultural and spiritual traditions in shaping temple stay experiences.

Keywords: Temple stay, spirituality, Transformative tourism, Experience, Liminality, China

The Impact of Quality and Value of Chinese Chain Coffee Shops on Customer Satisfaction: Applying a Cognitive-Affective Model

Yiying LU, Peishan LI, Manyu TAN, and Susanna KIM

Macau University of Science and Technology

Abstract

The role of the service sector in the social economy is growing as a result of China's market economy's continued expansion and the ongoing shift in consumer demand. People often patronize coffee shops and the coffee shop has also become a very popular consumption place for leisure and entertainment and learning and office. It is statistical data prove that the business performance of coffee shops continues to grow and prosper (Han et al., 2018). Coffee shops have become an integral part of many people's lives in China, especially among the youth. In a coffee shop, food is served alongside coffee as the primary beverage, with other drinks serving as an afterthought. Coffee shops are evolving from simply being places to drink coffee into spaces where experiences can be had and emotions felt. Therefore, coffee shop marketing has gradually shifted its focus to customer satisfaction. Over the last few decades, there has been a gradual improvement in the conceptualization of satisfaction, and the majority of the research that has been done on coffee shops has focused on customer satisfaction (Song et al., 2019). In an increasingly saturated coffee shop market, the success of coffee shop chain marketing should be guided by a comprehensive analysis of customer satisfaction and its interaction with customer cognitive and affective drivers. Understanding the antecedents of customer satisfaction will allow the chain coffee shop operators to focus on the key factors that lead to customer retention.

The purpose of this study is to elucidate the relationship of how quality and value affect customer satisfaction through pleasure and arousal, applying the cognitive-affective model.

To achieve the research objectives, 350 questionnaires were collected using a convenience sampling method from customers of the coffee chain store by.jpg in Guangzhou. IBM SPSS Statistics 26 was used for the empirical analysis including descriptive statistical analysis, reliability analysis and validity analysis, and the validity of several hypotheses was tested by regression analysis. The results showed that cognitive drivers (perceived quality and perceived value) were significantly correlated with happiness and motivation in emotional factors in general. This association along customer satisfaction and customer complaints significantly affects brand loyalty. In addition, the mediating effect of the study variables was identified. The findings of this study have theoretical implications and therefore have important applications in the chain restaurant industry. Although this study was conducted in the context of only one chain brand of coffee shops, the findings can be applied to the operation of other chain coffee shops. As the business performance of coffee shops in China continues to grow, the empirical results of this study will have some reference value for improving customer loyalty of chain coffee shops.

Keywords: Coffee shop, Customer satisfaction, Customer loyalty, Cognitive drivers, Emotional drivers

Impact of Visual Cues in Hotel Photos on Consumers' Booking Intention: Base on SOR Model

Chuhan LIN[1*], Yizheng LENG[1] and Jinkyung KIM[2]

[1]Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Avenida Wai Long, Taipa, Macau SAR

[2]Assistant Professor, Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Avenida Wai Long, Taipa, Macau SAR

*Corresponding Email: 2230006621@student.must.edu.mo.

Abstract

Online photos play a crucial role in the marketing communication of service companies, and the use of online photos of hotel rooms as well as environments on the booking platform of a hotel's official website may have an impact on the booking intentions of potential consumers. This study investigated the influence of visual cues of online hotel photos on customers' cognitive and affective responses through the SOR framework. For consumers, differences in visual cues of online hotel photos may generate different affective and cognitive responses.

Therefore, the study aims to reveal whether and how the visual cues of online photos influence hotel booking intentions by affecting consumers' cognitive and affective responses. The investigation empirically examines how various elements of visual photos that convey environmental cues about the service landscape influence the process by which consumers imagine the service experience and form expectations, and which factor has the greatest impact on consumers. This study focuses on the official website of hotel group (e.g., Hilton, Marriott, Hyatt, etc.). The findings, based on a questionnaire for first-time booking visitors via the website, identified five components of the hotel's online graphic visual cues - lighting, color, layout, furnishings, and style - that differentially influence consumers' cognitive and emotional responses. It also further promotes consumers' booking intentions. The study is expected to collect 500 valid questionnaires and the collected data will be analyzed through SmartPLS.

The results of the study will demonstrate the various elements of visual cues in hotel photos, explain how these cues influence the cognitive and emotional response of potential consumers and ultimately shed light on their intention to book a hotel. The results of the study will help hotel organizations and managers in effectively utilizing photos to attract consumers and increase their hotel room bookings, thereby generating more revenue. In addition, this study will provide empirical analysis for the development of relevant theories in hospitality research and provide new directions for future research.

Keywords: Visual cues, Hotel photo, Booking intention, SOR model, Cognitive response, Affective response

The Impact of Gastronomy Experience on Destination Image, Experience Value, and Mobile Social Media Sharing: The Moderating Role of Personal Marketing Trends

Kuanting CHEN[1], Jingsong ZHANG[2*], Junying LIANG[3] and Chen Kuo PAI[4*]

[1]Faculty of Innovative Hospitality Management, Macao University of Tourism

[2]Ph.D. Student, Faculty of Hospitality and Tourism Management, Macau University of Science & Technology, Avenida Wai Long, Taipa, Macau SAR

[3]Master Student, Faculty of Hospitality and Tourism Management, Macau University of Science & Technology, Avenida Wai Long, Taipa, Macau SAR

[4]Associate Professor, Faculty of Hospitality and Tourism Management, Macau University of Science & Technology, Avenida Wai Long, Taipa, Macau SAR

*Corresponding Email: [2]3230007570@student.must.edu.mo

[4]ckpai@must.edu.mo

Abstract

Gastronomy tourism is an emerging form that attracts millions of tourists who travel through activities related to gastronomic experiences. It can be considered a form of leisure tourism. In gastronomy tourism, food is an integral part that the destination should pay attention to. Previous research has shown that in gastronomy tourism, a third of tourists' spending is devoted to food (Quan & Wang, 2004). And local specialty food can help tourists understand the local culture (Garibaldi & Pozzi, 2018). In addition, some research describes tourists' participation in gastronomy tourism can improve the image of the destination and generate higher loyalty (Björk & Kauppinen-Räisänen, 2016; Di-Clemente & Hernández-Mogollón, 2019). Therefore, from the economic, cultural, and social aspects, gastronomy tourism still has great research value.

And as social media continues to evolve, traditional marketing methods such as advertising have received less attention than social media marketing such as experiential word-of-mouth. As a result, mobile social media sharing of visitors becomes even more important. Additionally, self-promotion tendency has a significant positive effect on willingness to use social media, but whether it plays a moderating role between gastronomic experience and mobile social media sharing is worth discussing.

Therefore, based on the Stimulus-Organism-Response (S-O-R) framework and research background, this study constructs a theoretical model of the interaction between gastronomy experience, perceived destination image, experiential value, and

139

mobile social media sharing, while also validating the moderating role of self-promotion tendency, and the relationship between the variables will be measured by structural equation modelling. Finally, this study aims to address the following research questions: (a) Are the gastronomy experience of tourists influenced by the four factors of entertainment, escapist, education, and esthetic? (b) Does the gastronomy experience affect perceived destination image, experiential value, and mobile social media sharing? And what's the relationship between them? (c) Does tourists' self-promotion tendency moderate the relationship between gastronomy experience and mobile social media sharing?

Through empirical research, this study will validate understanding of the multi-path relationship between gastronomy experience and mobile social media sharing, thereby enhancing the destination image of gastronomic tourism and enriching the experiential value for tourists. Additionally, this study aims to create effective marketing strategies for tourism businesses and destination management organizations to attract more gastronomic tourism tourists.

Keywords: Gastronomy Tourism, Self-Promotion Tendency, Destination Image, Mobile Social Media Sharing

Reference

[1] Björk, P., & Kauppinen-Räisänen, H. (2016). Local food: a source for destination attraction. International Journal of Contemporary Hospitality Management, 28(1), 177-194.

[2] Di-Clemente, E., Hernández-Mogollón, J. M., & Campón-Cerro, A. M. (2019). Food-based experiences as antecedents of destination loyalty. British Food Journal, 121(7), 1495-1507.

[3] Garibaldi, R., & Pozzi, A. (2018). Creating tourism experiences combining food and culture: An analysis among Italian producers. Tourism Review, 73(2), 230-241.

[4] Quan, S., & Wang, N. (2004). Towards a structural model of the tourist experience: An illustration from food experiences in tourism. Tourism management, 25(3), 297-305.

Research on Immersive Rural Tourism Development Based on Intangible Heritage Folk Culture

Wanyi YANG

Ph.D. student, Faculty of Hospitality and Tourism Management , Macau University of   Science and Technology, Macau

Abstract

In recent years, rural tourism has become a new industry with strong development momentum in the field of agriculture and rural areas. With the continuous improvement of living standards among urban and rural residents, it has accumulated and released more and more profound market potential, and has become a powerful engine to revitalize rural industries. However, behind the rapid growth of the industry, concern regarding the homogenization of rural tourism products, the lack of creativity within folklore projects, and disparities in service quality persist. Rural tourism should be rooted in local own customs and characteristics, full of freshness and vitality, to have a real sense of immersion in rural life. So, how to realize the transformation and upgrading of rural tourism? How to achieve a win-win situation between flow and retention in cultural and creative projects, and strengthen the sense of immersion and participation of tourists? Based on these problems, the research distinguishes the differences between immersive rural tourism and traditional rural tourism, and further analyzes and summarizes the shortcomings in the current development of rural tourism and the underlying reasons. Secondly, through the research of collecting and combing literature and relevant materials, the study analyzes the association and cooperation mode between intangible cultural heritage, folk culture and factors influencing rural tourism development. This is achieved by gathering and analyzing the literature and relevant data. This study then proceeds to construct an immersive rural tourism development model centered around intangible heritage folk culture. This model is developed from four key aspects: architectural culture, living culture, production culture and festival culture. The primary aim is to transcend the traditional "viewing mode" and transition into the "experiencing mode", thereby providing tourists with an unrepeatable immersive experience. Finally, the article takes the development of Yongmo Village in Sanxiang town of Zhongshan City as an example, demonstrates the immersive rural tourism development of Yongmo village based on intangible cultural heritage and folk culture, and puts forward the corresponding concrete ways and methods. This study will contribute to the existing literature research on the development of immersive rural tourism and the collaborative approach involving "intangible cultural heritage and folk culture + tourism". By advocating for the active integration of intangible heritage folk culture, tailored to local conditions, this study aims to unearth development models aligned with community needs, thereby stimulating the emergence of a new cultural tourism economy and fostering sustainable rural tourism development.

Do Food Videos Influence Tourists' Behavioral Intentions? The Effects of Food Personality Traits, Cultural Familiarity, and Memorable Food Experiences

Yidan LUO[1] and Yoonjae NAM[2]

[1]Master student, Smart Tourism Education Platform Kyung Hee University

[2]Ph.D. Professor , Smart Tourism Education Platform Kyung Hee University

Abstract

In recent years, the burgeoning popularity of short videos has led to a proliferation of diverse content, including food-related videos (Kim et al., 2018; Zhang & Wang, 2023). Food significantly influences the pre-travel decision making process for many people (Hussain et al., 2023). As a result, short videos about food are often watched by individuals seeking to deepen their understanding of local cuisines, as videos effectively convey both food information and visual appeal (Kim et al., 2018; Soltani et al., 2021; Song et al., 2023). Food also reflects regional culture and traditions, especially in ethnic minority areas such as Guangxi in China (Kim et al., 2018). As a region in China with relatively underdeveloped infrastructure (Zhao & Lu, 2020), Guangxi can capitalize on representative elements such as local cuisine and incorporate them into the prevalent trend of short videos for promotional purposes. However, there is a paucity of research on the food personality traits of potential tourists who watch these videos, which poses a challenge in understanding the factors that influence their willingness to try local food and visit these destinations. Therefore, this study seeks to explore how physical distance, abstraction, and psychological distance affect this dynamic (Trope & Liberman, 2010). It will also examine how the characteristics of short food videos and prior memorable food experiences mediate these relationships. This article includes a link to online questionnaires inviting viewers to watch and provide feedback on Guangxi food short videos. The results of this study will provide important theoretical insights for destination marketing organizations (DMOs) to better understand tourists' food preferences and provide actionable recommendations for destination promotion.

Based on the above, the following research questions are posed: RQ1. How do people's attitudes toward short food videos vary based on their food personality traits and cultural familiarity? RQ2. How do food personality traits and cultural familiarity influence individuals' memorable past food experiences? RQ3. Can short food videos evoke people's memorable past food experiences? RQ4. What role do short food videos and memorable past food experiences play in mediating the relationship between food personality traits, cultural familiarity, and behavioral intentions?

To answer these questions, the study will use an online questionnaire linked to a curated collection of short videos depicting Guangxi cuisine. The survey study will include approximately 300 South Koreans, and after collecting their responses, the

structural equation modeling (SEM) method will be applied to the data for hypothesis testing.
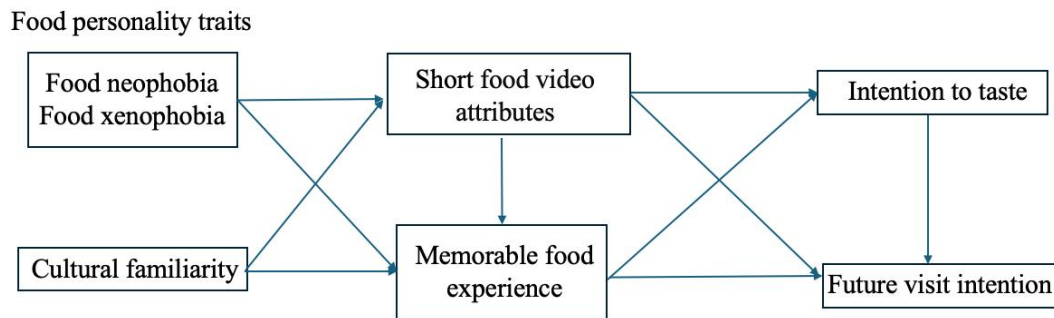
Figure. Research mode

Keywords: food neophobia, food xenophobia, cultural familiarity, food short video, memorable food experience, Construal Level Theory

References

[1] Hussain, K., Abbasi, A. Z., Rasoolimanesh, S. M., Schultz, C. D., Ting, D. H., & Ali, F. (2023). Local food consumption values and attitude formation: the moderating effect of food neophilia and neophobia. Journal of Hospitality and Tourism Insights, 6(2), 464–491. https://doi.org/10.1108/JHTI-08-2021-0214Kim, S. (Sam), Choe, J. Y., & Lee, S. (2018). How are food value video clips effective in promoting food tourism? Generation Y versus non–Generation Y. Journal of Travel & Tourism Marketing, 35(3), 377–393. https://doi.org/10.1080/10548408.2017.1320262

[2] Soltani, M., Soltani Nejad, N., Taheri Azad, F., Taheri, B., & Gannon, M. J. (2021). Food consumption experiences: a framework for understanding food tourists' behavioral intentions. International Journal of Contemporary Hospitality Management, 33(1), 75–100. https://doi.org/10.1108/IJCHM-03-2020-0206

[3] Song, H. G., Kim, Y.-S., & Hwang, E. (2023). How Attitude and Para-Social Interaction Influence Purchase Intentions of Mukbang Users: A Mixed-Method Study. Behavioral Sciences, 13(3), 214. https://doi.org/10.3390/bs13030214

[4] Trope, Y., & Liberman, N. (2010). Construal-level theory of psychological distance. Psychological Review, 117(2), 440–463. https://doi.org/10.1037/a0018963

[5] Zhang, W., & Wang, Y. (2023). "The lure of food", exploring the role of "mukbang" on visit intention: an empirical study based on SEMs and artificial neural network (ANN). Current Psychology. https://doi.org/10.1007/s12144-023-04791-y

[6] Zhao, Y., & Lu, Y. (2020). Mapping determinants of rural poverty in Guangxi — a less developed region of China. Journal of Mountain Science, 17(7), 1749–1762. https://doi.org/10.1007/s11629-019-5760-9

Meizhou Hakka Traditional Villages: The Construction and Evolution of Space by the Indigenous People in Folk Cultural Tourism Destinations

Xiaoli YI, Chenyao LI, Xinyi XIAO and Ting JIANG

Jinan University

Abstract

Since ancient times, Chinese villages have been a product of agricultural civilization, and their landscapes are expressions of traditional aesthetics. From a grassroots level, Chinese society is fundamentally local. However, with the rapid advance of modernization and urbanization, urban consumers have increasingly developed a nostalgia for rural landscapes, leading to the emergence of a "nostalgia" tourism economy. In the context of promoting the integration of culture and tourism
and the revitalization of rural areas in China, excavating local cultural heritage resources and developing rural folk cultural tourism has become a key strategic direction.

However, villages are the living spaces of indigenous people, who not only give life to traditional villages but also play a crucial role in the production of cultural landscapes. As the subjects of observation, the indigenous residents of traditional villages often participate passively due to their vulnerable status, and their voices often being overlooked. Generally, there is a lack of studies on how indigenous people understand the construction of their own cultural spaces. Existing studies on space tend to focus solely on the physical architectural space or are confined to the material, spiritual, and life categories of space production theory, without emphasizing locality, spatiality, and human agency.

Therefore, based on Yi-Fu Tuan's seminal theory in "Space and Place," this study conducts interviews with indigenous groups in Hakka traditional villages in Dabu County, Meizhou City. Using grounded theory to analyze the interview texts, the study reveals that 1) the space of Meizhou Hakka traditional villages constitutes a socially constructed human-land relationship, encompassing practical, mythical, abstract, relational, and architectural structures; 2) practical space meets the most fundamental needs and underpins the other spaces; 3) mythical and abstract spaces guide the construction of relational and architectural spaces; 4) within the mythical space, changes in values influence shifts in deity worship. These spatial structures interact over time with the development of the tourism industry, presenting a dynamic, spiraling evolution. This study moves beyond the traditional tourist gaze, deepening the understanding of local spaces in Hakka traditional villages, and offers unique insights for the sustainable development of folk cultural tourism destinations.

Keywords: Folk Cultural Tourism, Hakka Culture, Indigenous People, Spatial Construction, Locality

145

In What Space Can Tourists be Stimulated to Existential Authenticity?

Xiaoli YI, Xinyi XIAO and chenyao LI

Jinan University

Abstract

The question of the space under which tourists can be stimulated to existential authenticity is critical to understanding tourists' experiences and destination marketing, but there is little existing research on bridging space and existential authenticity. Existential authenticity refers to a state of Being, pursuing an unconstrained state. Existing research has mainly focused on the relationships between architecture or folk culture, emotions, sensations, etc and existential authenticity. However, space had received little attention.

Tuan's classical theory of Space and Place draws strong connections among space, experience, and meaning, which provides a perspective to recognize the connections between space and existential authenticity and further answer the question of "in what space can tourists be stimulated to existential authenticity". Based on this theory, practical space, architectural space and mythic space are refined and quantified and the relationship between the three spaces is further testified.

Therefore, this study aims to investigate the mechanism of practical space, architectural space, mythic space, and existential authenticity from the perspective of tourist perception. 185 and 306 questionnaires data are collected from two national historical and cultural villages in Guangdong, China: Bijiang Village and Nanganggupai Village, respectively. To analyze the collected data, this study applies Partial Least Squares – Structural Equation Modelling (PLS-SEM) as a symmetric analysis technique.

Findings from cross-regional surveys reveal that practical space and mythic space significantly influence tourists' existential authenticity. Practical space positively influences architectural space and mythic space. Results further reveal the mediating effect of mythic space between practical space and existential authenticity. However, the effect of architectural space on existential authenticity is inconsistent between Bijiang Village and Nanganggupai Village, the latter is not significant. In Bijiang Village, architectural space positively influences tourists' existential authenticity and plays a mediating role. The reasons of this difference are further analyzed. Based on the conclusions, theoretical and practical implications are discussed.

Keywords: Practical space; Architectural space; Mythic space; Existential authenticity; Chinese historical and cultural villages

Making Tourism Destination More Attractive via Eye Gaze: The Role of Gender

Anqi (Angie) LUO[*] and Shuyue XIE

School of Hotel and Tourism Management, The Hong Kong Polytechnic University, 17 Science Museum Road, TST East, Kowloon, Hong Kong

*Corresponding author: 17 Science Museum Road, TST East, Kowloon, Hong Kong; E-mail address: anqi-angie.luo@polyu.edu.hk; Tel: +852 3400-2260; Fax: +852 2362-9362

Abstract

In tourism destination promotions, tourism promotional ads or posters typically feature human elements such as tourists, celebrity endorsements, or local residents, aiming to capture people's attention, evoke emotions, and establish connections with potential consumers (Back et al., 2020; Glover, 2009; Park & Yim, 2020). Besides their presence in the advertisement, they may be depicted looking either directly at you or away from you. Then, does where the human character's eyes look matter in improving the effectiveness of destination advertising? This research demonstrates the influence of eye gaze direction on tourism destination promotion and considers the gender of observers as well as the gender of the human character depicted in the ad to understand the influence of eye gaze in tourism promotional advertisements.

Human character' averted gaze has been found to elicit empathy by enhancing the engagement with the audience (i.e., observers/viewers), encouraging the audience to contemplate the feelings and emotions of the characters and the portrayed subject (Morgan, 2005; Simons, 1988). In addition, gender congruency plays a critical role in arousing empathy, as individuals often show more empathy when judging people of the same gender than when judging persons of the opposite sex (Olesker & Balter, 1972). In tourism research, empathy has been identified as an effective mechanism for achieving destination promotion objectives (Akgün et al., 2015; Yi et al., 2022). Taken together, we propose that averted gaze may facilitate empathy, especially when there is an alignment between the gender of the viewer and the gender of the model depicted in the advertisement, increasing the effectiveness of tourism promotional advertisements.

The results of study 1 indicate that the ad featuring a female model with averted (vs. direct) gaze is more effective in eliciting female participants' empathy ($M_{averted}$=3.59, $M_{directed}$=2.60; $F_{(1, 190)}$=11.87, $p<.001$), thereby increasing the effectiveness of the tourism destination ad (Visit intention: $M_{averted}$=4.17, $M_{directed}$=3.62; $F_{(1, 190)}$=4.23, $p<.05$; Mediation: B=.61, SE=.18, 95%CI=[.2630, .9887]). However, such patterns are significantly attenuated among male participants. The results of study 2 indicate that the ad featuring a male model with averted (vs. direct) gaze is more effective in eliciting male participants' empathy ($M_{averted}$=3.64, $M_{directed}$=2.87; $F_{(1, 190)}$=5.06, $p<.05$), thereby increasing visit intention ($M_{averted}$=4.75, $M_{directed}$=3.82; $F_{(1, 190)}$=10.38, $p<.05$; Mediation:

B=.45, SE=.22, 95%CI=[.0351, .8792]). However, such patterns are significantly attenuated among female participants. Taken together, the results of two studies demonstrate that when the model in the advertisement shares the same gender as the viewer, the model looking away from the viewer (i.e., averted eye gaze) is more effective than making direct eye contact with the viewer (direct eye gaze) due to enhanced empathy.

This research provides important managerial implications to tourism destination promotion on when and how to use eye gaze as one of the human elements to improve destination attractiveness and enhance the visit intention.

Keywords: Eye gaze, Gender congruity, Effectiveness of Destination Promotion, Empathy

References

[1] Akgün, A. E., Keskin, H., Ayar, H., & Erdoğan, E. (2015). The influence of storytelling approach in travel writings on readers' empathy and travel intentions. Procedia-Social and Behavioral Sciences, 207, 577-586.

[2] Back, R. M., Park, J. Y., Bufquin, D., Nutta, M. W., & Lee, S. J. (2020). Effects of hotel website photograph size and human images on perceived transportation and behavioral intentions. International Journal of Hospitality Management, 89, 102545.

[3] Glover, P. (2009). Celebrity endorsement in tourism advertising: Effects on destination image. Journal of Hospitality and Tourism Management, 16(1), 16-23.

[4] Morgan, D. (2005). The sacred gaze: Religious visual culture in theory and practice. Univ of California Press.

[5] Olesker, W., & Balter, L. (1972). Sex and empathy. Journal of Counseling Psychology, 19(6), 559–562. https://doi.org/10.1037/h0033552

[6] Park, S. Y., & Yim, M. Y. C. (2020). Do celebrity endorsements benefit familiar luxury brands? A perspective from social adaptation theory. Journal of Current Issues & Research in Advertising, 41(1), 20-35.

[7] Simons, Patricia (1988), "Women in Frames: The Gaze, the Eye, the Profile in Renaissance Portraiture," in The Expanding Discourse: Feminism and Art History, ed. Norma Broude and Mary D. Garrard, New York, NY: Routledge, 38–57.

[8] Yi, K., Li, F., Zeng, Y., Xie, C., & Xu, Z. (2022). The Mediating Role of Empathy in the Internal Mechanism of Film-Induced Tourism. Frontiers in Psychology, 13, 900998.

The Effects of Hotel Photo Color Saturation on Leisure and Business Travelers

Yoohee HWANG[1], Heewon KIM[2*], Yuqiao CHENG[3] and Jaehee GIM[4]

[1]Assistant Professor, School of Hotel and Tourism Management, The Hong Kong Polytechnic University, 17 Science Museum Road, Tsim Sha Tsui, Kowloon, Hong Kong SAR

[2]Assistant Professor, Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Avenida Wai Long, Taipa, Macau SAR

[3]Lecturer, College of Management, Shenzhen University, 3688 Nanhai Avenue, Shenzhen, Guangdong P.R., China

[4]Assistant Professor, School of Hotel and Tourism Management, The Hong Kong Polytechnic University, 17 Science Museum Road, Tsim Sha Tsui, Kowloon, Hong Kong SAR

*Corresponding Email: hwkim@must.edu.mo

Abstract

The global population of social media users has skyrocketed to a staggering 4.5 billion and shows no sign of decreasing, with predictions indicating further growth (Statista, 2022a). In response to this rise, companies are amplifying their investments in social media advertising. In 2022, spending in this arena exceeded US$226 billion and is projected to further inflate to US$384.9 billion by 2027 (Statista, 2022b). Given the prominence of images and videos in the social media sphere, color plays a pivotal role in shaping consumer perception. In response to calls for more in-depth analysis on the impact of color saturation (Liu et al., 2022; Wang et al., 2020), the present study posits three hypotheses (Figure 1):

Hypothesis 1 [H1]. Individuals perceive higher levels of fit between high (vs. low) color saturation and leisure travel.

Hypothesis 2 [H2]. Individuals perceive similar levels of fit between high (vs. low) color saturation for business travel.

Hypothesis 3 [H3]. Perceived fit with travel purpose underlies the effect of color saturation on psychological closeness with brand.

To validate these hypotheses, the study comprises three phases. Study 1 aims to test H1 and H2 using a 2 (color saturation: low vs. high) by 2 (travel purpose: leisure vs. business) between-subjects experimental model. Results revealed that leisure travelers felt a greater sense of congruity with high saturation, while the perceptions of business travelers remained indifferent to color saturation. Study 2A is devised to validate H3, whilst study 2B aims to reaffirm findings from study 2A – a similar experimental model was employed. Results from Study 2A and Study 2B elucidate that if travelers perceive a sense of congruity between the saturation of color and

travel intent, they feel more aligned with the brand, particularly in the context of leisure travel.

This study broadens earlier research on color-related psychological implications. While the existing literature focuses on the consumer response to color hue, relatively less attention was paid to the effects of color saturation. While previous research has considered the color saturation effect in the context of consumption type (solo vs social dining) and message type (health-focused vs taste-focused messages) (Liu et al., 2022; Wang et al., 2020), this study delves deeper and examines this effect in relation to travel purpose. These results could provide critical insights for social media marketers in the hotel industry, particularly those catering to both business and leisure travelers.
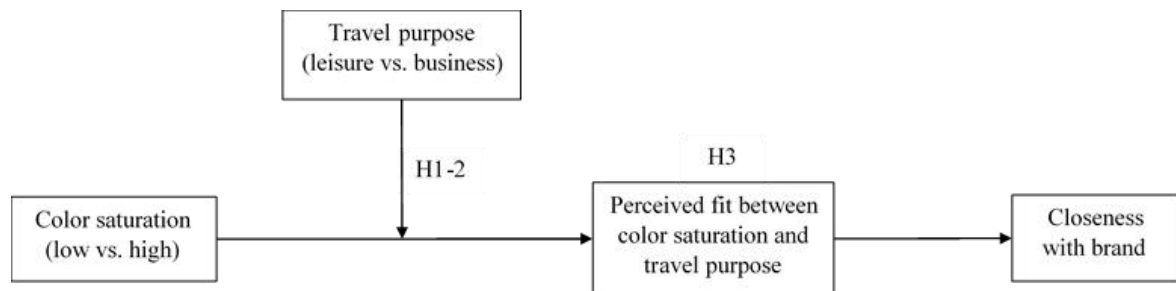
Figure 1. Conceptual model

Keywords: Color saturation, Travel purpose, Perceived fit, Brand closeness

References

[1] Liu, S. Q., Wu, L. L., Yu, X., & Huang, H. (2022). Marketing online food images via color saturation: A sensory imagery perspective. Journal of Business Research, 151, 366-378.

[2] Statista (2022a). Number of social media users worldwide from 2017 to 2027. Available at: https://www.statista.com/statistics/278414/number-of-worldwide-social-network-users/ (accessed 3 November 2023).

[3] Statista (2022b). Social media advertising – worldwide. Available at: https://www.statista.com/outlook/dmo/digital-advertising/social-media-advertising/worldwide (accessed 3 November 2023).

[4] Wang, B., Liu, S. Q., Kandampully, J., & Bujisic, M. (2020). How color affects the effectiveness of taste-versus health-focused restaurant advertising messages. Journal of Advertising, 49(5), 557-574.

Adaptive Governance through Tourism-Led Rural Space Restructuring —— A Multidimensional Analysis on Yingzhou West Lake, Anhui, China

Qishan LI and Kaihan YANG*

[1]Faculty of Hospitality and Tourism Management, Macau University of Science & Technology, Macau, China

[2]Faculty of Hospitality and Tourism Management, Macau University of Science & Technology, Macau, China

*Corresponding Email: khyang@must.edu.mo

Abstract

Since implementing the Rural Revitalisation Strategy in 2017, rural tourism has generally been viewed as a promising means of achieving China's economic, social, and environmental objectives. Consequently, rural China has received tremendous attention from policymakers and practitioners as capital investments, labour, resources, and other initiatives poured from the cities. However, whether rural tourism can be identified as a solution for the revitalisation agenda and a way to narrow urban-rural disparity depends on rural governance capabilities, which are urgently understudied in the tourism domain. This study aims to measure the impact of tourism development on the rural communities from the perspectives of adaptive governance. More specifically, this study tracks the spatial changes in the Yingzhou West Lake area since the state-led tourism development campaign, records its continuous impact on the four villages' living, farming, and ecological conditions, and examines adaptive governance capabilities throughout this process. To do this, this study employed mixed methods, including GIS-data, official statistics, policy documents, and in-depth interviews with policymakers, local government, industry practitioners, planners, and villagers. This study finds that four villages respond to rural tourism development differently, conditioning to their respective adaptive capabilities in terms of coping, adaptive, and transformative abilities. Also, this study suggests that the state-led, top-down tourism development mechanisms can lead to adaptation other than adaptabilities, resulting in a wide gap between expectations and results. Nurturing a bottom-up, resilient rural community is the key variable in rural tourism sustainability in the context of China.

Keywords: Rural Governance, Rural Tourism, Adaptive Capabilities, Revitalisation

Exploring the influence of slow tourism traits on place identity: From the perspective of self-Determination theory

Yuyang QIU, Wenlong WANG and Jing TANG

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

Abstract

With the improvement of people's requirements for tourism experience and the pursuit of sustainable tourism, people have slowly begun to focus on immersing themselves in the natural scenery and cultural customs of the destination, rather than sightseeing as much as possible in a limited time. Slow tourism has been widely welcomed, so it is necessary to discuss what traits of slow tourism affect tourists' place identity, to provide a reference for the development of this emerging tourism mode.

Slow tourism refers to the fact that tourists adopt more flexible plans and longer time to engage in immersive tourism experiences and establish closer connections with the local nature and culture (Serdane et al., 2020). It emphasizes a slow pace, deep experience, and interaction with the local community. According to the definition of slow tourism, this study summarizes two traits of slow tourism: flexibility and immersion. The flexibility of slow tourism refers that tourists are more autonomous and random in tourism planning and the process of tourism. At the same time, immersion emphasizes that tourists are more deeply involved in the interaction with the destination and more aware of the local culture and customs (Manthiou et al., 2022). Slow tourism encourages individuals to actively participate and make independent choices and provides more opportunities to develop and display individual abilities. Besides, interaction with residents also enhances the relationship between individuals and the local community. In this context, individuals usually experience a higher degree of autonomy, ability, and relationship satisfaction. According to the self-determination theory, if these three basic psychological needs of individuals are met, tourists can strengthen their sense of identity with the tourist destination through a slow tourism experience. "Place identity" refers to the impact of the physical and symbolic attributes of a specific place on the individual self or sense of identity (Proshansky et al., 1983). Previous studies have emphasized the role of destinations in meeting basic human needs and found that individual motivations and needs are related to place identity (Droseltis & Vignoles, 2010). In studies on the relationship between tourists and destinations, the results show that the satisfaction of basic psychological needs can promote the formation of place identity (Ariccio et al., 2021). Therefore, the use of SDT can explore the impact of slow tourism on the formation of place identity in a more systematic way.

This study adopts a hybrid research method combining qualitative and quantitative methods. We will extract the dimensions of slow tourism traits from 15 visitors who have had several slow tourism experiences, and develop questions about slow tourism traits in our questionnaire. Then, this study will conduct an online questionnaire survey on slow tourism tourists in Macao. The questionnaire will take the form of a 7-point Likert scale, and it is expected to distribute 500 questionnaires. By

constructing a structural equation model, the potential relationship between various variables will be explored.

The expected theoretical contribution of this study is firstly to develop a measurement scale for slow tourism traits. Secondly, by introducing SDT, the impact mechanism of slow tourism on place identity is revealed, which expands the literature related to SDT. In the part of expected theoretical implications, this study provides a new perspective for destination managers to increase the number of tourists. When designing tourism products and services, managers can target and meet the psychological needs of tourists, thus improving the formation of place identity and the willingness of tourists to engage in slow tourism.

Keywords: Slow tourism traits, SDT, Place identity

References

[1] Ariccio, S., Lema-Blanco, I., & Bonaiuto, M. (2021). Place attachment satisfies psychological needs in the context of environmental risk coping: Experimental evidence of a link between self-determination theory and person-place relationship effects. Journal of Environmental Psychology, 78, 101716.

[2] Droseltis, O., & Vignoles, V. L. (2010). Towards an integrative model of place identification: Dimensionality and predictors of intrapersonal-level place preferences. Journal of Environmental Psychology, 30(1), 23–34.

[3] Manthiou, A., Klaus, P., & Luong, V. H. (2022). Slow tourism: Conceptualization and interpretation – a travel vlog gers' perspective. Tourism Management, 93, 104570.

[4] Proshansky, H. M., Fabian, A. K., & Kaminoff, R. (1983). Place-identity: Physical world socialization of the self. Journal of Environmental Psychology, 3(1), 57–83.

[5] Serdane, Z., Maccarrone-Eaglen, A., & Sharifi, S. (2020). Conceptualising slow tourism: A perspective from Latvia. Tourism Recreation Research, 45(3), 337–350.

The Impact of Using AI Technology in the Hospitality Industry on Gen Z Consumer Trust

Zuoneng WEI, Yingtong LIN and Tianmin CHEN

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

Abstract

The purpose of this study is to examine the impact of using artificial intelligence (AI) technology in the hospitality industry on the trust of Generation Z consumers and to consider moderating factors. With the continuous advancement of technology, AI technology has been widely used in the hospitality industry, including smart room service, self-check-in systems, and personalized recommendations. However, AI technology has raised some concerns about consumer privacy protection, data security and human-computer interaction, which may have an impact on consumer trust. Therefore, this study will consider the variable factors such as transparency and disclosure, data privacy protection, service quality and personalized experience in order to more comprehensively analyze the impact of AI technology on Generation Z consumer trust. Based on that, we ask the following research questions:(1) How does the popularization of AI technology in the hospitality industry affect the trust of Generation Z consumers (2) Among the many influencing factors, which one has the greatest impact on the trust of Generation Z consumers (3) Whether hotel's branding will affects Generation Z consumers trust in the use of AI technology.

This study will use a mixed methods research design, combining quantitative and qualitative data collection and data analysis. First, a questionnaire survey was used to collect data on Generation Z consumers' trust in the use of AI technology in the hospitality industry. The research subjects were Generation Z consumers who had used hospitality AI technology in the past year. Secondly, through in-depth interviews and discussions, Generation Z consumers' perceptions and attitudes towards factors such as transparency, data privacy protection, service quality and personalized experience were obtained. The data research will be analyzed using the PLS-SEM method, and the data analysis will be performed using SPSS software to analyze the sample data and test the measurements and structural model using the intelligent partial least squares (PLS3) method.

The results of the study are expected to provide in-depth insights about the impact of using AI technology in the hospitality industry on the trust of Gen Z consumers, and provide effective strategies and recommendations for the hospitality industry to enhance consumer trust in AI technology for sustainable growth in the industry.

Keywords: Artificial Intelligence, AI Technology, Generation Z, Consumer Trust, Hospitality Industry

日本"地產地消"模式探討：兼論對我國農產品営銷模式的啟示

謝婕 [1], 徐哲 [2], 關錫坤 [3], 陳文君 [4]

[1] 廣東外語外貿大學南國商學院管理學院

[2] 廣東外語外貿大學南國商學院東方語言文化學院

[3] 西安外國語大學旅遊學院·人文地理研究所

[4] 廣東外語外貿大學南國商學院管理學院

摘要

農產品行銷作為農村發展的重要內容已經成為我國鄉村振興戰略的重要規劃，"民族要復興，鄉村必振興"，農產品行銷是鄉村振興的重要手段。日本自 20 世紀 80 年代便開始打造農產品的"地產地消"促進活動，為農產品行銷提供新的模式，該模式具有充分提升農民積極性、促進多樣產業融合、促進當地區域品牌建設等特點，促進了當地農業經濟的高速發展，該種模式致力於提升鄉村、文旅、農產品等多產業融合的綜合效益，能為中國的鄉村振興以及鄉村旅遊的高質量發展提供有益啟示，基於上述，本文通過對日本農產品"地產地消"模式發展現狀、經驗借鑒的介紹，結合我國目前農產品行銷的現狀，提出相應的建議與策略，從而推動我國的"農文旅"深度融合，賦能我國的鄉村旅遊高質量發展。

關鍵詞： 農產品行銷;"地產地消";日本經驗借鑒;產業融合;鄉村振興

雙世遺城市全域旅遊發展模式建構研究——以山東省濟寧市為例

趙月陽

濟寧學院經濟管理學院

摘要

山東濟寧文化底蘊豐厚，擁有京杭大運河與"三孔"（孔府、孔廟、孔林）兩大世界文化遺產。但在雙世遺開發方面各自為政，未成體系。故本研究在全域旅遊背景下，以世遺中人文歷史風貌和經濟系統作為資源體系，將濟寧雙世遺文旅資源作為研究對象進行梳理。通過定性定量混合研究方法，整合濟寧世遺旅遊資源，對全域旅遊發展五種模式，進行定性分析；引進 SWOT 模型，對濟寧全域旅遊發展環境現狀進行分析，得出適宜濟寧全域旅遊發展樣板；通過核心—邊緣理論作為資源的整合認知理論基礎，整合、分類濟寧世遺旅遊資源為核心區、中層區、邊緣區；再以濟寧世遺旅遊核心龍頭景區在全域旅遊發展中的帶動型模式的相關理論概念為例，構建帶動型全域旅遊發展模式；以模型框架為基礎，利用圖論和分支限界法進行雙世遺城市旅遊線路規劃設計。從而得出雙世遺城市全域旅遊發展戰略定位的四類方向，並從區域聯動整合文旅資源開發、調整開發空間、推進區域聯動、提升發展優勢四個方面提出全域基礎設施建設、構建全域數位化資訊共用平臺、構建全域綜合管理系、構建全域公共服務體系的建設意見和創新建議，為雙世遺城市全域旅遊發展建設提出紮實的理論基礎和詳實可靠的發展路徑。

關鍵詞: 全域旅遊; 分支限界法; SWOT; 核心—邊緣理論; 世界文化遺產;

探索中國顧客對於酒店機器人的使用意願——技術接受模型與價值共創視角

Lucy Wang*

澳門城市大學國際旅遊與管理學院碩士生

*聯絡郵箱: T22091100595@cityu.edu.mo

摘要

隨著科技的不斷進步，特別是人工智慧、機器學習和自然語言處理等技術的迅速發展，酒店行業迎來了機器人技術的應用浪潮(Chi et al., 2020)。這些前沿技術的運用為酒店業帶來了全新的可能性，使得機器人成為酒店服務領域的一大創新(Bharwani & Mathews, 2021; Meidute-Kavaliauskiene et al., 2021)。酒店機器人的應用不僅可以簡化員工的工作流程，提高工作效率，還能夠實現為客戶提供更加個性化的服務(Ivanov & Webster, 2019; Lin & Mattila, 2021)。與傳統的機器設備不同，酒店機器人具有更加智慧化的交互能力，可以與客戶進行簡單的對話和互動，增強顧客體驗(Luo et al., 2021)。因此，越來越多的中國酒店使用酒店機器人進行對客服務。

為了回應這一熱點，本研究旨在填補兩個空白。雖然之前研究探討顧客對於酒店機器人的使用意願，但很少有人關注人機互動下價值共創的視角。其次，儘管前人以技術接受模型為基礎進行探索顧客對於酒店機器人的使用意願，但鮮少有人關注顧客對於酒店機器人技術接受的心理情緒。

因此，本研究的主要目的是探討中國酒店顧客與機器人的人機互動、感知的有用性、感知的易用性、積極情緒、價值共創與使用意願之間的關係。以技術接受模型與認知評價理論為基礎，採用定量方法，通過方便抽樣的形式向有使用中國酒

店服務機器人經驗的顧客發放調查問卷。調查結果顯示，當中國顧客對酒店機器人的感知產生積極情緒以及價值共創時，會積極的形成使用意願。此外，本研究還擴展了酒店機器人文獻中技術接受模型以及認知評價理論的發展，有助於利益相關者更好的使用與改進酒店機器人技術。
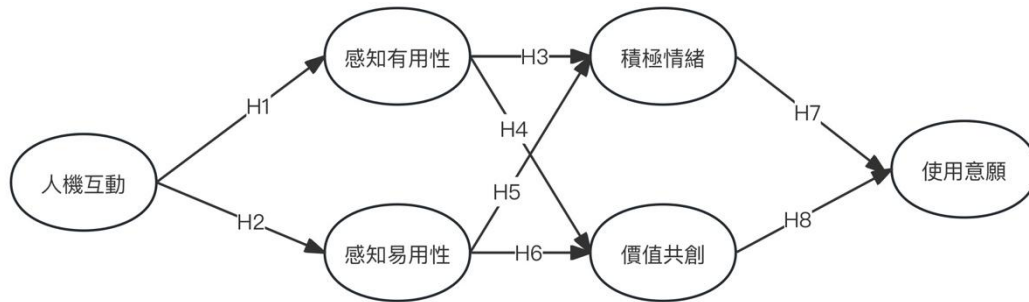
關鍵詞: 人機互動；酒店機器人；技術接受理論；價值共創；使用意願

參考文獻

[1] Bharwani, S., & Mathews, D. (2021). Techno-business strategies for enhancing guest experience in luxury hotels: a managerial perspective. Worldwide Hospitality and Tourism Themes, 13(2), 168-185.

[2] Chi, O. H., Denton, G., & Gursoy, D. (2020). Artificially intelligent device use in service delivery: A systematic review, synthesis, and research agenda. Journal of hospitality marketing & management, 29(7), 757-786.

[3] Ivanov, S., & Webster, C. (2019). Conceptual framework of the use of robots, artificial intelligence and service automation in travel, tourism, and hospitality companies. Robots, artificial intelligence, and service automation in travel, tourism and hospitality, 7-37.

[4] Lin, I. Y., & Mattila, A. S. (2021). The value of service robots from the hotel guest's perspective: A mixed-method approach. International Journal of Hospitality Management, 94, 102876.

[5] Luo, J. M., Vu, H. Q., Li, G., & Law, R. (2021). Understanding service attributes of robot hotels: A sentiment analysis of customer online reviews. International Journal of Hospitality Management, 98, 103032.

[6] Meidute-Kavaliauskiene, I., Çiğdem, Ş., Yıldız, B., & Davidavicius, S. (2021). The effect of perceptions on service robot usage intention: a survey study in the service sector. Sustainability, 13(17), 9655.

豪華酒店與米其林餐飲品牌聯名發展策略

王聖文, 高天爍, 張文卓

瀋陽城市學院

摘要

酒店業的餐飲部門常常面臨經營挑戰和困境。一方面，社會餐飲業的激烈競爭削弱了酒店餐飲的市場優勢；另一方面，酒店餐飲業務的收益並不理想，這進一步加劇了酒店在直接成本和人工成本方面的壓力。後疫情時代，餐飲市場格局發生了顯著變化。高端餐飲業注重"性價比"，而面向大眾的剛需餐飲則強調"品質與價格的平衡"。那些依靠概念包裝而定價模糊的品牌，可能會在市場的重新洗牌中被淘汰。通過文獻研究，可以瞭解到奢華酒店品牌對消費者消費觀念的影響力，以及品牌對消費者感知價值的作用。此外，通過調查問卷，可以分析消費者對奢華酒店餐飲和社會高端餐飲在運營各個方面的滿意度。綜合這些因素，總結出品牌效應對消費者的影響力。豪華酒店餐飲可以通過與米其林等高端餐飲品牌的合作，實現互補和共同發展。以上海寶格麗酒店為例，可以分析中國內地豪華酒店與米其林高端餐飲合作的發展潛力。這種合作有助於彌補豪華酒店在運營上的不足，並提升其餐飲服務的口碑。通過這種方式，豪華酒店可以提升其在競爭中的地位，為消費者和自身帶來更多價值。同時，豪華酒店餐飲應該明確市場定位，與社會餐飲區分開來，以提高在高端市場的競爭力。通過精準的市場定位和品牌合作，豪華酒店餐飲能夠更好地滿足消費者的需求，從而在激烈的市場競爭中脫穎而出。

關鍵詞: 米其林餐飲品牌；消費者；聯名發展；酒店品牌

基於"刺激-組織-反應"模型的遊客感知研究——以澳門為例

黃津

澳門科技大學

摘要

澳門作為世界一流休閒旅遊目的地而備受矚目。隨著新冠肺炎疫情的消退，澳門旅遊業得以迅速復甦。然而，該地區仍舊面臨賭博業和旅遊業單一化的挑戰。澳門政府積極推動多元化發展，以改變其單一形象，吸引多元地區及不同動機的遊客。本研究旨在通過研究外界環境和遊客自身因素對遊客感知的影響，其中包括社交媒體共用、金錢態度、城市品牌和旅遊計劃等。

本研究共發放 505 份問卷，收回有效問卷 466 份。運用 SPSS26.0 分析軟件對有效的樣本資料進行數據分析。研究表明，來過澳門的遊客的社交媒體共用、金錢態度和城市品牌對旅遊計劃、旅遊滿意度和目的地滿意度產生正向影響，而旅遊計劃和目的地滿意度對最終的行為意願產生正向影響，旅遊滿意度對最終的行為意願不產生影響。對來過澳門的遊客進行外界環境感知（社交媒體共用、金錢態度和城市品牌）與自身感知（旅遊計劃、旅遊滿意度和旅遊滿意度）及行為意願（訪問意願、推薦意願和分享意願）的總體均值統計發現，遊客的外界環境感知相對自身感知數值偏下，即對遊客的感知影響較大。

關鍵詞: 社交媒體共用; 金錢態度; 城市品牌; 旅遊計劃; 旅遊滿意度; 目的地滿意度; 行為意願

基於 CAC（認知-情感-共生）模型探究遊客對遺產地的保護行爲影響研究—— 以五臺山爲例

光雨浠，苟銳

澳門科技大學酒店與旅遊管理學院

摘要

遺產地作爲旅遊業的重要組成部分，是全球最重要的旅遊板塊之一，也是人類重要的精神與物質財富。當一個旅遊目的地被認定爲遺產地時代表著旅遊地本身擁有著極高的旅遊競爭力和普世價值，這就會為旅遊地吸引更多的遊客從而帶來可觀的經濟效益並促進當地發展，與此同時遺產地的特性是長期保護性、不可再生性和脆弱性，遊客在帶來諸多好處的同時也會帶來相對的負面影響，而遊客又是旅遊活動的主體，因此遊客的遺產保護行爲對於遺產地的發展是至關重要的。

本研究聚焦遊客的遺產保護行爲，以山西省五臺山遺產地為研究案例，通過認知-情感-共生模型探討影響遊客的遺產地保護行爲到底有哪些，並進行分析瞭解推動遊客對遺產地產生保護行爲的影響因素。

研究結果表明，靈性將遊客的情感體驗聯係起來，並推動了遊客的具體行爲，在遺產地保護行爲方面是至關重要的。而五臺山目的地形象並不能直接作用於遊客的遺產保護行爲，需要通過地方依戀進行仲介作用。

關鍵詞: 遺產地; 遺產地保護行爲; 靈性; 心流體驗; 遺產地形象; 地方依戀

基於歸因法探究美食旅遊屬性對不同文化背景遊客重遊意願的影響

楊清雯, 楊江月, Jinkyung KIM

澳門科技大學酒店與旅遊管理學院

摘要

遺產地作爲旅遊業的重要組成部分，是全球最重要的旅遊板塊之一，也是人類重當地美食是驅使國際遊客前往某個目的地並進行豐富其體驗品質的動力。本研究旨在探索韓國濟州島吸引遊客的美食屬性，並確定屬性因素在形成目的地形象和遊客重遊意圖中的特殊作用。韓國濟州島由於與中國有免簽政策，有許多中國遊客都選擇到此島遊玩，並"打卡"當地獨有本土美食，同時也打開當地多種多樣的咖啡廳。而韓國與日本其獨特的地理優勢，許多日本遊客也選擇到此島度假。儘管人們在調查當地食物的重要性與滿意度和未來意圖之間的關係方面付出了相當大的努力，但還沒有研究探索不同文化背景遊客的美食屬性對其重遊意願的影響。因此，本研究將包含兩個研究，研究 1 使用半結構化訪談法對到訪過旅遊目的地的遊客進行歸因。其次，研究 2 使用探索性因數分析方法和驗證性因數分析方法分析這些共同美食屬性對遊客重遊意願的影響程度。在研究 1 中，受訪對象將採用真實到訪過濟州島的中國及日本遊客做樣本。通過對其訪談內容進行編碼，總結出其訪問韓國濟州島共同的美食屬性特徵。這項研究的結果具有實際意義，研究結果將為韓國旅遊目的地改造當地美食形象從而服務國際食客提供幫助。

關鍵詞: 美食旅遊，對比研究，屬性歸因

探討難忘的旅遊慶典互動體驗：一個量表開發

徐博 [1], Ivan Ka Wai LAI[2]

[1]Faculty of International Tourism and Management, City University of Macau, Taipa, Macau

[2]Centre for Gaming and Tourism Studies, Macao Polytechnic University, Taipa, Macao,
ORCID: 0000-0002-4865-1860

摘要

體驗經濟指出當人們的生理需求，甚至智力需求都得到了滿足，他們開始尋找新的體驗(Pine et al.,1999)。旅遊是一種體驗，所以體驗經濟的概念及維度已經在旅遊研究中廣泛探討(Chang,2018)，但是體驗是複雜的，其中一種體驗是難忘的旅遊體驗 (Kim,2010)。Wong et al. (2019)提出難忘的旅遊體驗是由風景、互動以及娛樂活動組成。先前有關難忘的旅遊體驗研究是針對於旅遊目的地，並沒有針對某一種類型的旅遊活動，然而，不同的旅遊活動有不同的難忘回憶，當旅客加不同的旅遊活動，將會有不同的難忘旅遊體驗。因此，為了豐富旅客的難忘旅遊體驗，我們應該針對旅遊活動做出研究。

在眾多旅遊活動中，其中一個讓人產生難忘的回憶是旅遊慶典活動，疫情已經過去，許多地方政府都會舉辦旅遊慶典活動吸引不同的遊客到來，例如：泰國潑水節、德國啤酒節、印度灑紅節。但是旅客去參加旅遊慶典活動所產生的體驗和去景點所產生的體驗是不同的，最大區別在於慶典有不同的互動元素，有不同的難忘互動體驗。因此，不能像前人的研究僅用一個維度來代表所有的難忘的互動體驗，若通過慶典活動推廣當地旅遊目的地，需要找出難忘的慶典互動體驗有哪些？

根據利益相關者理論，參與慶典活動人有居民和旅客，因此在慶典活動裡面有

兩種互動體驗：旅客和居民互動的體驗、旅客和旅客的互動體驗。然而，在慶典活動中除了這兩種互動還有旅客和慶典之間的互動，慶典是一種主題的特別活動，它涉及到慶祝的感覺和參與者之間的享受體驗(Ma & Lew, 2012)。因此，難忘的旅遊慶典活動應該包括旅客與慶典的互動。

本研究將使用混合方法，以泰國潑水節作為研究目標，通過定性方法做出研究1：訪問去過慶典活動的人群，將他們的難忘互動回憶通過訪談進行內容分析，接著找出量表以及列出維度，再用定量的方法收集數據，將難忘的娛樂互動體驗量表開發出來。本研究的研究貢獻是開發量表給予後人做難忘旅遊慶典互動的研究，給業界根據量表結果優化慶典互動內容。

關鍵詞: 體驗經濟; 旅遊慶典; 難忘的旅遊體驗; 難忘的慶典互動體驗; 泰國潑水節

參考文獻：

[1] Chang, S. (2018). Experience economy in hospitality and tourism: Gain and loss values for service and experience. *Tourism Management*, 64, 55-63.

[2] Kim, J. -H. (2010). Determining the factors affecting the memorable nature of travel experiences. *Journal of Travel & Tourism Marketing,* 27(8), 780-796.

[3] Ma, L., & Lew, A. A. (2012). Historical and Geographical context in festival tourism development. *Journal of Heritage Tourism*, 7(1), 13-31.

[4] Pine, B. J., Pine, J., & Gilmore, J. H. (1999). *The experience economy: work is theatre& every business a stage*. Harvard Business Press.

[5] Wong, J. W. C., Lai, I. K. W., & Tao, Z. (2019). Memorable ethnic minority tourism experiences in China: a case study of Guangxi Zhuang Zu. *Journal of tourism and cultural change*,17(4), 508-525.

博物館數字虛擬人形象感知的定性研究：以宣傳效果爲中心的訪談調查

于競 [1], 陳雅軒 [2], 侯英格 [2], 李錢悅 [2]

[1] 澳門科技大學酒店與旅遊管理學院，講師

[2] 澳門科技大學酒店與旅遊管理學院，文化旅遊方向，大三本科

摘要

近年來，許多文化保護機構開始運用數字化技術記錄、完善、保存文化資訊，數字虛擬人也被廣泛應用於各大博物館平臺，在知識傳播和綫上綫下推廣中發揮了顯著的效果。文章以 "寫實人形""藝術人形""擬人形"三種不同虛擬人形象概念爲基礎，針對受訪者對其的總體形象感知展開訪談研究，研究問題包括受訪者對於此三類虛擬人形象的"第一印象""選擇和偏好""功能性設計和建議"，幷以受訪者的訪談語料爲一手資料，對數字化虛擬人在博物館宣傳的效果進行了分析。研究結果表明，年齡稍大的受訪者更青睞"寫實人形"類的數字虛擬形象，而較爲年輕的受訪者認爲"藝術人形"及"擬人形"形象更有吸引力。受訪者普遍認爲 "擬人形"形象更適用於兒童科普場景中，而"寫實人形"更具有知識的專業性。隨著"類人"程度的提高，虛擬形象與參觀者之間的心理距離究竟是增加還是減少？受訪者提供了多樣化的觀點。同時，受訪者針對虛擬人的設計和功能也提出了相應的建議。文章的研究結論爲博物館等文化保護機構在數字化進程中尋找宣傳和推廣的突破口提供了可能性，也有助於提高文化保護效率。

關鍵詞: 數字虛擬人; 數字博物館; 形象感知; 心理距離; 博物館推廣

基於網路文本分析的麗江民宿遊客滿意度研究

朱一丹 [1], 陳詩雨 [2], 郭 縵 [2], 朱新宇 [3]

[1] 講師，湖南女子學院

[2] 博士，湖南女子學院

[3] 碩士，馬來西亞北方大學

摘要

隨著中國民宿業的快速發展，尤其是在鄉村振興和文旅融合的推動下，民宿業已成為推動地方文化傳承與體驗的重要平臺。本文通過網路文本分析的方法，對中國雲南省麗江地區民宿的遊客滿意度影響因素進行探討，並提出了相應的民宿營銷策略和服務品質改進措施。

通過攜程等線上旅遊代理平臺對麗江地區 66 家民宿的 7 個不同榜單上的評價進行分析，採集了 15,003 條有效評論，並利用 ROST CM6 軟體對數據進行了詞頻分析、情感分析和語義網路分析。研究顯示，麗江民宿業的發展受到服務品質、地理位置、文化體驗等因素的顯著影響。

研究結果表明，服務品質、房間條件、環境氛圍及附加服務如餐飲和娛樂設施是影響滿意度的主要因素，服務態度和房間品質被評為最關鍵的滿意度因素。此外，地理位置和文化因素也顯著影響遊客的總體滿意度，遊客傾向於選擇那些能夠提供地道文化體驗的民宿。

本文還建立了一個基於紮根理論的民宿滿意度影響因素模型，該模型涵蓋了從服務品質到文化體驗等多個維度，提供了一個系統的視角來分析和提升民宿業的遊客滿意度。通過內容分析和文本分析方法，本研究不僅增進了對民宿滿意度影響

因素的理解，還為民宿經營者提供了具體的策略建議，以優化服務品質和提升客

戶體驗。

關鍵詞: 民宿滿意度；網路文本分析；麗江

民宿故事敘述視角對遊客訪問意願的影響研究

周婷婷

湖南師範大學

摘要

民宿這一新興住宿場所比傳統酒店具有更強烈的文化屬性，要想掌握競爭優勢，必須從文化底蘊與獨特體驗方面下手，展現人文氣息。在體驗經濟時代，民宿業有必要利用故事進行民宿形象設計與傳播，實現與文化的有效結合。不同故事主體與不同故事敘述視角在行銷中的作用並不相同，本文以小紅書、攜程網、去哪兒網等社交媒體平臺收集的民宿故事文本作為研究樣本，運用文本分析法提取民宿故事的高頻敘述視角，發現主要包括主要經營者視角、消費者第一人稱視角、相關工作者視角與目的地居民視角。研究採用被試間實驗設計，基於不同敘述視角，編寫了 4 個不同結構版本的民宿營銷故事，用以觀察不同敘述視對遊客的感知影響，並結合與民宿經營者的半結構化深度訪談，探索如何創造有效提高遊客訪問意願的民宿故事。研究結果表明：在不同故事敘述視角中，以消費者第一人稱視角的民宿故事可以產生更高的社會臨場感，進而導致更積極的消費態度，有效提升遊客的訪問意願。

關鍵詞: 民宿故事；敘事視角；訪問意願

湖南酒店服務供應鏈協同度測評研究

朱新宇 [1], 朱一丹 [2*], 朱鵬 [3]

[1] 碩士，馬來西亞北方大學

[2] 講師，湖南女子學院

[3] 博士，湖南女子學院

*通訊郵箱:83986870@qq.com

摘要

基金項目：2023 年湖南省教育厅科学研究項目优秀青年項目（23B0911）

隨著中國民宿業的快速發展，尤其是在鄉村振興和文旅融合的推動下，民宿業已

本文從湖南省酒店產業與服務供應鏈的耦合協調發展的角度，探討兩者之間的相互作用及其對地區旅遊業發展的綜合影響。通過對湖南省酒店產業發展現狀的系統分析，結合實際的統計數據，指出服務供應鏈管理在保障酒店業服務品質和客戶滿意度中的核心作用。研究採用耦合模型方法，通過分析 2012 至 2020 年的相關數據，構建了酒店產業與服務供應鏈之間的耦合協調度評價體系。

研究結果顯示，湖南省酒店產業與服務供應鏈的耦合協調度呈現出由失調到協調再到失調的波動趨勢。特別是在 2019 年之後，由於疫情影響，如旅遊人數的減少，直接影響了酒店業的營業收入和服務供應鏈的穩定性，導致耦合協調度下降。此外，通過權重分析發現，接待旅遊總人數、貨船數量和星級飯店數等指標對湖南酒店產業與服務供應鏈的耦合協調度影響最大。

本研究通過對湖南省酒店產業與服務供應鏈的耦合協調度進行系統評估和分析，提出了一系列改善策略，包括挖掘旅遊吸引力、鼓勵酒店參加星級評選、注重貨船運輸、提高福利待遇等，以促進旅遊人數的增長和提升服務供應鏈的效率。這

些策略旨在通過提升服務品質和效率，推動湖南省酒店產業與服務供應鏈的協調發展，從而支撐旅遊業的高質量持續發展。

關鍵詞: 酒店；服務供應鏈；耦合協同度

節慶活動難忘的互動體驗生成過程及其對遊客再次到訪意願的影響

Yunhua LU[1], Ivan Ka Wai LAI[2]

[1]Faculty of International Tourism and Management, City University of Macau, Taipa, Macau

[2]Centre for Gaming and Tourism Studies, Macao Polytechnic University, Taipa, Macao,
ORCID: 0000-0002-4865-1860

摘要

節慶活動對發展目的地形象及增加旅遊吸引力起到至關重要的作用。遊客在節慶活動中愉悅而難忘的互動體驗對遊客積極情緒情、生動記憶及再次到訪意願有重要影響。

遊客互動分為主動參與和被動參與，他們都是旅遊行為的重要驅動前因。然而，以往關於難忘旅遊體驗的研究主題主要集中在遊客在旅遊當中的美食、當地文化、享樂、新奇、參與、知識、意義等方面及這些難忘體驗對遊客行為的影響。迄今為止，還沒有針對旅遊活動中難忘互動體驗的研究，特別是節慶活動。為了填補這一空白，本研究旨在識別節慶活動遊客難忘的互動體驗有哪些，並探索它們如何激發及影響遊客再次到訪意願。本研究採用混合法：研究 1 採用定性研究，通過深入訪談找到難忘的節慶活動互動體驗的構面；研究 2 採用調查法，通過收集的問卷評估這些體驗對積極情緒、生動記憶及再次到訪意願產生的影響。

本研究開發了一個難忘互動體驗的測量量表，擴展了現有研究豐富了現有文獻；此外，本研究為目的地節慶活動組織者為遊客提供高質量的互動體驗提供了有價值的見解。

關鍵詞: 節慶活動; 互動體驗; 積極情緒; 生動記憶; 再次到訪意願

景區小型無人駕駛觀光車接受度影響因素分析——基於擴展的 UTAUT 模型

鄧睿*, 楊可晴, 王碩

澳門科技大學酒店與旅遊管理學院

*通訊郵箱: SidsStudio@163.com

摘要

近年來，無人駕駛汽車技術日新月異，不少景區亦緊隨時代步伐，相繼採用小型無人駕駛觀光車取代傳統的觀光巴士 (Yang et al., 2023)。 這種新型觀光車以其安全、便捷和環保的特點，成為現代景區發展的新亮點，旨在為遊客提供更輕鬆、愜意的遊園體驗。儘管大眾消費者對無人駕駛汽車技術的接受程度已是學術界關注的焦點 (Lukovics et al., 2023)，探討遊客對景區採用無人駕駛汽車技術接受程度的研究仍有較大的空白。

因此本文意在使用拓展的 UTAUT 模型探究無人駕駛汽車技術的應用是否會對景區遊客的整體體驗以及感知價值產生影響，進而改變其態度以及行為意向。本文保留了 UTAUT 模型中的績效期望、努力期望、社群影響和便利條件四個前置變量以及調節變量中的性別與年齡因素(Venkatesh et al., 2003)。在此基礎上，基於交通安全性的考量和遊客在景區觀光遊覽的體驗消費場景，我們又增加了感知風險、感知娛樂與獵奇動機 (Blomstervik & Olsen, 2022; Borhan, 2019; Yuan & Hong, 2023) 作為三個影響遊客對景區小型無人駕駛觀光車態度的因素，進而影響遊客的使用行為意向。本研究在理論上進一步拓展了 UTAUT 的基礎模型，並為旅遊觀光景點如何更好的通過無人駕駛技術提升遊客體驗提供了現實指導。

關鍵詞: 節慶活動; 互動體驗; 積極情緒; 生動記憶; 再次到訪意願

参考文獻:

[1] Blomstervik,I.H.,&Olsen,S.O.(2022).Progress on novelty in tourism:An integration of personality, attitudinal and emotional the oretical foundations. *Tourism Management*, 93, 104574-.

[2] Lukovics, M., Prónay, S., Majó-Petri, Z.,Kovács, P.,Ujházi, T., Volosin,M., Palatinus, Z.,&Keszey, T. (2023). Combining survey-based and neuroscience measurements in customer acceptance of self-driving technology.Transportation Research. Part F, *Traffic Psychology and Behaviour*, 95, 46–58.

[3] Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F.D. (2003). User Acceptance of Information Technology: Toward a Unified View. *MIS Quarterly*, 27(3), 425–478.

[4] Yang, X., Wu, F., Li, R., Yao, D., Meng, L., & He, A. (2023). Real-Time Path Planning for Obstacle Avoidance in Intelligent Driving Sightseeing Using Spatial Perception. *Applied Sciences*, 13(20), 11183-.Cars

[5] Yuan, A., &Hong, J. (2023). Impacts of Virtual Reality on Tourism Experience and Behavioral Intentions: Moderating Role of Novelty Seeking. Journal of *Hospitality & Tourism Research (Washington,D.C.)*, 109634802311713-.

歸因偏見對粉絲事件忠誠度與行為意願的影響——以漫展粉絲為例

黃豪傑，李世洲，唐娟

澳門科技大學酒店與旅遊管理學院

摘要

隨著漫展在中國的火爆（Fung, Jim, & Lo, 2019; Kirillova, Wang, Lehto, & Chen, 2019），關於漫展粉絲群體的研究日益增多。這一粉絲群體行為和消費模式與其它群體不同，他們更願意花費金錢與時間（Fiske, 2002；Harrington & Bielby, 1995；Löbert, 2012），並且擁有極高的事件忠誠度（Laverie, 1998; Laverie & Arnett, 2000; Thorne & Bruner, 2006）。然而，這一高忠誠度群體的心理決策機制卻鮮有學者關注。本研究借助歸因理論中的"歸因偏見"概念，以漫展粉絲為研究對象深入探討了高事件忠誠度的粉絲群體遭遇負面旅遊體驗是否會觸發歸因偏見這一心理機制，進而將負面旅遊體驗進行外部歸因，最終影響粉絲群體對事件的忠誠度和參加類似活動的意願。在本文中，歸因偏見指個體在解釋自己或他人行為的原因時，傾向高估內部特質的影響而低估外部情境的影響（Kelley & Michela, 1980），具體到旅遊便是當遊客遇到負面的旅遊體驗時高概率會歸因於外部因素，如組織不善、天氣不佳、旅遊行業等（Jackson, 2019）。本文採用混合研究法，先以定性研究法事先篩選高事件忠誠度的粉絲群體，採用半結構化訪談來確認粉絲群體遇到負面旅遊體驗時的歸因偏見形成過程，然後通過定量問卷研究歸因偏見形成後對於事件忠誠度與參加類似活動意願的影響程度。本研究借鑒歸因偏見在經濟學領域中對消費決策的影響（Haggag et al., 2018），對其概念進行拓展並應用於旅遊的背景之下。本文首次提出一個新的理論框架模型，用以分析歸因偏見如何塑造高事件忠誠度粉絲群體的事件忠成度並影響參加類似活動的意願。本文深入

探討了歸因偏見在高忠誠度粉絲群體心理決策過程的影響，拓展了歸因偏見在粉絲旅遊決策領域中的應用，從新的理論視角解讀了影響高事件忠誠度粉絲群體的心理決策動因，為理解和預測這一群體的行為提供了新的理論支持。

關鍵詞： 歸因偏見；負面旅遊體驗；混合研究法；事件忠誠度；粉絲群體

參考文獻:

[1] Fiske, J. (2002). The cultural economy of fandom. In The adoring audience (pp. 30-49). Routledge.

[2] Fung, A., Pun, B. L. F., & Môri, Y. (2019). Reading border-crossing Japanese comics/anime in China: Cultural consumption, fandom, and imagination. Global Media and China, 4(1), 125–137. https://doi.org/10.1177/2059436419835379

[3] Haggag, K., Pope, D. G., Bryant-Lees, K. B., & Bos, M. W. (2018). Attribution bias in consumer choice. Review of Economic Studies/the Review of Economic Studies, 86(5), 2136–2183. https://doi.org/10.1093/restud/rdy054

[4] Harrington, C. L., & Bielby, D. D. (1995). Where Did you Hear That?: Technology and the Social Organization of Gossip. Sociological Quarterly, 36(3), 607–628. https://doi.org/10.1111/j.1533-8525.1995.tb00456.x

[5] Jackson, M. (2019). Utilizing attribution theory to develop new insights into tourism experiences. Journal of Hospitality and Tourism Management, 38, 176–183. https://doi.org/10.1016/j.jhtm.2018.04.007

[6] Kelley, H. H., & Michela, J. L. (1980). Attribution Theory and research. Annual Review of Psychology, 31(1), 457–501. https://doi.org/10.1146/annurev.ps.31.020180.002325

[7] Kirillova, K., Peng, C., & Chen, H. (2018). Anime consumer motivation for anime tourism and how to harness it. Journal of Travel & Tourism Marketing, 36(2), 268–281. https://doi.org/10.1080/10548408.2018.1527274

[8] Laverie, D. A. (1998). Motivations for ongoing participation in a fitness activity. Leisure Sciences, 20(4), 277–302. https://doi.org/10.1080/01490409809512287

[9] Laverie, D. A., & Arnett, D. B. (2000). Factors affecting fan attendance: the influence of identity salience and satisfaction. Journal of Leisure Research, 32(2), 225–246. https://doi.org/10.1080/00222216.2000.11949915

[10] Löbert, A. (2012). Fandom as a religious form: on the reception of pop music by Cliff Richard fans in Liverpool. Popular Music, 31(1), 125–141. https://doi.org/10.1017/s0261143011000493

[11] Thorne, S., & Bruner, G. C. (2006). An exploratory investigation of the characteristics of consumer fanaticism. Qualitative Market Research, 9(1), 51–72. https://doi.org/10.1108/13522750610640558

感知到的"漂綠"行為如何影響員工的綠色創新？ 來自中國的證據

陳熙

澳門科技大學

摘要

隨著企業間在環境、社會和治理投資方面的競爭，綠色行銷政策迅速增加。學者們越來越關注和關注"漂綠"，即企業通過過度溝通而非實質性努力來誇大其環境成就。為了探索企業在獲得利益的同時保護環境的機會，來自不同背景的學者對綠色清洗策略進行了研究，員工作為企業的利益相關者，一直受到學者們的重視。員工基於對公司所聲稱的環境政策和實踐的內部瞭解而進行的綠色清洗行為引起了人們的關注。過去的研究表明，員工的行為可能會受到這種不一致的影響。然而，漂綠對員工綠色創新的影響仍未得到充分研究。本文有助於加深對員工層面企業社會責任的理解。對於外部利益相關者來說，員工對企業在企業社會責任方面不一致的行為有更好的理解，對漂綠行為有更好的認可。社會認同理論（SIT）通過強調群體認同對個人價值觀和行為的影響，提供了對這一現象的見解。結果表明，員工的感知和認知在不同情境背景下對影響其創新行為起著至關重要的作用。關於漂綠對員工行為影響的研究已在行銷、消費者行為和企業社會責任領域廣泛討論，但在酒店和旅遊業中很少進行探索。

關鍵詞: 員工感知到的漂綠行為；環境承諾；道德認同；社會認同理論

靜修式休閒與療愈：靜修體驗對主觀幸福感的重塑機制研究

羅敬嘉 [1]*, 夏夢龍 [2]*, 徐子涵 [3]*

澳門科技大學酒店與旅遊管理學院

*通訊郵箱: [1]2220014615@student.must.edu.mo

[2]mlxia@must.edu.mo

[3]1210000354@student.must.edu.mo

摘要

旅遊與療愈是我國學界近期的熱點議題之一 在我國經濟體系快速發展復蘇的階段背景下，城鎮居民的心理壓力指數正呈現逐年上升的趨勢 因此，以精神為導向，需求心理健康與放鬆的自我探索式旅遊活動正受到學界與實業界的持續性關注 順應這一市場變革，旨在為客人提供能夠體驗平靜、簡約以及自我反思環境的禪意酒店應運而生 區別於傳統的酒店行業，禪意酒店多依託於優美的自然風光，通過塑造自在的居住氛圍療愈顧客的精神與身心，使其恢復過往的精神活力 儘管禪意酒店的產業規模正逐漸壯大，其可持續的管理與運營模式仍是尚待解決的焦點問題 除此之外，靜修式休閒作為禪意酒店的主要空間吸引物，相關的評估機制及其對消費者的心理療愈機理仍不清晰靜修是禪修與旅遊的結合體，遊客通過宗教修行達到心靈淨化從而最終尋找真實的自我 除此之外，靜修也被定義為一個安靜反思和恢復活力的機會，旨在通過旅遊的的一系活活動、實和和療療，在平靜、支援性的環境的平衡身體、思想和精神 因此，由靜修及其帶來的休閒體驗可以為個人能夠脫離家庭或工作環境，提供逃避、反思和重新構建自我意義和自我的空間 然而，當前學界對靜修體驗這一議題還缺乏足夠的關注 首先，過

往研究多聚焦於微觀視角下的框架體系解構， 以於於視視觀觀視角下靜修體驗對消費者感知與行為的影響 除此之外，禪意酒店作為禪宗文化與款待業的新興業態，其提供的靜修體驗對消費者的心理療愈作用還有待探究 因此，本文旨在探究禪意酒店的靜修體驗對消費者主觀幸福感的重塑機制 研究結果顯示，參與靜修式體驗的遊客通過深度冥想和正念等方式所獲得的明心，見性對消費者的積極情緒的有顯著的正向影響 其的，顧客自身的一致性和新穎性的自我評價在這一過程的起到了顯著的作用 除此之外，禪意酒店的的靜修式休閒體驗能夠通過消費者的自我情感認知評價來提升其主觀幸福感 本研究首次構建了靜修體驗對消費者主觀幸福感的重塑機制，同時也為相關營銷措施與產業管理政策提供一定的理論基礎

關鍵詞： 行為意願靜修式休閒；認知評價理論（CAT 理論）主觀幸福感

參考文獻：

［1］呂兴洋，：刘涛，：谢小凤，：黄雷：&：张凤英（2023）回忆疗愈：：过往旅游经历对老年人不幸福感的療愈作用研究 *Tourism*

Tribune/Lvyou Xuekan, *38*(6)

［2］高非凡，：刘逸 & 李志刚 的国城市居民心理压力程度时空格局及与休闲设施供给的关系 地球信息科学学报

[3] Kelly, C. (2012). Wellness tourism: Retreat visitor motivations and experiences. Tourism recreation research, 37(3), 205-213.

［4］喻峰 （2013） 禪修——慢生活慢旅遊的好選擇• 全國慢旅遊與慢生活學術研討會論文集

[5] Smith, M., & Kelly, C. (2006). Wellness tourism. *Tourism Recreation*

Research, 31 (1), 1–4.

基於 S-O-R 模型的中國滑雪場地點依戀和積極情緒對地點滿意度和意向行為的影響

金昕晨, 洪芳

澳門科技大學酒店與旅遊管理學院

摘要

本研究發展基於 SOR 模型的概念框架，包括地點依戀、積極情緒和地點滿意度，以調查遊客在中國滑雪勝地的行為意圖。共有 290 名受訪者參與了這項研究，他們都是長白山滑雪勝地的遊客。通過偏最小二乘結構方程模型對數據進行分析。研究結果強調了地點依戀和積極情緒作為地點滿意度和意向行為預測因素的重要性。研究還發現，地點滿意度對地點依戀、積極情緒和行為意向之間的關係具有完全的仲介作用。本研究通過闡明滿意度在滑雪場環境中的仲介作用，為文獻作出了貢獻，這在目前的文獻中尚未取得很大程度的研究。我們的研究還強調了積極情緒在提高遊客滿意度方面所起的關鍵作用，從而影響未來遊客的行為。目的地營銷人員和滑雪場的經營者應該把重點放在提高服務質量、基礎設施和營銷傳播策略上，以產生更大的滿足感、依戀感和積極情緒，這些已經被證明對遊客的行為意圖有很強的影響，從而導致重訪行為和積極口碑的傳播。

關鍵詞: SOR 模型，地點依戀，積極情緒，行為意向，滑雪場地

生活於城市群體對預製菜的支付意願與轉換成本對滿意度和忠誠度的影響——基於"刺激-生物體-反應"理論

汪子益, 洪芳

澳門科技大學酒店與旅遊管理學院

摘要

本篇文章通過回顧前人的文獻，在現有 SOR 理論的基礎上，著重探討了預製菜的品牌知名度、感知價值、產品外觀和感官這四個維度對消費者支付意願的具體影響。以及這四個維度對其消費者的滿意度和忠誠度的影響。本研究將探索消費者與預製菜之間的關系，探討影響消費者購買預製菜的因素。並向預製菜廠商提出建設性意見。

本研究一共提出七個假設且採用定量分析的研究方法，通過線上和線下管道收集到有效問卷三百份，經 SPSS26.0 軟件逕行數據分析和驗證，結果表明七個假設均為成立，並其數據信度和效度均為良好。結果表明，預製菜的品牌知名度、感知價值、預製菜的產品外觀和感官都對支付意願成正相關影響，並且支付意願對顧客滿意度和忠誠度產生正相關影響，其中轉換成本也會正相關影響顧客忠誠度。本篇文章彌補了預製菜研究在該領域的空白，並詮釋了當下消費者選擇預製菜的著重點和給出了未來預製菜發展的方向。本篇文章依然存在一定的局限性，缺少定性研究和調查樣本較少等不足之處，在未來的研究中需加強此方向的關注度，以及會增加不同人種和種族等來豐富樣本的多元性。

關鍵詞: 預製菜，支付意願，感知價值，滿意度，忠誠度，轉換成本

不僅是和博主的互動！旅遊視頻博客中類社會互動的形成

徐柳

澳門科技大學酒店與旅遊管理學院

ORCID: 0000-0001-8735-3420

摘要

本研究旨在探究社交媒體背景下旅遊視頻博客中類社會互動過程的形成。先前的研究主要關注於旅遊視頻博客博主與觀眾之間的類社會互動關係，然而另外一種觀眾之間的類社會互動關係也存在於旅遊視頻博客中，但這種關係卻一直被忽視。因此，本研究嘗試從這兩個方面來綜合地探究旅遊視頻博客當中的類社會互動過程。本研究將選取嗶哩嗶哩網站中旅遊視頻博客評論量前 20 的視頻及其彈幕評論內容作為研究的樣本，對視頻內容和彈幕評論內容分別進行內容分析。預期的研究結果認為視頻博主的自我披露是形成類社會互動的重要原因；而觀眾之間的互動則是通過表達相似的旅遊經歷，強烈的旅遊渴望等原因形成的。該研究有助於更深入的理解社交網路中的類社會互動與關係，同時對於視頻博客博主更好地管理和運營旅遊視頻博客。

關鍵詞: 類社會互動；旅遊視頻博客；內容分析

探究創意旅遊體驗對地方認同和文化傳播行為意向的影響

王皎蛟*, 彭柳依

澳門科技大學酒店與旅遊管理學院

*通訊郵箱: jannnne0830@gmail.com

摘要

近十幾年來，文化旅遊發展迅速，各個地區都在尋求創意旅遊產品和體驗。同樣，研究人員似乎沒有在文化和創意旅遊體驗的背景下對地方認同進行詳細研究，缺乏對兩者關係的探討。他們大多關注文化旅遊產品和文化真實性上。本研究構建了一個以創意旅遊體驗為自變量、以地方認同為仲介變量、以遊客的文化傳播行為意向為因變量的鏈式仲介模型。地方認同被視為一種情感聯繫，這種聯繫源於遊客對特定地點的情感依戀，這種情感關係有助於增強他們對旅遊和活動的積極性。本研究將採用定量研究方法，實地發放問卷，資料將在廣州永慶坊收集，那裡保留了中國的非物質文化遺產，如傳統粵劇，傳統工藝和文化，同時聚集了多家個性鮮明的小店，包括創意藝術品展和非遺手作店。預計收集 300 份有效問卷。之後使用 SPSS 和 PLS-SEM 等分析方法，探究變量間的路徑係數，以支持研究假設。在這項研究中，我們強調了體驗和地方認同的重要性，同時為傳統文化旅遊向創意文化旅遊的轉變提供一個新的視角。研究結果可用於開發文化和創意旅遊背景下的旅遊體驗和地方認同，進一步幫助目的地管理者、規劃者和營銷人員，豐富他們為創意旅遊遊客提供的服務。

關鍵詞: 文化旅遊; 創意旅遊體驗; 文化傳播; 行為意向

環城"微度假"休閒調適作用機理的探索性研究

李秀斌 [1*], 劉少和 [2], 高浩傑 [2]

[1] 廣東財經大學文化旅遊與地理學院

[2] 廣東財經大學大學嶺南旅遊研究院

*通訊郵箱: 419776197@qq.com

摘要

伴隨我國工業化、城市化進程，特別是新冠疫情後人們對休閒調適、健康養生需求與日俱增，以"近距離、短時間、低消費"為特色，發生於週末、短假期的環城"微度假"漸成時尚，為鄉村露營、民宿、客棧、酒店發展帶來機遇。基於刺激-機體-反應（SOR）、休閒調適、整體健康理論，經過理論演繹，發現環城"微度假"作為一種擺脫日常慣常環境的節律性深度休閒方式，通過身心舒緩式休閒、人際互動式休閒、精神體悟式休閒、情緒改善式休閒，有利於達到身心靈整體健康，實現環城"微度假"從心理失衡到心理平衡的間歇式調適功能，成為人們勞動力再生產、生活快樂幸福的保障。環城"微度假"休閒遊憩帶建設應被提上日程，以促進城鄉"生產、居住、交通、遊憩"四大功能日益完善，農文旅康融合高質量發展。

關鍵詞: 環城"微度假"；休閒調適；整體健康；生活壓力

研究地產研學旅遊的價值感知以華潤置地為例

王曉妮[1], 洪芳[2]*

[1]澳門科技大學酒店與旅遊管理學院

[2]助理教授, 澳門科技大學酒店與旅遊管理學院

*通訊郵箱:fhong@must.edu.mo

摘要

本文通過深度剖析中國地產業和研學旅遊行業的發展現狀及問題,基於資源依賴理論,價值創造概念提出了地產研學旅遊,將地產行業和研學旅遊行業進行了跨界創新。

同時通過 517 份調查問卷的數據分析地產研學旅遊價值感知與旅遊動機的關係,並通過成本感知探討其內在機制。結果表明,旅遊動機作為地產研學旅遊的前置驅動力,當研學者感知的地產研學旅遊動機越強烈,越能感知到地產研學旅遊產品所賦予的價值,驗證了地產研學旅遊動機對價值感知的積極影響。除此之外,本文驗證了成本感知在地產研學旅遊情境下對價值感知及旅遊動機的調節作用,其具體表現在雖然隨著研學成本的增加會弱化研學者對地產研學旅遊的價值感知及認可度,但當研學者充分理解地產研學旅遊所帶來的價值且對此產生極大的旅遊動機時,會削弱研學者各類成本付出的感知,轉而對地產研學旅遊價值的認同感。

因此,未來面對地產研學旅遊產品的開發,要突出差異化產品設計,關注不同研學群體的內在需求,合理制定價格策略,重視全面宣傳推廣,應儘快讓研學者將研學動機與價值感知相匹配,獲得研學者的認可接受,這些將是地產研學旅遊能否成功實踐落地的重要考量。

關鍵詞：地產研學旅遊；華潤置地；價值感知；研學旅遊動機

關鍵詞：地產研學旅遊；華潤置地；價值感知；研學旅遊動機

探究民宿形象、關係質量及社交媒體分享意願之間的關係

歐星鈴

無錫旅遊商貿高等職業技術學校酒店管理系專任教師

摘要

近年來，隨著國民經濟的持續向好，住宿市場的需求旺盛，民宿作為住宿領域的一種特殊形式，受到追求個性化的年輕人的熱捧。城市民宿作為民宿中的一種類型，也是共用經濟的產物。在民宿行業，研究民宿形象和主客雙方的關係質量對於企業民宿未來發展具有重要戰略意義，同時探究房客的社交媒體的分享意願都對雙方的關係有進一步的促進作用。因此，為了進一步深入瞭解民宿行業，對城市民宿關於民宿形象、關係質量和社交媒體分享意願這些變量進行研究調查具有重要的實踐和理論價值。

本文首先將房客對於民宿形象的認知分為入住前和入住後的，其次本文就房客與房東的關係質量對其在入住前、後形成的民宿形象認知進行討論研究，並結合房客的社交媒體分享意願進行調查。

本研究從民宿角度出發，圍繞民宿主客間關係質量的情況，研究關係質量對民宿形象的影響以及最終對房客在社交媒體上分享民宿相關內容的作用。本研究有助於進一步深入瞭解這一領域，擴充民宿理論研究知識，填補文獻缺口。同時增加民宿行業關注度，加強民宿房東的服務意識和互動情況，使其重視通過與房客的關係質量和互動交流達以提升民宿形象和增強房客在社交媒體的分享意願。

關鍵詞: 民宿，形象，關係質量，社交媒體分享意願

基於網路文本的網紅城市夜間旅遊意象要素研究與重構——以長沙為例

劉穎潔，呂雪晴

湖南師範大學

摘要

隨著城鎮化進程的不斷加快以及人們消費水準的不斷提高，夜間旅遊作為夜間經濟發展的重要組成部分，快速拉動著城市夜間經濟消費增長，成為城市夜間經濟發展的新動能。本文基於網路文本資料，綜合運用內容分析法、紮根理論和 IPA 分析法，以網紅城市——長沙為研究對象，分析網紅城市夜間旅遊意象要素特徵以及維度重構。結論如下：（1）城市夜間旅遊意象要素包括：服務、環境、活動、設施、文化、景觀、建築等 7 大要素。通過詞頻分析，發現"小吃"和"人流量"參與度高。（2）城市夜間旅遊意象要素歸納為夜遊服務體驗、夜遊旅遊設施、城市夜間景觀、城市夜間旅遊活動，人文氛圍等五個維度。（3）通過 IPA 分析結果表明，大部分遊客對長沙夜間旅遊意象整體滿意度較高。最後根據上述結論提出要優化夜間旅遊環境設施、提升夜間旅遊服務品質、創新開發夜間旅遊產品，加強夜間旅遊宣傳行銷等幾個方面，從而推進長沙夜間旅遊高質量發展。

關鍵詞: 網路文本；城市夜間旅遊；旅遊意象；長沙

服務業員工的計劃型認知風格與任務績效、適應性績效的關係——工作滿意度、家庭滿意度的仲介作用

李瑋珊

江蘇省沛縣中等專業學校

摘要

以往研究發現，員工的工作家庭態度對工作績效有顯著影響。本文以社會認知理論角度探索員工計劃型認知風格對工作家庭滿意度及工作績效的作用。

研究的數據來自北京、江蘇、山東、廣州多家酒店、旅行社和服務型企業的員工、員工配偶及主管。調研問卷分三個時間段完成，分別為員工問卷和主管問卷。共收回 240 份配對調研問卷。利用 MPLUS8.3 統計軟體進行數據分析後，得出以下研究結果及相關研究結論：（1）員工的計劃型認知風格與任務績效和適應性績效呈正相關；（2）員工的計劃型認知風格與員工的工作滿意度和家庭滿意度呈正相關；（3）員工的工作滿意度在計劃型認知風格與任務績效和適應性績效中起仲介作用；（4）員工的家庭滿意度在計畫型認知風格與任務績效和適應性績效件無明顯仲介作用。

最後，本文討論了研究的發現、理論意義和實踐意義，對本研究中的不足進行了總結，並對未來研究方向進行了展望。

關鍵詞: 計劃型認知風格; 工作滿意度; 家庭滿意度; 任務績效; 適應性績效

遊戲化對 Z 時代教育變革的實現：基於變革性旅遊體驗的視角

周茉, 胡琳婕

澳門科技大學酒店與旅遊管理學院

摘要

遊戲化是 Z 時代個人發展教育變革的旅遊創新發展方向。遊戲化不僅能吸引更廣泛的 Z 時代遊客群體，增強遊客的體驗，使其更具互動性和吸引力；同時能促進與旅遊地的深度聯繫。文章基於變革性旅遊體驗的視角，探討了遊戲化中真實性的概念，指出 Z 時代的旅遊者尋求真實的旅行體驗，這涉及到對旅行目的地的期望和欲望。本文使用自我決定理論，研究促進或破壞內在和外在動機因素。SDT 認為三個基本心理需求是自主性、能力和關聯性。三個作為內部影響因素在旅遊遊戲化中的作用。最後，文章強調遊戲化中的參與和熱情是變革性旅遊的關鍵要素，同時基於其可以延伸出變革性旅遊的定義：遊客參與內在旅程的過程，創造更多的自我意識，探索生活目的，以更高的價值觀生活。文章最後提出，變革性旅遊對 Z 時代中的個人成長有積極影響。旅遊中的遊戲化通過提供挑戰和回饋機制，增強了用戶的參與度，促進個人的成長和發展。

關鍵詞: 遊戲化；Z 時代；變革性旅遊

可持續太空旅遊的經濟與環境雙因子模型探討

任一心 [1*], 彭康麟 [2]

[1]Graduate Student, Faculty of International Tourism and Management, City University of Macau, Macau

[2]Associate Professor, Faculty of International Tourism and Management, City University of Macau, Macau

*通訊郵箱: t23091105486@cityu.edu.mo

摘要

太空旅遊產業方興未艾，如 SpaceX，Blue Origin 和 Virgin Galactic 等私營公司開展了 2021 年太空旅遊元年，成功完成了數次的太空旅遊活動，我國中科宇航亦規劃於 2025 展開太空旅遊 (Peng et al., 2023)，太空旅遊雖然展示了人類對未知宇宙的探索精神，卻也帶來了能源消耗和碳排放環境影響的嚴峻挑戰。值此全球對氣候變遷問題的關注日益增加之際，太空旅遊亦應遵循 2015 年巴黎氣候協定的碳達峰和碳中和的雙碳目標。因此，本研究聚焦於太空旅遊經濟與環境雙因子模型，推動此創新產業的可持續發展(Wu et al., 2024)。

太空旅遊產業在雙碳目標下需要在技術創新、成本控制、服務品質和環境保護上同時進行。太空旅遊產業作為一種新興朝陽產業，具有廣闊的市場前景，不僅能為經濟帶來突破性的發展機遇，更能促進相關科技的進步並創造就業。然而，火箭發射時排放的氣體和顆粒物，直接影響到地球的大氣層，火箭燃燒產生的一氧化碳、二氧化碳、氮氧化物等溫室氣體，直接排放到大氣中，增加了大氣中的溫室氣體濃度。研究問題即是太空旅遊的經濟發展與環境保護能否得兼？本研究採量化分析方法，建構研究模型，探討可持續太空旅遊的經濟與環境雙因子模型。

關鍵詞: 變革性旅遊太空旅游；持續发展

參考文獻

[1] Peng, K.-L., Hsu, C. H. C., Lin, P. M. C., & Su, M. (2023). Proposing spacetime scale for space tourism economics. Tourism Economics, 29(6), 1671–1678. https://doi.org/10.1177/13548166221109666

[2] Wu, Y., Peng, K.-L., Yao, Y., & Guo, Y. (2024). Sustainable Space Travel: What Can We Do in Education from Economic and Environmental Perspectives? Sustainability, 16(2), 684. https://doi.org/10.3390/su16020684

澳　門　科　技　大　學

MACAU UNIVERSITY OF SCIENCE AND TECHNOLOGY