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BLURRING THE BOUNDARIES: FORGING COOPERATION TOWARDS SUSTAINABILITY IN REGIONAL TOURISM

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ABSTRACT PROCEEDINGS

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BLURRING THE BOUNDARIES: FORGING COOPERATION TOWARDS SUSTAINABILITY IN REGIONAL TOURISM

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Preface and Acknowledgments

The papers and abstracts in these proceedings represent presentations from the 17th Annual Conference of the Asia Pacific Tourism Association (APTA) held at the Palace Hotel, Seoul, Korea on July 3-6, 2011. This year's conference featured 73 oral presentations and 12 poster presentations which were selected based on double blind review of abstracts and full papers. These papers reflect important aspects of tourism and hospitality research in the Asia Pacific Region while revealing stimulating new ideas for furthering local and regional tourism and hospitality development.

A valuable academic conference is one that provides an opportunity to exchange and share research ideas that lead us to a better understanding of our phenomena of shared interest. A successful international conference requires the commitment and support of a great many people. On behalf of the Organizing Committee of the 17th APTA Conference, I wish to convey my sincere thanks to all our authors and researchers for their thought-provoking contributions to the conference. I would like to thank the members of this year's Paper Review Panel, Best Paper Committee and session moderators who gave generously of their time to ensure a high-quality and exciting presentation program. Words cannot express my appreciation for all of their efforts. For their dedication and commitment, my gratitude goes out to the contributors, whose names are listed on the following page. I also want to acknowledge the support of the following organizations for their generous contribution: Dong-A University, The Hong Kong Polytechnic University, Hawaii Pacific University, Temple University, Taiwan Tourism and Hospitality College, Institute for Tourism Studies, University of the Philippines, Prince of Songkla University, THE-ICE, Seoul Speakers Bureau, Seoul Convention Bureau, and Tourism Promotion Organization for Asia-Pacific Cities. Finally, I would like to thank all the delegates who came to Seoul from all over the world to share their time and experience at the APTA 2011 Conference.

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CULTURE TOURISM: A COLLABORATION OF SEVERAL DISCIPLINES

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The paper describes how the research outputs of a multi- disciplinary team composed of faculty members from Architecture, Music, Human Kinetics, Home Economics and Tourism were used to design and teach a subject offering within the Bachelor of Science (B.S.) in Tourism Management course of the University of the Philippines (U P) in Diliman, Quezon City. The official title of the subject is Special Topics: Culture tourism, an inter-disciplinary approach. Special Topics as a subject is incorporated in the B. S. Tourism Management course to facilitate the inclusion of new subjects that capture developments in the tourism industry.

The B.S. Tourism course of U P was designed in the late 70s when pecuniary benefits over-shadowed potential unintended results of tourism development. As expected, the focus of the curriculum is centered on management of human and non human resources in the planning, implementation and evaluation of business related concerns in the transportation, accommodation and related services of tourism.

More disciplines are now actively involved in the study of tourism as a phenomenon. As a result issues such as poverty alleviation, empowerment, authenticity and sustainability, to name a few, have surfaced. In a local conference held several years ago, tourism's appropriation of culture was discussed. In addition, the increasing popularity of festivals and tourism programs among local community stakeholders could be indications that traditional sources of earnings from farming and fishing are starting to experience diminishing returns.

The multi-disciplinary research project funded by U P was conceptualized to address increasing complaints of "copying" among local tourism stakeholders. "Copying" means rituals and rites that have assumed a level of commercial success are replicated lock stock and barrel in many communities. The significance of academe's participation in the study of culture is based on the understanding that many culture elements are taken-for-granted (Schein, 1985, 1992) and thus are ignored by local stakeholders. The participation of different disciplines in the study of culture allows faculty members to immerse themselves in research site, reify and validate culture elements and investigate areas where culture elements can be linked to emphasize the interconnectedness of the participating disciplines.

The Special Topics course was incorporated in the B. S. Tourism Management course to utilize the output of a research project that was designed to help a community capitalize on cultural assets to promote tourism. The inclusion of the Special Topics class was perceived as a move to dilute the heavy emphasis on the "business" of tourism. The research methods shared with students, through the course, is a diversion from positivist assumptions in the generation of research data. It emphasized the value of embedded meanings and the value of memory in the study of culture and its contribution to tourism. In addition, the inclusion of the outputs of the multidisciplinary team paved the way for students to participate in the discourse on culture through the lenses and voices of different faculty members. For the first time, a subject offering was handled by many faculty members coming from varied disciplines. Among the participating faculty on the other hand, trial and error employed in the "mixing" culture descriptions is perceived have led to an interdisciplinary approach in the study of culture and its contribution to tourism development with special emphasis on helping local stakeholders own up to their contribution.

The paper includes evaluation of participating students who enrolled in the Special Topics classes. The Special Topics class was offered in the first and second semesters of school year 2009- 2010. The students in the first semester were different from the students in the second semester. The classes as mentioned were managed by a full time faculty member but lectures were divided among participating disciplines. The classes had lecture discussions with a terminal activity (out of classroom activity) that allowed students to validate what was discussed in the classroom in the research site – Sariaya. Sariaya is a municipality about three and a half (31/2) hours by bus ride south of Metropolitan Manila. It was chosen as the site of investigation for the culture study as it has many ancestral houses that were built when owners of coconut plantations earned windfall profits from copra exports to the United States. This period coincides with a period of American occupation in the early 1940s. Together with the architectural artifacts are value systems and way of life of residents some of which have started to disappear.

To prepare for the visits of the students the local tourism stakeholders worked with the research team to design tour packages for the visiting students. Home stays were revived by reviewing the list of potential homes where students can be billeted. The experience of the stakeholders in previous attempts by the research team to bring visitors to Sariaya served as guides in choosing home stay participants.

A link with a local tourism school helped identify students who can serve as butlers or guides. A student butler/guide was assigned to groups of about five (5) visiting students. They were assigned to "take care" of the visitors from the time of arrival till the time of departure. They were given the responsibility to help the student visitors locate their assigned home stays. They were also responsible for bringing the student guests to assigned places and participate in assigned activities featured in the itinerary. In between activities, the student butlers/guides were free to bring visitors to places within the destination. Prior to the arrival of the visitors, the student butlers/guides were trained through collaborative efforts between the local tourism association and the participating faculty researchers.

The evaluation of students and home stay owners are included in the paper. The evaluation instruments of students in the Special Topics class covered pre and post evaluation in the 1st semester and the comparison of Student Evaluation of Teachers (SET) scores in the 1st and 2nd semesters. The pre and post evaluation instrument for the 1st semester attempts to indicate changes related to the student's knowledge about the culture and tourism development. The SET instrument is a regular questionnaire that is administered in the University of the Philippines to measure students' perception of their performance, the value of the course and the performance of the teacher. Parts of the SET instrument were chosen and shown in Table 1 of the paper. The result of the evaluation of the out of classroom activity is shown in Table 2.

Home stay owners were also asked to answer evaluation questions. The instrument administered was designed to determine the extent to which home stay services can be offered on a sustained basis. Owners were asked about the degree of preparation, the expenses involved and the difficulty in taking care of visitors (Table 3). These questions are perceived to be important issues in making home owners willing to participate in future programs.

The paper ends with insights related to "serendipitous discoveries" of interrelatedness among the participating disciplines in culture research. Architecture's "capturing the spirit of the place," Music's sonic environment embedded with socially mediated meanings, Human Kinetic's "movement as repositories of norms," and Home Economics' "performance" in the preparation and consumption of food- all of these are instrumental in supporting alternative definitions of tourism as a phenomenon that supports a sense of community, that allows for visitors to "gather, build, dwell and learn" (Phipps, 2005). These were made evident by the effects on the students who enrolled in the Special Topics class as well as the participating home stay owners.

Keyword:

culture, multi- disciplinary study, inter-disciplinary study, Special Topics subject, home stay.

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PREDICTING INTENTIONS TO ACQUIRE FOREIGN LANGUAGE SKILLS AMONG TOURISM MAJOR STUDENTS IN A KOREAN UNIVERSITY

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INTRODUCTION

Foreign language skills (FLS) are indispensable in this globalized society. Particularly in the tourism industry, FLS are of paramount importance among staff to provide international guests with quality services as well as to internationally conduct businesses. FLS should be included in training for in-service and future employees in the tourism sector (Blue & Harun, 2003; Leslie & Russell, 2006). Particularly in Korea where the tourism industry and inbound tourism has grown (OECD, 2010), FLS among tourism professionals are almost inevitable.

Ajzen's (1991) Theory of Planned Behavior (TPB) allows us to understand and predict the occurrence of a particular behavior. The theory postulates that the individual's intention to perform a behavior is a central motivational factor to influence a behavior. The intention is assumedly guided by three considerations: attitude toward the behavior, subjective norm, and perceived behavioral control. These three components are influenced by respective beliefs: behavioral, normative, and control beliefs. As a general rule, the more positive the attitude, subjective norm, and perception of control, the stronger should be the intention to take an action. Acquiring FLS has become an important aspect of undergraduate curriculum among tourism majors, and it is timely to examine what contributes to students' intention to learn foreign languages. Underpinned by the TPB framework, this research aimed to test the theory with respect to acquiring FLS, investigating whether intention is mediated by the theory's direct determinants (attitude, subjective norm, and perceived control) and examine the associations between these direct determinants and their respective belief-based counterparts (behavioral beliefs, normative beliefs, and control beliefs).

METHOD

By applying the TPB framework, two instruments were developed. To elicit visitors' salient beliefs, which underpin their behavioral intention to acquire FLS, the first instrument employed seven free-response, open-ended questions. It was adopted from Ham et al's (2009) study, changing wordings to fit this study. To determine the weights or importance of each of the potentially salient beliefs, the second instrument was designed to include 54 items with seven-point Likert scale, based on Ajzen (n.d.) and Hrubes, Ajzen, and Daigle (2001).

The sample of this study included students in tourism major at a university in Korea and involved freshmen, sophomores, and juniors. First, a belief-elicitation-questionnaire was administered to 38 students (19 freshmen, 6 sophomores, and 13 juniors) in November 2010. Two university researchers independently reviewed the responses to identify emerged themes and compared the similarity and differences of the themes. All the emerged themes were identified by both researchers. Only beliefs that were relevant to the university environment were selected for the inclusion in the questionnaire. Second, the self-administered questionnaire was distributed to 256 students (83 freshmen, 84 sophomores, and 89 juniors) in December 2010, and 242 completed questionnaires were collected.

FINDINGS

In the belief-elicitation questionnaires, respondents were asked to associate both positive and negative outcomes (advantages and disadvantages) of acquiring FLS, to list individuals or groups who would approve or disapprove the behavior, and to list easiness and difficulty of doing so. Regarding expected outcomes, students reported diverse beliefs, resulting in 15 belief categories. On the other hand, with respect to the individuals or groups and the easiness and difficulty, they did not express a variety of beliefs, including five norm groups and seven behavioral control types. In the following questionnaire, respondents were asked to rate how strongly they agree with these belief categories, along with the TPB components of attitude, subjective norm, and perceived control.

The means and standard deviations of the theory's components are shown in Table 1. Respondents indicated high intention to acquire FLS with positive mean scores of all direct determinants and beliefs. It can be suspected that students favorably viewed acquiring FLS with the perceptions of little difficulties. To determine the strength of associations between components, Pearson correlations were calculated for the study variables (Table 1). Attitude and subjective norm were highly correlated with their respective belief counterparts of behavioral beliefs and normative beliefs, while perceived control correlated with control beliefs at a very low degree. Intention was strongly correlated with attitude and subjective norm while it correlated with perceived control at a slightly lower degree. All components, but control beliefs, were associated with each other at r = .508 or larger. Considering the lowest mean score of control beliefs and the lower correlations between perceived control and intention and between control beliefs and other components, it was suspected that the theory's components regarding behavioral control acted differently in predicting intention.

Table 1. Means and Zero-order Correlations for the Theory's Components

	Mean (SD)	Attitude	Subjective norm	Perceived control	Behavioral beliefs	Normative beliefs	Control beliefs
Intention	6.05 (1.04)	.780**	.775**	.619**	.665**	.633**	.073
Attitude	6.27 (.92)		.759**	.630**	.653**	.582**	.104
Subjective norm	5.89 (.98)		-	.698**	.677**	.599**	.088
Perceived control	6.03 (.96)		-	-	.553**	.508**	.144*
Behavioral beliefs	5.63 (.54)		-	-	-	.670**	.265**
Normative beliefs	5.55 (.83)		-	-	-	-	.231**
Control beliefs	4.93 (.81)		-	-	-	-	-

Note. Standard deviations in parentheses. * p < .05, ** p < .01

A hierarchical regression analysis was, therefore, conducted to test the extent to which the theory's components contributed to the prediction of intention. As Table 2 shows, it was found that subjective norm significantly contributed to the prediction (R^2 change = .626) and attitude added extra variance to it (R^2 change = .079), while perceived control was not included in the hierarchical regression equation. A possible explanation for this finding is that acquiring FLS may be under volitional control because if individuals have volitional control over behavior, they tend to perceive less importance of behavioral control (Hrubes, et al., 2001; Madden, Ellen, & Ajzen, 1992). Another explanation can be due to the lower magnitude of the reliability of perceived control (α = .398), which may have prevented accurate representation of the beliefs regarding behavioral control.

Table 2. Multiple Regressions of Intentions on the Theory's Components

	Dependent variable	b	R	R^2	ΔR^2	ΔF
Step 1:	Subjective norm	.791**	.791**	.626	.626**	345.03**
Step 2:	Subjective norm	.448**	.840**	.706	.079**	55.23**
	Attitude	.444**				16.37**
Step 3:	Subjective norm	.344**	.853 **	.727	.022 **	
	Attitude	.402**				
	Normative beliefs	.203**				

Note. b= standardized regression coefficient, R = multiple correlation. **p < .01

IMPLICATIONS

The findings of this study suggested some implications. Because intention was highly correlated with attitude, subjective norm, and perceived control with respect to acquire FLS, positively influencing these three determinants can be a practical approach to motivate students to do so. For example, to help create favorable attitudes, subjective norms, and perceptions of control, positive consequences of, instructors' positive expectations of, and available university's support for acquiring FLS can be frequently explained. Obtaining supportive comments by parents may also be helpful. Emphasis can be placed on producing favorable attitude and subjective norm, rather than on creating perceived easiness of acquiring FLS, because intention was mainly mediated by the fast two components. Alternatively, it may be effective to educate parents, friends, and instructors with respect to the value and positive expected consequences of FLS, because it is assumed that they will later create norm and give students pressure to perform the behavior. In addition, future research may investigate the other influences on intention, such as sex, parents' education levels, and past international experiences. Actual behavioral performance differs from intention, and therefore, should be investigated for the accurate prediction of behavior.

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BLENDED LEARNING: UNCOVER THE PERFECT LEARNING COMPONENTS FROM STUDENTS' PERSPECTIVES FOR A TOURISM AND HOTEL MANAGEMENT PROGRAM

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INTRODUCTION

Blended learning in higher education is defined as learning that is facilitated by effective combination of different modes of delivery, models of teaching and styles of learning (Heinze & Procter, 2004). It provides various benefits over using any single learning delivery medium alone as a single delivery method inevitably limits the reach of a learning program or critical knowledge transfer in some form (Singh, 2003). Many universities have reported an increase in the use of blended learning courses including virtual environments, which has gained increased acceptance as instructional tools for courses aiming at increasing student engagement in learning, as well as at inculcating the ability of higher-order thinking in students (Altinay & Paraskevas, 2007).

This study describes how one hospitality course in a university in Hong Kong explores the use of a combination of teaching methods to engage and motivate students. The blended learning approach used includes traditional delivery method such as Mass Lectures and Interactive Tutorials together with Guest Speakers, Pre-class Exercises in Virtual World and Group Projects with Hotel Integration.

LITERATURE REVIEW

The blending of face-to-face instruction with various types of non-classroom technology-mediated delivery has been practiced within the academy for more than four decades (Dziuban, Hartman & Moskal, 2004). Dramatic increase in internet use in education and increase integration of technology into course offerings were also recorded over the past years (Bailey & Morais, 2004). Learning designers or innovative educators have experimenting learning models that combine various delivery modes (Singh, 2003). Driscoll (2002) suggested that putting assessment online and deliver pre-work online were concrete examples for blended learning. To address the diverse needs of today's undergraduates, being the Millennials as described by Dziuban, Moskal & Hartman (2005), Second life was used as an instructional tool in teaching online or blended tourism and hospitality courses (Singh & Lee, 2008).

RESEARCH METHODOLOGY

A detailed end of course questionnaire was designed as an instrument to measure the agreeable levels of various learning methods for the full-time final year degree students taking the subject of Human Resources Management in the Tourism and Hotel Industry. The questionnaire was comprised of six sections with 48 statements including five statements on Overall Perception, four statements on Mass Lectures, five statements on Guest Speakers, eleven statements on Pre-class Exercises in Virtual World, twelve statements on Interactive Tutorials and ten statements on Group Projects with Hotel Integration. In addition, four questions were designed for the demographic variables namely; gender, stream of study, program of study and e-learning exposure. A five-point Likert scale was adopted, ranging from "1" (Strongly Disagree) to "5" (Strongly Agree), to measure students' level of satisfaction with the various learning components of the course. The Statistical Package for Social Science software was used for data analysis.

FINDINGS

One hundred and forty three valid responses, at a response rate of 71.5%, were received in November 2010. Female and male constituted 76.9% and 23.1% respectively. Among all the respondents, 58.7% studied in hotel management stream and 41.3% in tourism management stream. All students were enrolled in the Bachelor of Science program. Half of the respondents (53.1%) had previous exposure to e-learning before taking the course.

A mean value was used to evaluate the preference of students' perception on blended learning indicators. "The tutorials were interactive" was rated highest with a mean score of 4.18. While the indicator "Navigation in the Second life application was user friendly" scored the lowest (mean = 2.24).

Factor analysis and reliability test further discovered nine dimensions of blended learning: (1) Interactive tutorials; (2) Workload and guidance in tutorials; (3) Team-based learning for tutorials; (4) Mass lectures; (5) Workload and guidance in group projects; (6) Practical and creative group projects; (7) Guest speakers; (8) Virtual approach to learning; and (9) Second life issue. "Interactive tutorials" was ranked the first while "Second life issue" ranked the last with a factor mean of 4.02 and 2.70 respectively.

Regression analysis was conducted thereafter to examine the relative impact and assess the influence of the underlying blended learning dimensions on students' perception and satisfaction. Three dimensions "Interactive tutorials", "Mass lectures" and "Practical and creative group projects" exerted influences on the dependent variable "overall perception". Similarly, three dimensions "Mass lectures", "Workload and guidance in group projects" and "Interactive tutorials" were found to be the significant predictors of "overall satisfaction". Although the degree of importance and the elements on group projects were found to be different, this finding revealed that students preferred face-to-face delivery mode as an important learning components in a blended learning course and that interactivity in tutorials was the key.

IMPLICATIONS & RECOMMENDATIONS

According to the results, students were most satisfied with the combination of using three delivery methods. Mass lectures enabled delivery of subject knowledge but with a large class of two hundred students, interactive tutorials and sufficient guidance and feedback given by the lecturer in the group projects were deemed necessary. In particular, the learning components being featured such as face-to-face delivery mode, game-based activities and interactivity were the determinants perceived by students in a blended learning approach for tourism and hotel management program.

The implications provide a number of recommendations for consideration. These include: (1) Use face-to-face learning component as a key in blended learning; (2) Feature student-centered e-learning technology to support lecture, tutorial and group project; (3) Implement blended learning course to freshmen; (4) Create a supportive environment for more frequent feedback and guidance; and (5) Prepare students for a change.

CONCLUSION

The study revealed that students are in general welcome the use of blended learning, however, integration of Second life into one form of formative assessment in the program may not be positively perceived by students of today. Educators are suggested to reassess the preferred learning components from students' perspectives and in consideration of the course nature, students' perceptions, preparedness and preferences for technology. It is important to understand which tools students are already embracing in their personal lives so as to further explore ways to adopt these tools pedagogically for academic use.

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JOB SATISFACTION AND STAFF TURNOVER IN THE HOSPITALITY INDUSTRY: A CASE OF FAST FOOD INDUSTRY

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INTRODUCTION

Fast-food was revolutionized in 1902 with the introduction of the Automat in America. Customers queued to select ready prepared foods from a display cabinet or vending machine, paid and either left or ate the food on the premises. From one shop in Philadelphia, the first fast-food chain soon developed (Fast Food Nation, 2010). From then on the fast-food phenomena bloomed; from the first ever burger chain, White City, which opened in the 1930s, and McDonalds, which started life as a barbecue stall in 1940. By the 1950's drive-thru restaurants were beginning to impact the industry as people had growing access to cars, and fast-food was highly fashionable (Fast Food Nation, 2010). From then on the fast-food trend started to spread the globe, and today McDonalds, KFC and other fast-food chains can be found around the world. The fast-food industry has now developed into an increasingly dominant part of everyday life for many people around the world (KFC NZ. 2010, McDonalds 2010).

Research in past has found connections between staff satisfaction and staff turnover (Rust, Stewart, Miller & Pielack, 1996, Curtis & Wright, 2001). This study uses a survey technique to investigate the satisfaction and turnover of fast-food industry employees within Hamilton, New Zealand. The aim of the study is to seek and assess the opinions of staff about their current job, gauge employee's level of job satisfaction, identify if there are any intentions to leave their current job and investigate implications of socio-demographic variables. Data is analysed using SPSS version 16. Analysis of the responses of staff within the fast-food industry in Hamilton indicates that they are not satisfied with their jobs and this leads to increased intentions to leave. They are continuing in their current job due to family and financial commitments or while they seek new opportunities. Through testing socio-demographic variables it is noted that gender and age both show statistical significance. Males were more likely to feel dissatisfied than females, and older respondents were more committed and content in their employment than younger respondents. The findings should help the fast-food industry to address the identified issues and develop policies and processes to improve staff satisfaction and commitment, and, reduce staff turnover.

The literature review, and results from previous studies, provides a sound platform for research into staff turnover and intention to quit within the fast-food industry in Hamilton, New Zealand. It became the impetus for the current study. An attempt is made to explore in Hamilton, New Zealand, the overarching issue evident in the fast-food industry; employee turnover and intention to leave, through distribution of a questionnaire which focuses on seeking employees' opinions, feelings, and intentions regarding their job and employment. Research in this area is scarce, hence this study contributes to the literature.

METHODOLOGY

The study seeks to explore within Hamilton, New Zealand, opinions; feelings and level of satisfaction of fast food industry employees.
The main objectives of the current study are to:

- Assess the opinions of staff about their current job
- Gauge employees' level of job satisfaction.
- Identify if there are any intentions to leave their current job.
- Assess implications of socio - demographic variables.

A questionnaire was constructed adapting some similar questions as Firth et al. (2004) and input from managers/employees of the local fast food industry. To ensure language used in the questionnaire is going to be easily understood by respondents, to get feedback on questionnaire construct and gauge general responsiveness to such a study, it was tested on a sample group before being finalised.

The questionnaire was administered in four fast-food organisations within Hamilton, New Zealand. The organisations chosen were; Subway, McDonalds, KFC and Burger King (Subway 2010, Subway NZ 2010, McDonalds 2010, McDonalds NZ 2010, KFC 2010. KFC NZ 2010, Burger King 2010). These businesses might vary in size but have similar characteristics in their overall business operations, expectations of staff and job requirements. Within Hamilton there are a total of 25 of these businesses, all were approached to participate but had a choice not to if they so wished. Even during participation they had the choice to withdraw at any stage. After discussion and approval from the Manager, the questionnaires were distributed to the staff to accumulate their responses. A total of 104 useable responses were accumulated.

FINDINGS, DISCUSSIONS AND IMPLICATIONS

The purpose of this research was to attempt to assess the opinions of staff about their current job, gauge employee's level of job satisfaction, identify if there are any intentions to leave their current job and investigate implications of socio-demographic variables. Dissatisfied employees are more likely to quit their job, ultimately leading to high staff turnover within the fast-food industry, which in turn, leads to high costs in the form of recruitment, training, loss of knowledge and skills (Kramer et al., 1995, Kacmar et al., 2006,). This can further impact business by causing a decrease in service quality and therefore decreased customer satisfaction.

Current study supports the findings by Firth et al. (2004), that intention to quit is largely influenced by job dissatisfaction, lack of commitment to the organisation and feelings of stress. The study further addressed that age, organisation and gender impacted the level of satisfaction employees have within their employment. Research by Rust et al. (1996) also aligns with findings of this study, which concludes that pay is not a satisfaction factor but rather a delight factor and therefore does not have significant, direct impact on turnover.

Respondents' ages vary, but of particular interest is that the responses show a greater number of workers in the 21-30 age bracket (48.1%), than the under 20 group (45.2%). Fast-food jobs are regularly categorised as casual and part-time employment. Research by Wildes (2005) supports this, with 70% of employees aged under 36 intending to leave the restaurant industry within two years. The greater response of the slightly older bracket may not directly relate to the ages of employees within the outlet as it may be that the slightly older categories were more willing to respond.

The greatest agreement came with statements that showed varying positive and negative factors within the employment of the fast-food industry. *It is clear to me what others expect of me at my job* and *I work here because it was easy to get this job*, all show beneficial aspects and reasoning behind continued employment within the industry by respondents. *My job requires that I work very hard,* was found to have strong agreement which could lead to the reasoning's behind staff dissatisfaction and therefore the connection to turnover. The least agreement statements also added understandings of reasoning in dissatisfaction with their job, respondents feel their job does not allow them to grow as a person; they rarely feel proud working in the business and do not work in their job due to a desire to work in the industry.

Responses of strong agreement all show differing characteristics of their jobs and work. *It is clear to me what others expect of me at my job*, and *this job gives me the opportunity to meet new people*; tend to create reasons behind why employees would take on employment within the fast-food industry. Additionally*, I work here because it was easy to get this job*, would tend to portray that respondents have taken the easy path by being employed in their job and so may seek new jobs and challenges in the future. *My job requires that I work very hard* could tend to relate to reasoning behind job dissatisfaction for some individuals, particularly when combined with the factors of pay and conditions within their workplace. This supports research by Allan et al. (2005) which concluded many fast-food workers felt intensification of their jobs, as management demanded employees work hard and hustled them to work faster, leading to feelings of dissatisfaction.

Previous research by Allan et al. (2005) found socialisation aspects to be favourably reported on, with positive socialisation with customers making the job more enjoyable, and negative encounters binding workers together to create stronger ties, this aligns with the responses in this study. Statements relating to thinking of alternative employment were scored highly by respondents on the frequency scale. Respondents sometimes to fairly often; think of a better-paid job, think of working in some other industry and think of changing their present job. These statements lead to the conclusion that respondents are dissatisfied with their current job, pay and industry and so intentions to leave overall are high for many.

Age had an effect on some statements within the questionnaire. It was predicted that there would be significant impact due to age, particularly between the less than 20 age group and the over 31 age group, showing the greatest difference. The reasoning behind this prediction is based on overall lifestyle factors such as the younger group having less commitment factors that force the employees to remain in their employment. The older age groups tend to have family to look after, weekly payments to commit to and life commitments. From this research, significant difference was found between the older age group and the younger age group however, significant difference was also found between the under 20 age group and the 21-30 year age group, which was not predicted. The statements *my job requires that I work very hard* and *job related problems keep me awake at night* showed significant difference between the two groups, which are difficult to allude to reasoning, without further research into the area. There is interesting variance in this research which is however not representative of the entire industry. The differences may have arisen due to a relatively small sample size but the difference is evident in two large groups; 45.2% of respondents were in the under 20 age group and 48.1% in the 21-30 year old group.

Impact of organisation of employment showed some significant differences. The most obvious were those between the negative results of Burger King and the more positive results of Subway respondents. McDonalds scored highly on; *career advancement at my job is very good*, compared to Burger King which scored significantly lower. These results may show that McDonalds is able to entice employee commitment and reduce intention to leave by ensuring they are confident in the opportunities for career advancement. The possibility of career potential encourages employees to stay (Gustafson, 2002).

Subway and Burger King respondents' results conflicted greatly. From this we can consider concluding that Subway respondents are more satisfied and less likely to leave than Burger King's respondents. *I recommend to others they come work here, I receive good pay rates for my work* and *I am enjoying my current job* are all significantly more favourably responded to by Subway employees than Burger King's employees. From this research it is possible to advise that Burger King consider improving employee relations and morale in order to ensure employees find the job more satisfying and enjoyable and therefore stay on with the company longer.

On the whole, from this research it is possible to draw conclusions into the way these businesses treat staff and the opinions, feelings and satisfaction of their employees. The impact of these responses shows connections with the satisfaction of the respondents and we can begin to make conclusions regarding the impact of this on turnover and intentions to leave. From the ANOVA analysis based on organisations and responses within this research, it is clear that Subway employees are more satisfied in their employment.

Overall, all responses could benefit from further research and specific research which could develop and discover further results and conclusions. Particular interest for further research would be into gender effects, position within the organisation impacts, as well as age effects. In addition, if this research were able to be combined with statistics from within the firms regarding length of employment, training, satisfaction protocols etc, it would be possible to develop further conclusions regarding positive and negative factors that the firms operate with in order to reduce turnover.

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ISLAND TOURISM: COMMUNITY- BASED TOURISM IN PAMILACAN ISLAND, PHILIPPINES

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INTRODUCTION

Island tourism is extremely unpredictable and subject to seasonal and political uncertainties. Given that resource base such as freshwater, soil, and minerals is generally restricted to islands, severe resource use competition could occur between tourism development and local people. Marine-based tourism, in particular watching cetaceans (whales and dolphins) and whale sharks, is a major tourist attraction in certain tourist destinations in the Philippines. Provision of alternative livelihoods for communities, such as those residing on small and remote islands and who are highly dependent on marine resources, is crucial to ensure the sustainability of island-based tourism. Several authors have supported the idea that ecotourism and sustainable traditional livelihoods can co-exist to support local economies and conservation (Samonte-Tan et al., 2007). Furthermore, ecotourism is recognized as a suitable substitute for the declining fishing and agricultural activities in many countries (Stronza, 2007).

This paper discusses community-based tourism initiatives on an island setting in the Philippines. The issues and challenges in community-driven tourism venture were determined using a combination of field observations and interviews with local residents and key officials from government agencies and people's organizations. The ecotourism initiatives as well as the risks and threats of tourism and other human activities in the Island are discussed. The enabling factors that have empowered local fishers to shift from an otherwise unsustainable fishing practice (i.e. whale shark hunting) to a sustainable use of marine resources are explored. The study was conducted from mid- 2009 to late-2010.

Study area description

Pamilacan Island is a 200- ha coralline island located in Central Philippines. A moderately flat-to-sloping fringing reef surrounds the whole island. Despite its small area, it is rich in marine resources. At least six species of whales and five species of dolphins have been recorded within Pamilacan waters. The major coastal ecosystems include coral reefs, mangrove forests, sandy beaches, and seagrass beds. Some species of dolphins actually live in the area year-round. Whale sharks (Rhincodontypus) aggregate in the surrounding waters between April and May (Trono, 1996 and Alava et al., 2002 in Norman, 2006) when baleen whales are also seasonally present.

RESULTS AND DISCUSSION

Ecotourism initiatives in Pamilacan – marine tourism

The original residents of Pamilacan were pioneering fishers and whale hunters during the height of the whale-watching venture in the Sea of Bohol (central Philippines) in the 17thcentury(Acebes, 2009). Their descendants continued this whaling practice until the early 1990s when the national government banned such practice. Marine-based tourism (i.e. whale and dolphin watching) was suggested as an alternative to dolphin/whale hunting. However, support measures were essential in order to make this change possible. With financial and technical assistance from the World Wild Fund for Nature, an Interagency Task Force on Marine Mammal Conservation was established in 1998 to spearhead the development of a community-based whale and dolphin watching tourism project. In addition, a grassroots organisation, called the Pamilacan Island Dolphin and Whale-watching

Organisation, was created to train and involve former dolphin-whale hunters in marine tourism. The national tourism policy framework - the National Ecotourism Strategy of 1999 - and with financial aid from the New Zealand Agency for International Development have strengthened the implementation of these initiatives.

In the Philippines, the best site for snorkelling and scuba diving in coral reefs are in marine reserves (also known as Marine Protected Areas), majority of which are managed by the Local Government. The Pamilacan Island Fish Sanctuary was made a component of the Marine Protected Area program, wherein coastal communities are given support through training and capacity building with the ultimate goal of improving their socio-economic condition without resorting to exploitative utilisation of marine resources.

Threats and issues in the context of tourism development

Both whale shark and sperm whale are considered Vulnerable marine species (IUCN, 2011). The majority of the marine mammals found in Pamilacan are listed in Appendix II of the Convention on the International Trade in Endangered Species of Flora and Fauna – an international treaty that protects wild species in international trade – (CITES, 2011). While a monitoring system on the international trade in these endangered species is in place, none is in place or applied to local trade. The Philippine Animal Welfare Act (RA No. 8485/1998) as well as codes of conduct on proper wildlife-tourist interactions should also be strictly implemented and monitored.

The marine life in the Fish Sanctuary is a major tourist attraction. Unfortunately, the condition of the coral reef within the Sanctuary declined from Fair (33% coral cover) in 2003 to Poor (20.83% coral cover) in 2004 (Alcala et al., 2008). The residents interviewed in this case study blamed illegal fishing by fishers from other islands. However, it is also possible that the unregulated recreational activities within the Sanctuary contributed to the deterioration of the coral reefs. The increasing human population of Pamilacan Island, exacerbated by increasing tourism demand, can generate serious environmental and social problems. The ability of the residents to carry out environment-friendly activities in their day-to-day existence is important in sustainable living.

Development of community-based tourism

The whale/dolphin watching venture in Pamilacan is a classic example on how local communities can be involved in tourism. The process of changing from unsustainable use of marine resources (e.g. whale shark hunting) to a sustainable one (e.g. whale shark watching) was not easy although challenging. The factors that facilitated the process of developing a community-based tourism in Pamilacan are: (1) external support and intervention, (2) economic incentives, (3) collection and allocation of user fees, (4) regulatory measures, (5) community networking and collaboration, (6) community ownership and social equity, (7) training and capacity building, and (8) continuity, monitoring, and evaluation. Given that the components of marine ecosystem are closely interconnected and cannot be fenced off, it is crucial that coastal communities cooperate in promoting the conservation and sustainable use of their shared resources. Effective networking and cooperation heighten the competitiveness of the destination through cooperative branding, image building, and integrated tourism product (Scott et al., 2008).

CONCLUSION

Ecotourism managed by the local community is an effective tool in sustaining both livelihoods and biodiversity conservation. When the community members realise the value of natural resources in the promotion of nature-based attractions, they will develop ownership and responsibility for the conservation of these resources. Likewise, when local communities benefit directly or indirectly from the protection of biodiversity, they become strong allies for conservation and ecotourism. This study underscores that both genuine participation and empowerment of the local residents are crucial in developing community-based tourism.

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CALAGUAS ISLAND AND ITS SUSTAINABILITY TO THE TOURISM INDUSTRY IN BICOL REGION PHILIPPINES: A BUSINESS POTENTIAL

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INTRODUCTION

Today, tourism is one of the largest and dynamically developing sectors of external economic activities. Its high growth and development rates, considerable volumes of foreign currency inflows, infrastructure development, and introduction of new management and educational experience actively affect various sectors of the economy. These positively contribute to the social and economic development of the region or country as a whole. Tourism also brings prosperity to the regions by creating employment opportunities, generating income, foreign exchange earnings and improvement in the overall quality of life.

The Bicol Region is itself a marketing niche. It has the distinct advantage in terms of tourism to attract the presence of tourist to such attractions as Mt. Mayon, the volcano with the most perfect natural cone in the world. Add to this are white fine beaches, natural parks and other historical, religious and archeological sites, which are favorite tourist destinations. The warmth and hospitality of Bicolanos are among the other tourism assets of the region. The quality of Bicol Region's resource endowment for tourism is exceptional, but like most countries the region only has barely developed its tourism potential.

METHODOLOGY

This study empirically determined and evaluated the business potential of the tourist destination in Calaguas Island, province of Camarines Norte, Bicol Region, Philippines. It presents a case analysis of the profiles of the tourist destination along a.) source of respondents, b.) classification of facilities c.) length of operations, d.) major services offered, and e.) tourist arrivals. A number of challenges regarding different marketing strategies employed by this tourist destination and how effective are these strategies. This includes the sustainability to tourism industry along a.) employment, b.) income, and c.) business opportunities; and tourism marketing program can be proposed to contribute sustainability to the tourism industry in the Bicol Region. The descriptive survey method was used to gather, record, analyze and interpret prevailing issues confronting the research problem.

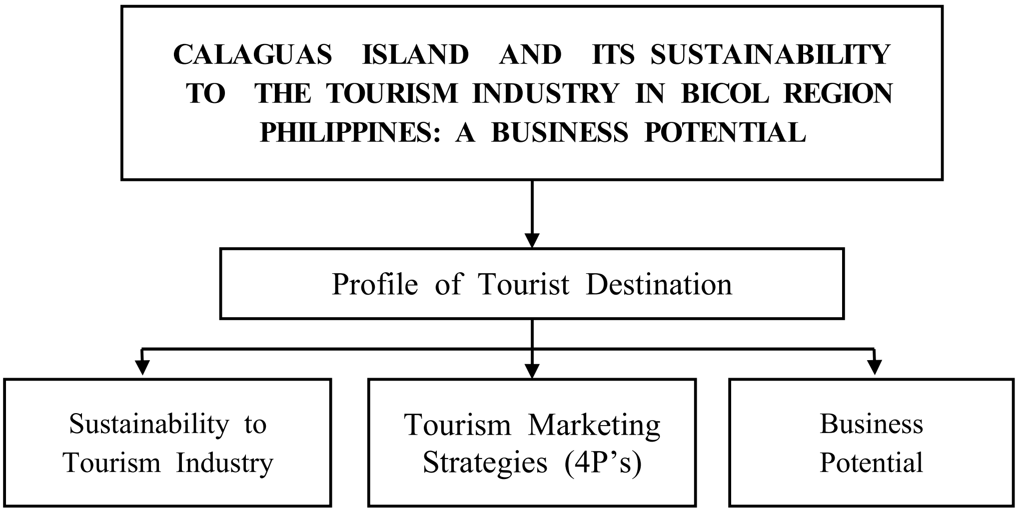

Figure 1. An interactive Tourism Strategies Analytical Model

IMPLICATIONS AND CONCLUSIONS

Calaguas is a group of islands in the Pacific under the jurisdiction of the town of Vinzons, province of Camarines Norte, a merely two hour boat ride from the mainland. It is still virgin, and it boasts of powdery white sand beaches, crystal-clear waters, and unspoiled natural resources, a place where you can truly relax while enjoying the beauty and serenity of the place.

The long stretch of a beach named "Halabang Baybay or Mahabang Buhangin" (Long Beach) by the locals is a cove located in the Tinaga island. It is a picture perfect paradise with its long stretch of fine white sand dotted with volcano rocks on its both ends. The place is a site most frequented for camping and swimming by tourists. Calaguas island is actually Calaguas group of island consisting of around 20 Islands and Islets. The two main islands are the Tinaga and Guintuan. The following barangays are located in these islands: Banocboc, Pinagtigasan, and Mangcawayan. One can walk to other side of the island and view the breathtaking scenery of green meadows at the opposite side.

A better understanding of the place offers tourists especially backpackers gives opportunities to explore the place. Calaguas Island had one constructed concrete mini-cottage, classified as 1 Star Classification based on the Standard classification by the Department of Tourism. This was owned and managed by a private businessman. The data showed that the most important facilities were unavailable because of the decision of the management to make the island fitted for backpackers and back to basic sleepover arrangement that will provide the tourist the experience of serenity in Calaguas.

As to the length of operations, 100% of the respondents, said that the length of the operations of most of the tourist destinations at Calaguas had run from 1- 5 years. Length of operations was considered an indicator of the progress and viability of the project in terms of business profitability by the respondents.

On major Services offered- In as much as Calaguas Islands as a tourist destination was still considered a virgin and pristine place, there were no infrastructures that can provide comfort to tourist such as hotel facilities, services, leisure's and other luxuries found in most developed tourist destinations.

Table 1. Tourist Arrivals by Nationality and Region, 2006-2010

Provinces	2006		2007		2008		2009		2010	
	F	D	F	D	F	D	F	D	F	D
Camarines Norte	3,617	69,922	2,744	78,192	6,446	98,605	2,785	116,757	1,108	64,951
%	5%	95%	3%	97%	6%	94%	2%	98%	2%	98%
Total	73,539		80,936		105,051		119,542		66,059	
Increase (Decrease)			7,397 100.6%		24,115 29.8%		14,491 14%		(65,940) -55.2%	
Foreign – 16,799 = 4% Domestic – 428,427 = 96%									Total = 445,127	

Legend: F – Foreigner D- Domestic

A focus group discussion was also used to validate data on Calaguas Island as a tourist destination to determine and evaluate the business potential and marketing strategies in the Bicol Region. The group of respondents in the FGD said that the Tourism support facilities needed for development of Calaguas Islands can be attributed to the following factors: the roads going to Vinzons was in good condition and the government of Vinzons had positive outlook for the development of the place. However, the following needs had yet to be met: improvement of roads and bridges; the two (2) separate Ports of Vinzons going to Calaguas needed improvement; there were identified needs for construction of facilities in the site/area of Calaguas island. On the type of infrastructure projects, facilities, and services would be needed to support Calaguas as a tourist destination, first and foremost electricity for the place; then Hotels, Bars, Convention Center, and other facilities. As to marketing strategies, the following results were found to be essential:

The Calaguas island has more potentials to tourist destination in order to revitalize the strategies and reach the highest level of effectiveness in terms of marketing strategies along: promotion, place, product, and price. Among the 4p's, promotion ranked first which include advertising, in specialized industry journals, magazines, internet, tv, and radio, in which tour package are offered reflecting the company's ethical stance on environmental conservation.

The sustainability in the tourism industry concludes that a new paradigm was needed to be known as sustainable development namely: participatory governance, international cooperation, technological innovation, population control, human resource development, resource conservation and enhancement, and urban growth management that would help tourism industry of the Philippines in formulating relevant, workable, developmental and sustainable tourism for tourist destinations.

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USING TOURISM AS A MECHANISM TO REDUCE POACHING AND HUNTING: A CASE STUDY OF THE TIDONG COMMUNITY SABAH

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Worldwide, marginalized forest communities are among the most disadvantaged and under-privileged groups of people. Frequently comprising indigenous people who are outside the mainstream of national economic and social life, they often live at a subsistence level that would be unacceptable to other rural and urban dwellers. For many such groups, the forests are crucial in enabling them to meet some or all of their basic needs through hunting -gathering or shifting cultivation. In Sabah, Malaysia illegal hunting has increased in recent years putting considerable pressure on large mammal populations. The causes for this phenomenon lie in increasing rural poverty, ineffective policies to regulate hunting, as well as a ready market for many wildlife products in the Chinese medicine markets of East Asia. Specifically, the paper looks at issues relating to poaching carried out in the Tidong community in the northern part of Tabin Wildlife Reserve in the period after, where decline in revenue generated by a tourism project has resulted in many community members turning to poaching and hunting as a source of food.

Keyword:
hunting, poaching, Tabin Wildlife Reserve, Sabah, Tourism

DOMESTIC AND INBOUND DEMAND TRENDS OF ITALIAN AGRITOURISM

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ABSTRACT

The demand side for agritourism in Italy has not been fully investigated despite the relatively high number of studies of the supply side. Thus, this paper statistically examined the trends in the demand side for agritourism in Italy in comparison with tourism demand in general, such as that for hotels. Data were obtained from 'Annuario Statistico Italiano' edited and issued by ISTAT (Istituto Nazionale di Statistica). Data from 1997 were compared with those from 2006. We examined the regional characteristics and trends in the composition of domestic and inbound tourists in relation to agritourism. The results are as follows. (1) Agritourism experienced rapid growth in the number of beds available and of those tourists who stayed overnight during the last decade while the operation rate of agritourism is much lower than that of tourism in general. (2) Region-wise, the central region accounts for a large portion of agritourism demand and the southern region had the largest growth rate while more than half of tourism demand in general went to the north in the case of hotel demand. (3) The market for agritourism domestic demand accounted for more than half of the total agritourism demand. The remaining demand was filled by inbound tourists from European countries. Among inbound European tourists, tourists from Scandinavia, UK and Germany increased sharply and therefore these inbound tourists are driving the growth of agritourism in this country. Even if we consider the particular reasons for low barriers to travel in Europe, such as the availability of land routes, a common currency with no risk presented by exchange rates, etc., these findings clearly indicate that it is essential for the development of agritourism to count not only on domestic but also inbound tourists to raise the operation rate.

Keyword:

agritourism in Italy, tourism demand, domestic and inbound tourism

COASTAL TOURISM DEVELOPMENT AND ENVIRONMENTAL SUSTAINABILITY: CASE OF SIHANOUKVILLE, CAMBODIA

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INTRODUCTION

In Southeast Asia, coastal tourism is growing rapidly; especially over the past three decades (PATA 2011; Smith and Henderson, 2008; Wong 2003 and 2009). However, this rapid coastal tourism development has not always brought desirable outcomes, typically for the natural and social environments (Gormsen 1997; Murray 2007; Smith, 1990 and 1992; Young 1983). With the call for more sustainable development, there is now a greater need to focus on sustainability. In such areas, coastal resources are not only essential for economic development but also very important for social and cultural developments. Many nations with coastal zones are now incorporating sustainability programmes to rectify the problems associated with negative development outcomes and to bring about greater social, economic and cultural benefits to their local communities. Although there has been a number of such programmes since the late 1990s aiming to improve coastal tourism sustainability in Asia, studies evaluating sustainable coastal tourism development and the implementation of sustainability programmes are rare and western-centric (Bui 2000; Dodds, 2007; Dodds and Butler 2009; Lu and Nepal, 2009). This paper thus seeks to examine the dynamic growth of coastal tourism development and environmental sustainability practices in the Southeast Asian context with reference to the case of Sihanoukville, Cambodia. The intent is to highlight those aspects of contemporary coastal resort growth that require greater attention by policy makers, planners and practitioners. While significant attention has been given to sustainable development, the concept of sustainability needs to expand beyond cleaning the beach.

METHOD

This research adopted the case study method with multiple or mixed research techniques. Both primary and secondary data with qualitative and quantitative methods were employed to provide research triangulation and validity (Denscombe, 2007; Jennings, 2001; Johnson and Onwuegbuzie, 2004; Yin, 2003).

The primary data includes personal interviews with semi-structured questionnaire and site observation. A total of 55 personal interviews were conducted with community leaders, government officials and business operators relating to the tourism industry. The secondary data included official statistics and data from government agencies, literature review of government policies and archival review of news clippings and historical data on tourism development of the cases selected. The key indicators for this research are shown in Table 1.

Table 1. Key Indicators for the Research Evaluation Framework

Environmental and Resource Management:

- Building control and
  - Set back from the beach
  - Environmentally sensitive design (e.g. Public green cover and architectural design)
- Nature conservation works
- Level of beach erosion
- Solid waste management
- Waste disposal methods/waste collection programme/waste bins
- Waste water treatment management
- Water saving practices
- Energy saving practices
- Recycling practices
- Air pollution
- Water quality and pollution management
  - Coliforms and water pollution index
  - Sewage pollution
- Noise level
- Traffic congestion

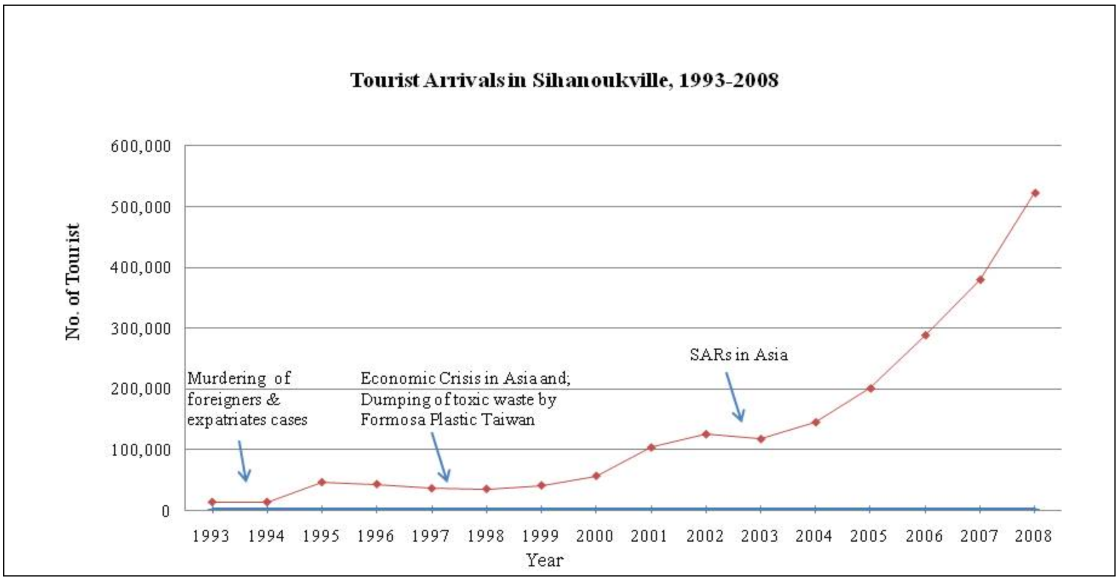
FINDINGS

Coastal Tourism Development in Sihnoukville

Sihanoukville is located about 230 km southwest from the Cambodia's capital city, Phnom Penh on the Gulf of Thailand. It is officially referred to as Preah Kong Sihanoukville or commonly known by its former name Kampong Saom among the Cambodians. The city is one of the four coastal cities and the only city in Cambodia with a deep port (PEMSEA 2001). It has often been compared with the beach resorts in Thailand and has been considered by the Cambodian Government to be an important economic centre and the third priority development area for tourism development after Phnom Penh and Siem Reap (PEMSEA, 2001).

Tourism activities and facilities in Sihanoukville are currently concentrated around the beaches in Mittapheap district. These are within 1 to 2 km from the City Centre of Sihanoukville which has a wide range of commercial facilities such as banking, real-estate, travel agencies, markets and medical facilities. The popular beaches that are close to Sihanoukville City Centre include Orcheuteal Beach, Serendipity Beach, Sokha Beach; Otres Beach; Independent Beach and Victory Beach. These beaches are generally of good quality with Orcheuteul Beach voted as one of the 'Top Ten Asia Beaches' in 2009 in the Australian Travel Magazine (Lucas, 2009). Sihanoukville received a total of 522,518 (135,668 international and 386,850 domestic) tourists in 2008 (MOT 2008 and SOCS 2009). Generally, Sihanoukville's tourism industry has shown robust double digit growth since 1999, except in 2003 due to the SARS (Severe Acute Respiratory Syndrome) virus in the Asian region (Figure 1). In fact, there was an increase of 1,190 per cent of tourist arrivals in Sihanoukville from 1999 (41,262 tourists) to 2008 (532,518) and there was about 40 per cent increase in tourist arrival numbers from 2005 to 2006.

Figure 1. Tourist Arrivals in Sihanoukville



Sources: MOT, 2008 and SOCS, 2009.

Key Environmental Sustainability Programmes

Some of the key environmental sustainability related programmes in Sihanoukville include:

1. Construction of waste water treatment plant around Occheuteaul Beach;
2. Garbage collection and beach cleaning (for instance, cleaning up of solid waste on the beach on 22 Jan. 2008);
3. Environmental protection workshops for hotel and guesthouse operations in June 2008;
4. PEMSEA Network of Local Governments for (PNLG) for the Sustainable Coastal Development Forum on 19-21 November 2008;
5. Coastal development strategy in 2001 (Sihanoukville Coastal Strategy) drawn up by PEMSEA and ICM Cambodia;
6. Sihanoukville Physical Framework Plan in 2002 drawn up with the Sihanoukville Municipality Working Group and DANIDA;
7. Master Plan for Tourism Development in Coastal Zone, a plan drawn up by the Tourism Authority of Thailand (TAT) in 2002; and
8. A long term Sustainable Development Master Plan for Sihanoukville drawn up with help by JICA to direct developments in Sihanoukville till 2030.

Environmental and resource management Practices

Table 2 shows the survey findings on the stakeholders' responses on their success in the implementation of environmental and resource management programmes.

Table 2. Survey Findings on Environmental and Resource Management

Sector		Public (n=14)	Private (n=30)	NGOs (n=11)	Overall (n=67)
Survey Questions: Our operation has successfully implemented:		Mean Score (1=Strongly Disagree, 5=Strongly Agree)			
A	Energy Saving methods	3.6	3.9	3.2	3.7
B	Water saving methods	3.6	3.7	3.2	3.5
C	Waste water reduction and management	3.7	3.6	3.4	3.6
D	Reduction of water pollution	3.9	3.6	3.7	3.7
E	Prevention of beach erosion	3.8	3.5	3.4	3.6
F	Recycling practices	2.9	3.3	3.9	3.3
G	Reduction of garbage on the beach	2.7	3.3	3.6	3.2
H	Tourism has significantly helped to improve environmental protection	3.5	3.8	4.1	3.8

Source: Author's Fieldwork 2008

CONCLUSION

Although the coastal tourist area is cleaner now, solid waste management has to include more than keeping the beach and the business's premises clean. There should be more practice of the 3Rs (recycling, reduction and reusing of waste) strategies and less burning of the solid waste. Environmental sustainability will need to expand beyond 'garbage reduction' and 'energy saving' through energy bulb or turning off electricity when not in use. More environmental resources management education would need to be imparted to the stakeholders. Also expanded technical asssistance is required in monitoring the environment especially water quality.

Coastal resources in Sihanoukville are critical to the foundation for successful Cambodian socio-economic and environmental activities. With a larger economy and population growth, greater awareness of environmental protection is imperative for sustainable development. A more sustainable coastal tourism development will demand greater cooperation and effort from all sectors as well as the local communities. Currently, the approaches adopted by the government in implementing the sustainability programmes appeared to be passive and very much depend on the NGOs. The government and the private sector would need to take a greater initiative in operationalizing sustainable tourism development on the ground.

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EXAMINING LOYALTY BEHAVIORS BY MEMBERSHIP STATUS IN HOTEL LOYALTY PROGRAMS

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INTRODUCTION

Customer loyalty is an extensively studied subject in both industry and academia. It is believed that once the customers develop loyalty to a product or service, they will continue to use the product or service and be less vulnerable to alternatives (Oliver, 1999). Loyalty programs are widely used in various industries to enhance customer loyalty. The rationale of a loyalty program is to encourage repeated customers' purchases and improve their retention rate by providing incentives for them to buy in larger volumes and more frequently (Lewis, 2004). The hospitality industry commonly employs loyalty programs, frequent-flyer programs, and repeat-customer programs (Hoffman & Lowitt, 2008; McCall & Voorhees, 2010). However, having a loyalty program does not ensure customer loyalty. Many researchers have cast doubt on whether loyalty programs actually work (e.g., Dowling & Uncles, 1997; O'Brien & Jones, 1995). Many members belong to multiple loyalty programs and many memberships are inactive. This study focused on the common multi-tier structure of the loyalty program. Since one often compare him/her to others to evaluate one's abilities (Festinger, 1954), it is believed that different membership status should be associated with different program value perceived by members. Thus, this study is aimed to understand the association between different memberships and members' different loyalty behavior characteristics.

METHODS

Hotel loyalty programs often bestow different membership status such as Silver, Gold and Platinum to recognize members' varied level of activities within the program. Different reward policies are applied to this status accordingly. The achieved status is the result of members' effort and has a clear ordinal characteristic (Drèze & Nunes, 2009). Considering the different membership status policies applied in major hotel loyalty programs, the authors employed three situations as Basic level, Elite level, and "I don't know" to capture the general perspectives on members' membership status and the respective loyalty behaviors.

This study adopted purchase frequency, customer willingness to pay higher prices, customer advocacy, frequent engagement and share of wallet (propensity to use the membership card over other similar cards) to show the members' loyalty. The authors also identified six aspects of reward structure to indicate possible different value perceptions of loyalty programs from members of different membership status.

With the identified membership status and loyalty behaviors of hotel loyalty programs, the authors conducted an online survey with randomly selected 6000 U.S. based travelers. 139 valid responses were gathered (2.3 percent response rate). The survey included questions about participants' loyalty program usage patterns such as membership status and usage frequency, their loyalty behaviors, and demographic information. Participants were asked to indicate their loyalty behaviors and perceived value on a scale from 1(low) to 5 (high). The data were then analyzed by descriptive statistics and one-way ANOVA methods.

FINDINGS

Most participants were older and educated travelers. The results showed that the average participant belonged to 2-3 hotel loyalty programs. Participants who identified the most loyal membership also suggested having an average of 5.4-year relationship with the identified membership program.

In terms of the perceived value of special rewards (e.g., luxury treatments) offered by the loyalty program, One-way ANOVA revealed that members who do not know their membership status (referred as amateur members) have the significantly highest score. Amateur members also indicated a higher perceived value on the "easy to achieve reward" item than the basic members ($\Delta\bar{x}$=.415, p=.036).

The authors suspected that the major reason why some members indicated that they don't know their membership status is that they have little information or pay little attention to the program (thus the "amateur member"). An amateur member in reality can be a basic member or an elite member but he or she doesn't know which group he or she belongs to. Specifically, the results suggest that comparing with basic and elite members, the amateur members are more rewards-oriented as they concern more on whether they can obtain special services or products as the loyalty reward and how much effort they need to spend to get such rewards.

In terms of loyalty behaviors, share of wallet and frequent engagement received significantly different responses from members of different status. Amateur members implied a higher share of wallet score than the basic members ($\Delta\bar{x}$=.569, p=.009). Regarding frequent engagement, there exhibited a significant difference between elite and amateur members ($\Delta\bar{x}$=1.059, p=.004). The higher scores on share of wallet (preference of the membership card) and frequent usage of the card suggest that amateur members are more into the functional aspect of the loyalty program. Elite members showed a significantly higher score than the basic members ($\Delta\bar{x}$ =1.086, p=.000).

Table 1: Synthesized information of loyalty behaviors from different member status

	Value perception		
	Comparison	Mean difference	Significance (p)
Special rewards	Amateur – Elite	1.161	*.005***
	Amateur – Basic	0.861	*.012**
Easy to achieve rewards	Amateur – Basic	0.415	*.036**
	Loyalty behaviors		
Share of wallet	Amateur – Basic	0.569	*.009***
Frequent engagement	Amateur – Elite	1.059	*.004***
	Elite – Basic	1.086	*.001***

Note: * $p < .05$; ** $p < .01$

IMPLICATIONS

This study indicated membership status can have a significant association with members' perceived value of reward structure and their loyalty behaviors. This finding bears several implications for both academia and industry. This study identified an important group of loyalty program members who are unaware of their membership status recognition. Comparing with the more aware members, this group of members is more reward-oriented and tends to emphasize the functions of the membership card. Rather than being named as "amateur", this group of members can be called "utilitarian members". The results of this study suggested that when facing the utilitarian members, companies can cater to these members' needs by enhancing the functional value (e.g., increase the functions of the card) and improving reward structure. Further, the authors argued that members' ignorance of membership status may be resulted from the lack of program uniqueness. Hotels should accentuate the distinctiveness of the loyalty program and deliver desired values to enhance members' recognition. More understanding in how to increase the loyalty of the utilitarian members should be included in future research.

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WHAT CONTRIBUTES TO THE SUCCESS OF HOME INNS?

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INTRODUCTION

Home Inn hotel chain (Home Inns) was established in 2002, with idea of providing simple but comfortable accommodation at modest price, which opened a gate to the biggest potential market in China domestically. The style of the hotel looks simple yet unique and certainly eye-catching in China. Its multi-story buildings are painted bright yellow on the outside, so they are easy to be seen in China's much crowded cities. Inside, the colors stay just as bright: Pink bedspreads and orange walls give a pleasant and cozy feeling. The front desk staffs wear Hawaiian shirts that look like they're from a 1960s beach movie (Russel and R.F., 2005). Soon it got very successful and was listed on NASDAQ in 2006. In terms of market share, occupancy rate, and profit rate, Home Inns have been in the leading position in China for quite a while now (www.chinahotel.org.cn, 2011).Up till the time this study is conducted, there are 1121 Home Inns in China, including 848 in operation and 273 under construction, and the number is still increasing at a fast pace. The geographic coverage of Home Inn hotel chains is shown in Figure 1. Home Inns have so far won a lot of honors including 20 Best Hotel Groups, Pillow Award, and so on.

Shanghai	74	Beijing	119
Tianjin	49	Chongqing	8
Heilongjiang	23	Jilin	22
Liaoning	66	Shandong	132
Hebei	45	Henan	29
Shanxi	24	Shanxi	42
Gansu	16	Sichuan	18
Hubei	27	Hunan	12
Jiangxi	13	Anhui	18
Jiangsu	142	Zhejiang	66
Fujian	32	Guangdong	60
Hainan	6	Guangxi	14
Yunnan	12	Guizhou	9
Neimenggu	18	Xinjiang	14
Qinghai	3	Ningxia	8

Figure 1. Geographic coverage of Home Inns in 30 provinces and municipalities in China

People may wonder why Home Inns can be developed the way they are today with less than 10 years of development, what contributes to its success among competitors, and what are the critical success factors contributing to its position of market leaders in budget hotels in China. With all these questions in mind, the current study intends to address the following research questions or objectives:

RESEARCH OBJECTIVES

Based on the above description of quick and giant success of Home Inn, it is the purpose of this article to find out:

1) What has contributed to the success of Home Inns in a developing country like China?
2) What are the Critical Success Factors (CSFs) of Home Inns from unit managers' point of view?

Considering the complex yet large market of China, looking into the success factors of a leading budget hotel chain will certainly provide more insights to the development of hotel chains and the hospitality industry as a whole in China, and certainly adds to the existing literature of CSFs in hospitality industry in general.

CSFS AND HOTEL INDUSTRY

According to Wikipedia, Critical success factor (CSF) is "*the term for an element that is necessary for an organization or project to achieve its mission*" (2011). It is a critical factor or activity required for ensuring the success of a company or an organization. Geller defined CSFs as "*the areas in which good performance is necessary to ensure attainment of the goals; the few key areas where things must go right for success...*"(1985: 77). However, CSFs do not always mean the same thing to even the same type of companies. As Geller put it, CSFs are "*critical areas unique to individual companies - reflecting industry position, age, competitive strategy, environmental factors, management style, financial strength, and so on...*" (ibid). That is to say, CSFs are largely context contingent, and vary from company to company, and even from time to time within the same company.

Earlier researches of CSFs were mostly generic, and it has not been long since it was started to be applied in hotel industry. Geller's research (1985) explored the generic CSFs that were common to hotel companies. In his research, 74 executives of all kinds of hotel companies, be they large or small, old or new, privately or publicly held, are interviewed to share their hotel goals, and their CSFs to achieve the goals, and came up with top ten goals in comparison with a list of most frequently cited CSFs (see Table 1 for details).

Table 1: Top ten goals for hotels and most frequently cited CSFs

Top ten goals	Most frequently cited CSFs
Profitability	Employee attitude
Growth	Guest satisfaction (service)
Best management	Superior product
Greatest market share	Superior location
Guest satisfaction	Maximize revenue
Shareholder wealth	Cost control
Employee morale	Increase market share
Maximize cash-flow	Increase customer price-value percetion
Brand loyalty	Achieve market segment
Financial stability	

Brotherton and Shaw (1996) tried to identify CSFs among departmental/ functional levels of hotel operations, and creatively made use of a three dimensional model including the elements of objectives, CSFs, and Critical Performance Indicators (CPIs). They explored CSFs and CPIs for departments of front office, F & B, conference and banquet, leisure operation, back of the house, and marketing and sales, and human resource, accounting and control, and guest accommodation respectively. The overall result of this research suggested that the following things were still the most important things for hotel operation: service and customer care, quality of staff including their attitude, skill and appearance, quality of hotel product, revenue and profit, safety and hygiene, cost efficiency and so on, although the sequence of which may vary from department to department. Other important elements included price, maintenance of facility and so on.

More relevantly, Brotherton's (2004) survey of CSFs in UK budget hotel operations shed more light on the area that this article is focusing on. He argued that the nature of budget hotels invariably entail the characteristics of strong brand, extensive geographic coverage, easy accessibility, centralized reservation system, standardized facility and layout, fixed room rates, limited service, and high value for money.

Researches into CSFs of budget hotels in China are not commonly found in the literature. Hua et al. Looked into CSFs of budget hotel in the context of China, from the perspective of customer expectation, and found that service quality is still at the core of all factors (2009). The authors found that the five CSFs from customer expectation are guest security, amenities, responsiveness to demand, flexibility and speed of guest service. Deloitte's research into the market of budget hotel in China, and narrowed the themes of CSFs into two operational areas - customer retention and cost control (2009).

The above literature focused on the operational level of CSFs, which are mostly company-specific CSFs, to borrow Geller's term (1985), or internal CSFs; however, to put hotel business in a broader context, the factors contributing to hotel success are not easy to identify, since the external environment is difficult to predict and control. Jogaratnam and Tse (2004: 250) emphasized that "*hotels with an entrepreneurial stance far perform better than those that stick to the tried and true.*" After they conducted a survey among 164 hotels in mainland China, Hong Kong, Malaysia and Singapore, they found that entrepreneurial hotels perform better than more conservative ones. It is even so when the hotels need to address their long term objectives instead of short term ones.

To sum it up, entrepreneurship, pursuit of high service quality, having qualified staff with high morale, having well maintained and standardized facilities, profit related issues all have been the critical success factors of hotel business. However, as many authors have mentioned that CSFs are context contingent (Geller, 1985; Brotherton and Shaw, 1996), it is thus more significant to explore CSFs of budget hotel in the context of China, a context with complex and dynamics, where few researches have been done in this respect and where hotel industry has just prospered only after the opening up policy since 1978.

METHODS

The above mentioned research objectives entail a more qualitative type of research to go deep into the case of Home Inn. An exploratory case study is the main instrument used to understand the above mentioned questions, in which interviews of the managing staff, analysis of content information derived from organizational document and organization website, observations through site visit will be used to collect data needed in this study. As Tellis puts it, using case study in a research, one is able to "*bring out the details from the viewpoint of the participants by using multiple sources of data*" (1997). Thus, data collected from the above mentioned three main sources, enable the writers to ensure the accuracy of the data and validity of the research process through triangulation (see Figure 2 for illustration).

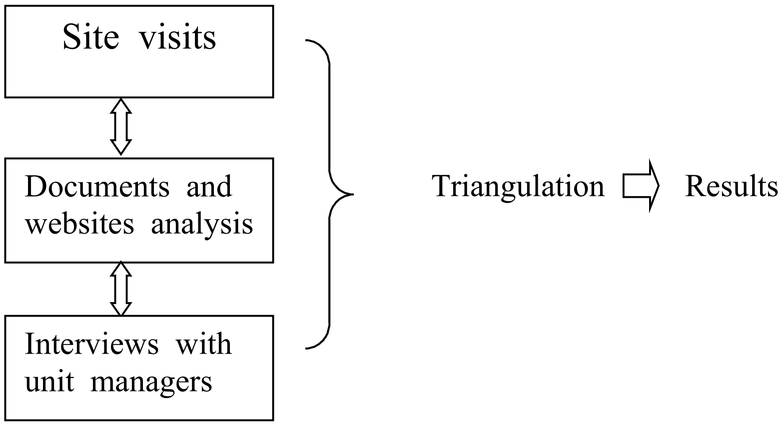

Figure 2 The Schemic Framework of Analysis

KEY FINGDINGS

Based on the interview data, the writers ranked the important factors contributing to the success of Home Inns according to the frequency of the factors been mentioned. However, as there are too many factors been mentioned, only the top 10 factors are listed in the following form.

Table 2: Top 10 CSFs of Home Inns

CSFs	Details
Timing of developing and expansion (market occupation)	Home Inns established in 2002, when there were still few budget hotels of this kind, and gained quick expansion right after SARS, when the rent is still low.
Scale development	There are 1121 hotels across the whole country, and the number is going up quickly.
Geographic coverage	It covers 163 cities in China.
Human resource development	Top-up program Low turn-over rate Organizational culture
Strong management system	17 organizational "bibles" From planning to brand duplication, systematized management makes every detail simpler, and has a book to turn to…
Consistency of product and service	Strict rules for Home Inn hotels to follow, both with facility and service standard, even for the franchised hotels. "Secret visitor" to examine the service quality.
Marketing strategies	Multiple marketing approaches Sales focused 6+1 promotion program
Cost control	Operation efficiency, human resource efficient, strict control of spending…
Brand building	Image, service, consistency…
Value of money	Common comment from customers

As can be seen from the above table, the overall findings of the CSFs for Home Inns is more or less in congruence with the existing literature, especially at the operational level. As it is stated on Home Inns' websites, the core product – hotel rooms are the main focus of the company, emphasizing design, comfort, convenience and homey ambience. The popular management philosophy of "the external pentagonal" (industry, product, price, service, and marketing) and "the internal triangle" (management system, HR management, and management of customers) provides us with much insights about how Home Inns approach their CSFs (Fan, 2009).

On the other hand, the strategic level of CSFs of Home Inns largely reflects the complex nature of the context. China, as a huge market with great developing potential for budget hotels, makes CSFs of enterprises of this kind more sophisticated. To start with, entrepreneurial spirit of the founders contributed greatly to the success of Home Inns. As one of them puts it, "vision and wisdom play important roles, and we made it because we did it at the right time, in right place, with right people". Secondly, the market strategies that Home Inns adopted certainly differentiate themselves from others, which include market differentiation from the very beginning and aggressive expansion right after the SARS. In addition, its early adoption of distribution via internet, in combination of Call Center, makes its reservation system and distribution channel hard to compete against in the context of China, especially for those operating smaller budgetary hotel chains. Last but not least, to be competitive in this particular context, financial strength of Home Inns, being listed on NASQUE in time, also makes it in a better position to be an industry leader.

CONCLUSION

The Chinese people have always believed that "Good timing, geographic convenience and good human relations" are important factors leading to success, which is proved to be true in the case of Home Inns. While popular hotel management theories apply in this case, the integration of modern management principles and local mentality makes Home Inns a quick success in a market as complicated as China.

Hotel industry in China is still young, with only over 30 years' development after the reform and opening. While lack of experience and management expertise makes Chinese hotel operators less competitive, when faced with their counterparts from developed countries, the success of Home Inns certainly has certainly gained much confidence for the development of the entire hotel industry in China, with a better preparation to meet with the international challenges ahead.

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PERFORMANCE DETERMINANTS OF HOTEL INDUSTRY IN TAIWAN

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INTRODUCTION

The hotel industry in Taiwan has become a fast growing and important industry. As compared to manufacturing industry, research attentions to this industry are very limited, particularly, if research focus is on financial performance. For future industry expansion in Taiwan, profit making as a performance indicator is a very important driving force. What determines a hotel's performance or its profits? There are many strategic factors that influence a hotel's operational performance. Focusing on performances or profit rate and their determinants, this paper has reviewed several journal papers and researches in Taiwan, researchers use various performance indicators for different research purposes in different samples (Chen, 2003; Chen, 2010; Hung, 2008; Hus, 2007; Kim & Oh, 2004; Lee, 2009; Lee et al., 2000; Pereira-Moliner et al;. 2010). For the same reason, they employ different determinants of performance. The results are quite inconclusive.

Overall, no matter what methodology is used, these researches have a common problem that is the causal relations of the variables identified and tested are not very clear. Therefore, a model of causal relations for research variables based on these researches is proposed, in which a hotel pretax profit rate is hypothesized to be related to total revenue (income) and total expenditure which in turn are related to occupancy rate. The occupancy rate is further related to other micro and macro factors as discussed in the literature.

METHOD

We use a panel of accounting data of 59 hotels from 2000 to 2009 to empirically test the proposed hypotheses. Regression analyses and pooled least square method are conducted. For regression analysis and for this short abstract, average values of 10 year data are calculated for each variable. We thus ignore some important variables such as the event of SARS and business cycle. The results of pooled least square are quite similar to those found in regression analyses, and thus not reported here.

RESEARCH FINDINGS

Based on many regression analyses, research results show that profit rate is significantly related to total revenue and total cost and the effect of whether the hotel belongs to part of chain hotel. The effects of location are not detected. As to total income (revenue), room income (revenue) and location are significantly important but not for restaurant income. If restaurant income is excluded, the significant effects of occupancy rate and average room price have to be noted. To restaurant income, it is important to the hotels in southern location, and it also has slightly to do with occupancy rate.

On the cost side, total expenditure are significantly related to total wage bills, restaurant and advertising expenditures, but the location is not important. Obviously, major source of total wage bills is wage. The importance of wage is slightly different among the hotels located in different locations. Finally, the most often cited indicator – occupancy rate is significantly related to total real room available, but it has nothing to do with average room price, guest type and whether if the hotel is part of international chain. The location of hotel has a stronger effect on occupancy rate for those in northern and southern areas.

CONCLUSION AND IMPLICATIONS

In conclusion, in order to increase profits, a hotel has to be able to increase both room and restaurant incomes and control its expenditure. To restaurant income, it has more to do with location but less to do with tourist type for the hotel. To room income, average room price and occupancy rate are very important, while occupancy has more to do with the availability of rooms and geographical location but less to do with average room price and chain type.

There are two important strategic implications of our research findings. First, different from our common perception that a hotel has to be internationalized either in terms of the source of guests or international network, our findings indicate that independent hotels (not part of international chain) as a group have better performance in term of pretax profit rate than those with international connection and it has less to do with tourist type. However, it is to be noted that there are only 10 hotels that are part of international chain. This may create a bias in statistical results. Second, the location of hotel is important in affecting occupancy rate, restaurant and average room price. Does it mean that business opportunities are located in north and south areas? To be careful, the results are derived from historical performance and there is no guarantee that it will continue in the future. Hotel investors have to ask the question.

Two limitations of this research have to be elaborated. First, this research is quantitative in nature based on accounting data, and the qualitative aspects of hotel are ignored. Second, many strategic factors, whether they are related to national and industrial environment or to managerial factors, are not accounted for. For practical purposes, the accounting data analyzed as presented in this research can be served as the first step of business analysis. It provides preliminary understandings of hotel industry. Researchers need to go further to conduct qualitative inquiries with interviews, cases and/or questionnaires for better managerial implications and insights of the industry in Taiwan,

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THE INDUSTRY FORCES, COMPETITIVE STRATEGIES, AND PERFORMANCE OF HOTELS IN CHINA: A QUALITATIVE STUDY

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INTRODUCTION

Hotel industry in China is growing very rapidly since China was admitted to the World Trade Organization in 2001, held the 2008 Olympic Games in Beijing, and organized the World Expo in Shanghai in 2010. These major incidents create superior opportunity for China to welcome many inbound and outbound travelers from all places. Guangdong is a province on the southern coast of China which was rated as the highest gross domestic product (GDP) in 2010 (3.9 trillion Yuan) (People's Daily Online, 2010). Guangzhou (the provincial capital) and Shenzhen (a special economic zone) are the two major cities of Guangdong. Since Guangdong is developing, the hotel industry is growing as well. In end 2009, there were 1,047 star-class hotels with 13,830 rooms in Guangdong (National Tourism Administration of PRC, 2010). Shenzhen will host the Universiade Shenzhen 2011 from August 12-23. There would be 24 sports in 306 events at the Shenzhen Universiade while 118 countries and regions have confirmed their participation (Universiade Shenzhen, 2011). This will provide another chance for the hotel industry to grow and gain new customers.

There is a major difference in hotel performance among companies operating under international management, domestic chain management, and domestic independent management (Yu and Gu, 2005). There are many important factors explaining performance: both external and internal factors. Most researches tend to solely emphasize one single factor, either external or internal factor (Yang and Fu, 2007). The external factor is related to five force factors of Michael Porter (Porter, 1985). The industry forces are threat of new entrants, threat of substituting products, suppliers' bargaining power, customers' bargaining power, and rivalry among firms of the same sector. The resource-based approach provides firms with internal resources to measure firm performance (Barney, 1991). The competitive resources of hotel business are branding (Kim et al., 2003; O'Neill and Xiao, 2006), human resources (Kim and Oh, 2004; Wang and Shyu, 2008), advanced information technology (Law and Jogaratnam, 2005), and cost control (Wong and Kwan, 2001). The industry forces and resource-based approaches are commonly applied in hotel business in Europe and North America. However, there is a lack of study of these approaches for hotel industry in China.

This study aims at exploring aspects of both industry forces and resource-based approaches for hotels in China, in particular how do industry forces influence strategic development and how do competitive strategies influence hotel performance.

COMPARISON OF SATISFACTION ON SCHOOL FOOD SERVICE AND DIETARY LIFE OF STUDENTS IN KOREA AND AMERICA

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INTRODUCTION

Adolescents need a balanced nutrition intake because their physical development and activity are dramatically increasing. School meal program start to improve their body strength and dietary life by providing a healthy well-balanced lunch. The satisfaction of school meal is related to improving the effects of school meals, so we need to upgrade the school meal service to enhance the student's nutrition status and healthy dietary life. Students might have different needs and satisfaction for the school meals by nationality, gender, diet habits and so on.

METHOD

This survey was conducted with 449 (Korean 206, American 243) middle and high school students who live in Korea and America. The questionnaires were consisted of general characteristics (the subject's nationality, gender, family number, parents working), satisfaction of school meal (menu, service, food hygiene, facilities), diet habits and conditions of food service(lunch time, nutrition education, etc). Statistical analysis were performed using SPSS(ver.12.0).

FINDINGS

In a general characteristics of the students, female(40.3%) was higher than male (59.7%), parents both working family(58.6%) was higher and frequency of eating out was the most rarely(36.1%) and 1-2 times per week(31.4%) (Table 1).

Table 1. General characteristics of students in Korea and America

		Korea	America	Total N (%)
Gender	Male	55 (26.7)	126 (51.9)	181 (40.3)
	Female	151 (73.3)	117 (48.1)	268 (59.7)
Family number	< 3	17 (8.3)	46 (18.9)	63 (14.0)
	4	139 (67.5)	116 (47.7)	255 (56.8)
	5 <	50 (24.3)	81 (33.3)	131 (29.2)
Double-income family	Yes	118 (57.3)	145 (59.7)	263 (58.6)
	No	88 (42.7)	98 (40.3)	186 (41.4)
Frequency of eating out	1-2 times/day	2 (1.0)	60 (24.7)	62 (13.8)
	3-4 times/week	5 (2.4)	79 (32.5)	84 (18.7)
	1-2 times/week	91 (44.2)	50 (20.6)	141 (31.4)
	Rarely	108 (52.4)	54 (22.2)	162 (36.1)
Total		206 (100.0)	243 (100.0)	449 (100.0)

As a result of investigation, there was notable difference regarding the satisfaction level on the food services according to nationality (Table 2). Satisfaction of Korean students ranked higher than America students in meal, side dishes, food appearance, nutrition, hygiene, cleanliness of food containers, staff's appearance, table & chairs settings and cafeteria's atmosphere ($p<0.05$).

Table 2. Satisfaction of school food service of students in Korea and America

			N	Mean ± SD	t
Menu	Meal	Korea	206	3.77±0.863	5.360***
		America	240	3.28±1.047	
	Side dishes	Korea	206	3.32±0.863	2.417*
		America	240	3.12±0.907	
	Dessert	Korea	206	3.20±1.025	1.678
		America	239	3.05±0.958	
	Food appearance	Korea	206	3.41±0.826	4.047***
		America	239	3.06±0.994	
	Nutrition	Korea	204	3.50±0.785	5.148***
		America	237	3.07±0.956	
	Proper temperature	Korea	206	3.22±0.924	.833
		America	240	3.14±1.009	
	Variety of menu	Korea	204	3.05±1.124	.094
		America	237	3.04±2.183	
	Overall satisfaction on menu	Korea	206	3.35±0.632	3.729***
		America	241	3.10±0.757	
Service	Staff's attitude(kindness)	Korea	206	3.44±1.115	.006
		America	238	3.44±0.978	
	Serving time	Korea	206	3.56±1.004	1.291
		America	241	3.45±0.879	
	Nutrition education and information	Korea	202	3.07±0.892	-.244
		America	239	3.10±0.980	
	Handling complaint	Korea	203	3.01±0.992	.798
		America	228	2.94±0.876	
	Reflection opinions of students	Korea	204	3.08±0.987	.240
		America	233	3.06±1.032	
	Lunch money	Korea	204	3.06±0.852	-1.721
		America	229	3.21±1.006	
	Overall satisfaction on service	Korea	206	3.21±.0.706	-.102
		America	241	3.21±0.636	
Hygiene and Facilities	Management of food hygiene	Korea	204	3.58±0.823	2.295*
		America	231	3.40±0.853	
	Cleanliness of dishes	Korea	204	3.59±0.747	2.898**
		America	233	3.35±0.931	
	Staff's appearance	Korea	204	3.91±0.760	5.070***
		America	236	3.50±0.887	
	Table & Chairs settings	Korea	204	3.60±0.902	2.810**
		America	235	3.37±0.828	
	Cafeteria's atmosphere	Korea	203	3.43±0.844	2.832**
		America	237	3.19±0.944	
	Overall satisfaction on hygiene and facilities	Korea	204	3.62±0.642	4.174***
		America	239	3.36±0.661	
Overall food service		Korea	203	3.42±0.788	2.177*
		America	229	3.24±0.903	

As for comparison of conditions of school food service, Korean students showed significantly higher rate having lunch in the same place with their teacher, having short lunch time, providing frequency of vegetables in school meal, consuming frequency of vegetables(p<0.01). Whereas American students showed significantly higher rate receiving nutrition education, necessity of nutrition education (p<0.01)(Table 3.).

Table 3. Conditions of school food service of students in Korea and America

		Korea	America	Total N(%)	χ^2 (p)
Is your teacher having lunch in the same place with you ?	Yes	189 (92.6)	122(50.4)	311(69.7)	93.54*** (.000)
	No	15(7.4)	120(49.6)	135(30.3)	
	Total	204(100.0)	242(100.0)	446(100.0)	
How long is your lunch time ? (minutes)	< 10	28(13.7)	11(4.5)	39(8.7)	140.54*** (.000)
	10-20	147(72.1)	63(26.0)	210(47.1)	
	20-30	26(12.7)	108(44.6)	134(30.0)	
	30 <	3(1.5)	60(24.8)	63(14.1)	
	Total	204(100.0)	242(100.0)	446(100.0)	
How often do you get served vegetables? (times/week)	1	1(0.5)	12(5.0)	13(2.9)	35.70*** (.000)
	2	11(5.4)	54(22.6)	65(14.7)	
	3	71(35.1)	64(26.8)	135(30.6)	
	4 <	119(58.9)	109(45.6)	228(51.7)	
	Total	202(100.0)	239(100.0)	441(100.0)	
How much vegetables do you consume when lunch is served each time?	Eat them all	48(23.6)	45(18.7)	93(20.9)	71.17*** (.000)
	Eat half of them	135(66.5)	94(39.0)	229(51.6)	
	Don't eat them all	16(7.9)	43(17.8)	59(13.3)	
	Ask for more vegetables	4(2.0)	5(2.1)	9(2.0)	
	Use salad bar for more	0(0)	54(22.4)	54(12.2)	
	Total	203(100.0)	241(100.0)	444(100.0)	
Have you ever received a nutrition education in school?	Yes	29(14.3)	82(34.0)	111(25.0)	22.90*** (.000)
	No	174(85.7)	159(66.0)	333(75.0)	
	Total	203(100.0)	241(100.0)	444(100.0)	
Where do you get the information related to the nutrition from ?	Parents	29(14.3)	43(18.1)	72(16.3)	39.53*** (.000)
	TV or Internet	96(47.3)	116(48.7)	212(48.1)	
	In class	11(5.4)	36(15.1)	47(10.7)	
	School letter	38(18.7)	7(2.9)	45(10.2)	
	Lunch menu board or information section	22(10.8)	22(9.2)	44(10.0)	
	Newspaper, magazines or related books	7(3.4)	13(5.5)	20(4.5)	
	Total	203(100.0)	238(100.0)	440(100.0)	
Do you agree that the nutrition education is needed in school?	Strongly agree	4(2.0)	39(16.4)	43(9.7)	51.94*** (.000)
	agree	43(21.1)	67(28.2)	110(24.9)	
	Neither	96(47.1)	105(44.1)	201(45.5)	
	disagree	48(23.5)	13(5.5)	61(13.8)	
	Strongly disagree	13(6.4)	14(5.9)	27(6.1)	
	Total	204(100.0)	238(100.0)	442(100.0)	

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THE EFFECTS OF HEDONIC AND UTILITARIAN VALUES ON CUSTOMER SATISFACTION AND BEHAVIOR INTENTIONS: THE CASE OF TOURISTS DINING IN KOREA

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Although there are many types of factors which attract more tourists into tourist spots such as weather, beaches, theme parks, and beauty of the scenery, recently tourists are becoming more interested in food when selecting a travel destination (Hjalager & Corigliano, 2000; Sparks, Bowen, & Klag, 2003). As many tourists who are interested in new regional foods visit a new restaurant on their trip (Henderson, 2009), experiencing a new restaurant is one of the primary factors of tourism. In fact, about 34 to 54 percent of tourists deemed restaurants as a significant factor when deciding a tourist destination (Gyimothy, Rassing, & Wanhill, 2000). It is, reasonable to expect that visiting a restaurant is one of the most influential leisure activities while traveling. Thus, restaurants have a special meaning to the tourism industry (Gyimothy et al., 2000; Sparks et al., 2003). In addition, studying tourists' perceived value of culinary experiences has a positive economic impact on the community surrounding the tourist spot because these tourists spend a greater proportion of their expenditure for food or drink during travel and good culinary experiences result in revisits to the same location (Meler & Cervic, 2003).

Korea also is not an exception to this rapidly emerging trend. According to Korea Brand Organization (2009), the first images that foreigners have associated with Korea were Kimchi (fermented spicy cabbage) and Bulgogi (Korean barbecue). Without a doubt, foreign tourists will have the chance to try a variety of unique and delicious Korean food while traveling Korea. Because of distinctive tastes, flavors and high nutritional value, Korean food is popular among foreign tourists. The influence of Korean food on foreign tourists, therefore, is exceptionally important to attract foreign tourists. According to Korea Tourism Organization (2009), 41.5% of respondents said that Korean food was the major motivation for traveling to Korea. Furthermore, 46.7% of foreign tourists stated that "delicious food" was the most impressive factor they experienced while traveling Korea.

Tourists visit a restaurant to pursue foods, services, fun, social interaction, etc. As tourists are likely to have a strong inclination to seek new tastes or exotic ambience while traveling (Yüksel & Yüksel, 2002), it is presumed that tourists prefer hedonic value rather than utilitarian value. However, maybe tourists would not focus on only hedonic value. According to individual characteristics, some of the tourists might put more value on hedonic aspects, whereas other tourists might primarily value the utilitarian aspects while traveling. Thus, more accurate examination of which perceived value affects tourists when they are dining out would be needed to better understand tourists' consumption behavior. Additionally, studying perceived value along with customer satisfaction and behavioral intentions is important to better understand the role of perceived values (Ha & Jang, 2009). Despite its significance, research on tourists' dinning out preferences is surprisingly limited. Thus, it is required to examine the tourists' perceived value of the restaurant which influences customer satisfaction and behavioral intentions.

As mentioned above, this study will apply hedonic and utilitarian values to understand how tourists evaluate their dining experience while traveling. Previous studies have tried to identify a richer understanding of perceived value to find characteristics of customer future behavior intentions. When consumers purchase products/services, they do not always focus on rational problem-solving rather their decision-making is affected by fun, fantasy, arousal, and sensory stimulation (Holbrook & Hirschman, 1982). Babin, Darden, and Griffin (1994) also found that consumers' consumption activities can be influenced by hedonic and utilitarian values. In addition, Batra and Ahtola (1990) suggested that ''consumers purchase goods and services and perform consumption behavior for two basic reasons: (1) consummator affective (hedonic) gratification (from sensory attributes), and (2) instrumental, utilitarian reasons'' (p. 159). The hedonic consumption is quite different with utilitarian consumption. The hedonic dimension of consumption experience is related to pleasure-oriented consumption such as fun, excitement, and uniqueness (Hirschman & Holbrook, 1982), while the utilitarian dimension of the consumption experience is defined as goal oriented consumption, such as the basic need and the functional task (Overby & Lee, 2006). Therefore, the differences between utilitarian and hedonic dimensions are that hedonic value is deemed as a higher subjective point of view and personal opinion compared with utilitarian value; for that reason, hedonic value has a strong affective inclination (Carpenter & Moore, 2009; Cottet, Lichtle, & Plichon, 2006).

To date, few studies have tried to find a better understanding of hedonic and utilitarian dimensions by setting up a restaurant area. Furthermore, despite the increasing importance of tourists' perceived value in the restaurant industry, most studies still do not measure perceived value towards tourist dining. Thus, research on the role of hedonic versus utilitarian dimensions and how they motivate tourists to dine out is absolutely necessary. In this study, researchers examined the role of hedonic and utilitarian dimensions which affect customer satisfaction and behavioral intention as perceived by tourists. More specifically, the research objectives were (1) to identify tourists' perceived values with hedonic and utilitarian dimensions when they dine out while traveling; (2) to investigate the relative importance of each perceived value (hedonic and utilitarian) on customer satisfaction and (3) to examine the relative importance of each perceived value on customers' future behavioral intentions. Studying which perceived values enhance customer satisfaction and behavioral intentions would be beneficial to both theoretical and practical standpoint. From a theoretical standpoint, our findings develop a robust model that explains the impact of hedonic and utilitarian dimensions on customer satisfaction and behavioral intentions. From a practical standpoint, because the hedonic and utilitarian values are useful ways to examine the effectiveness of advertisement that tells markers experiential or functional positioning strategies (Park, Jaworski, & MacInnis, 1986), our results suggest a clue to develop an efficient marketing strategy in order to attract more customers.

The questionnaire will be conducted using a pilot test with approximately 50 undergraduate students who have had dining experiences while traveling. The main survey will be collected in Korea and sample size will be over 300. For the main survey, the questionnaire will be distributed to foreign tourists with experience eating while traveling in Korea. The questionnaire will be provided in English, Japanese, and Chinese. Thus, the questionnaire will not cover all foreign tourists who have visited Korea. However, tourists who can understand English, Japanese, and Chinese will be included as a respondent even though English, Japanese, and Chinese are not the native language.

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THE EFFECT OF NEWNESS OF PHYSICAL SURROUNDINGS ON THEME PARK VISITORS' REPURCHASE BEHAVIOUR

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Creating new physical surroundings is a strategy for differentiating services from rivals and improving the marketing performance of service firms, in particular in high 'facility-driven' leisure services such as theme parks. This study integrates the concept of newness and the concept of physical surroundings to explore the effect of the level of newness of physical surroundings on theme park visitors' repurchase shopping values and actual repurchase behaviour. 732 usable questionnaires obtained from the three selected theme parks. The findings indicate that the greater the level of newness of physical surroundings perceived by theme park visitors, the higher the level of shopping values and the higher the level of repurchase behaviour demonstrated by visitors.

Keyword:

newness, physical surrounding, repurchase behaviour.

TOUR GUIDES' INTERPRETATION AND CHINESE TOURISTS' REACTION TO MACAO'S WORLD CULTURAL HERITAGE

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This exploratory study aims to explore how tour guides interpret Macao's world cultural heritage and how their interpretation may influence Chinese tourists' emotional reaction to the Historic Center of Macao (HCM). Methods include on-site observation, and surveys of package group tourists. The findings indicate that tour guides tended to offer a simple and rough interpretation to Chinese tourists at a HCM site, and they also tended to disconnect the site from the HCM and other under-used HCM sites. In turn, this results in tourists' misunderstanding of Macao's world cultural heritage and a lower level of interest in visiting other HCM sites. It is suggested that tour guides' interpretation should enhance the reflection of the interrelationship among all HCM sites. On-site heritage guides at the HCM are also recommended.

Keyword:

world cultural heritage, the Historic Center of Macao (HCM), Chinese tourists, interpretation, tour guides

EFFECTS OF SPECIFIC ACTIVITIES AND ACHIEVEMENT MOTIVATION OF TOURISTS ON STRESS REDUCTION

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INTRODUCTION

It is often said that "modern society is a stressed-out society." A number of initiatives have been taken to prevent the development of mental illnesses such as depression among the public by encouraging those at risk to participate in stress-reducing activities such as travel and tourism; one example is "mental health tourism" (Oguchi, 2009). The main purpose of such initiatives is to preserve the mental health of individuals and to accelerate the process of recovery for those with existing mental health problems. The positive effects of mental health tourism can include (1) the acquisition of independence and autonomy, (2) recovery of time intervals associated with the acquisition of independence, and (3) acquisition of identity by establishing contact with people on-site (Oguchi, 2009). In this way, mental health tourism can promote mental health and create greater mental stability. It is also very beneficial to implement methods that are more proactive and lighthearted, rather than medical or psychological therapy. From this perspective, mental health tourism can become a very useful form of "tertiary treatment."

However, especially in Japan, there tends to be an entrenched belief that working continuously without taking days off is virtuous. According to a study conducted in Japan by Reuters in 2010, the annual average number of days of leave for vacations was 33%; this implied that Japan ranked last among the 24 countries considered in this study (Reuters, 2010). In light of these results, it can be concluded that Japanese people have a poor record in effectively utilizing holidays. Therefore, it may be necessary to improve this situation such as by revising the 2010 Labor Standards Act (The Ministry of Health, Labor and Welfare, 2010). However, it will also be necessary to conduct more experimental studies on the effects of holidays in order to resolve this issue. If it is demonstrated that tourist activities can improve therapeutic responses, the importance of vacationing more often will be accepted widely in Japanese society.

In order to determine the activities that are most effective in promoting mental health, therefore, we conducted a survey of Japanese office workers on the effects of mental health tourism in reducing stress, using four measures, including a measure for self-reporting and a physiological measure.

Given that there are likely to be many individual factors related to the usefulness of mental health tourism, we focused on achievement motivation as an individual factor related to the effects of stress levels.

Achievement motivation is the incentive to be truly committed and to perform tasks in an organized manner (McClelland, 1987). This concept arose when Murray (1938) concentrated on achievement motivation as a social motive in the human needs' list (Mizuno et al., 2008). Achievement motivation is not a single but a multifaceted concept. Horino and Mori (1991) argue that there are the two factors to the achievement motive: "competition achievement motivation," which relates to societal and cultural values, and "self-fulfillment achievement motivation," which is concerned with self-proclaimed values. They developed " the achievement motivation measurement scale" which measurable these two aspects. In addition, Horino and Mori (1991) argue that a person with high self-fulfillment achievement motivation is unlikely to experience dysphoria, while a person with high-competition achievement motivation is more likely to do so. Therefore, on the basis of the objective of mental health tourism, it can be predicted that persons with high-competition achievement motivation might have relatively high levels of stress, and even if they perform tourism-related activities, they are unlikely to reduce their stress levels very much.

So, we proposed the hypotheses that: People with high motivation for competition will experience a minor reduction in their stress levels, as compared to those with low motivation for competition. The second purpose of this study is to examine the effects of stress as an individual factor on achievement motivation.

UNDERSTANIDNG THE ROLE OF RISK IN DECISIONS TO TRAVEL TO A TROPICAL DESTINATION

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This research study investigates traveller's perception of risk and concerns for safety in a developed tropical tourism destination, using the City of Cairns as a case study. Safety is an important aspect of a destination and has become a global concern for domestic and international travellers. Specifically the purpose of this research was to investigate tourist's responses to perceived risk when in a destination. The study involved 300 valid participants who were surveyed as to their concern for safety and perceptions of risks. Cluster analysis using the two-step clustering procedure revealed three distinct clusters representing the types of visitors visiting Cairns: the adventure seekers; the conservative tourist; and the risk-averse tourist. Significance of the findings indicates that there is a low concern of perceived risk of the destination. The paper concludes by introducing a destination risk model that potentially can be operationalised in a destination setting. It is further proposed that the model be tested and refined further too potentially reduce actual and perceived risk in destinations.

Keyword:

perceived risk, destination risk, decision-making, destination choice, physical environment.

SENSITIVITY OF THE U.S. INBOUND TOURIST ARRIVALS TO THE EXCHANGE RATE VOLATILITY

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INTRODUCTION

International tourism industry has grown at an annual rate of 6.5% between 1950 and 2005 (WTO, 2011) and contributed to economy via foreign exchange earnings, job creation, enhancement of destination image, and active investment and growth in destination countries (De Mello, Pack, & Sinclair, 2002; Seddighi&Theocharous, 2002).Consequently, many researchers and applied economists conducted studies to identify the characteristics of international tourism demand by developing models and estimate the models' determinants and forecasting power (Song & Witt, 2000).

In various econometric international tourism demand models, foreign exchange ratehas been a key variable. Economic theory and the findings from tourism demand studiesgenerally support thenotion that a favorable exchange rate for travelers makes international travel to the destination more affordable (Algieri, 2006; Chadee&Mieczkowski, 1987; Cortes-Jimenez, Durbarry, &Pulina, 2009).

However, most of the existing studies adopted econometric models such as multivariate regression that incorporates multiple explanatory variables, has requirement of meeting strict assumptions, and have been criticized for itsrelatively weak forecasting power (Song & Witt, 2000). In order to provide applicable implications for tourism industry and policy makers, more analyses at individual country level are needed to directly investigate the relationship between exchange rate and international tourism demand. According to a literature review, very few studies have tried to implement this idea. One of the few examples is Coshall (2000) which examined the relationship between the exchange rate and international tourists' expenditure and tried to detect lead or lag cyclical relationships between those two variables.

This exploratory, secondary data analysisanalyzes the sensitivity of international tourist arrivals to exchange rate volatilities for individual origin countries. The study findings are expected to clarify direct relationships between exchange rates and tourist arrivals in the context of U.S. inbound tourism, and to provide practical implications and new perspectives for both academia and tourism policy makers.

METHOD

This study chose five key origin countries for U.S. inbound tourism. They are Korea and Japan (both in Asia), Canada and Mexico (both in North America), and United Kingdom (in Europe). U.S.inbound tourist arrivals datawere retrieved from the Office of Travel & Tourism Industries at U.S. Department of Commerce. Exchange rate data were retrieved from Federal Reserve Economic Data (Federal Reserve Bank of St. Louis, 2010).

A quarterly time series data of U.S. inbound tourist arrivals and exchange rates ranging from 1997 and 2009 were constructed using a data differencing method. Both exchange rate and U.S. inbound arrivals were calculated by measuring the rate of change between the current quarterly data and thatofthe corresponding quarter from the previous year. For example, the exchange rate datum for the 3rd quarter of 2000 (2000 3Q) is the change in exchange rate between 2000 3Q and 1999 3Q. As many international travels are planned or purchased well in advance before the departure, using concurrent raw data of the two variables may produce inaccurate findings, hence potentially damaging implications from the study results. Also, due to the existence of distinctive seasonality in the data set, differencing two consecutive quarters may prevent the study from capturing the genuine effect of exchange rate on the U.S. inbound tourist arrivals. In other words, a significant increase in U.S. inbound tourist arrivals in summer in comparison with the spring data may be mainly due to a change in season, not necessarily due to a favorable exchange rate movement for the tourists.In particular, it may not be possible to detect accurate time lag between the change of exchange rate and the consequential change in tourist arrivals (Coshall, 2000).

FINDINGS

The U.S. inbound tourist arrivals from five origin countries have been analyzed in terms of their sensitivity to exchange rate volatilities.The most distinctive pattern is detected from the Korean data, which showsalmost perfectly synchronous volatility between Korean tourist arrivals and exchange rate with no or little time lag between the two variables. In other words, when the exchange rate between U.S. dollar and Korean currency became favorable for Korean tourists, a significant increase was observed inKorean tourist arrivals in the U.S. Similarly, when the exchange rate became unfavorable, significant decreases in the arrivals were detected as well. Another interesting finding from Korean data is an asymmetry in the magnitude of change in Korean tourist arrivalsbetween favorable exchange rate periods and unfavorable periods. The Korean data shows that when exchange rate becomes favorable, Korean tourist arrivals in the U.S. increasedat a much higher ratethan that of exchange rate changes, whereas the reduction rate in arrivals during the unfavorable exchange rate periods is generally lower than exchange rate changes themselves.

Japan, another Asian country, doesn't show a similarpattern as that of Korea though. Even though some synchronous movement has been observed between the exchange rate changes and the changes in Japanese tourist arrivals, the co-movement between the two variables is not as close as Korean data. Furthermore, time lags between the variables are observed for many quarters (Figure1).

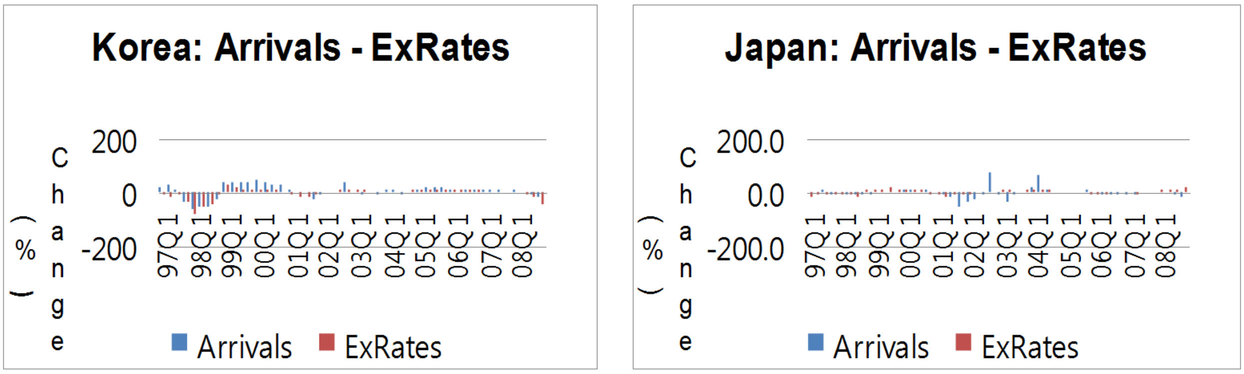

Figure1. Variations in the U.S. inbound tourists and exchange rates: Korea and Japan

On the other hand, volatility of exchange rate and arrivals from the other origin countries has revealed quite heterogeneous patterns. Even though Canada and Mexico are two adjacent countries to the U.S., a very Korea-like pattern was detected fromthe Canadian data, whereas Mexico data did not have any synchronicity or observable time lag between the two variables. Interestingly, U.K. data shows the most outstanding time lag between the cyclical movements of exchange rate changes and tourist arrivals volatilities. According to OTTI's data, U.K. tourists to the U.S., on average, plan their trips 120 days in advance compared with 60 days for Japanese and 40 days for Korean tourists. Since Korean tourists have the shortest advance travel decision time, it helps to explain the uniquehigh synchronicity in the movements between the exchange rate and arrivals. Also, Pearson correlation analyses of exchange rate and tourist arrivalsshow that Korea (.784) and Canada (.670) showed higher correlation followed by U.K. (.330). Both Japan (.211) and Mexico (-.005) had statistically insignificant correlations.

IMPLICATIONS AND CONCLUSIONS

The study findings from this exploratory research may reveal interesting dynamics between the exchange rate movement and U.S. inbound tourist arrivals fromthe key origin countries. The level of synchronicity of the two time series data may represent the sensitivity of the tourism demand's responses to the exchange rate volatilitymeasured by the changes in the arrivals. This study suggests-that Korean tourist demand seemed to have the highest sensitivity level to exchange rate volatility.

Special attention needs to be paid to heterogeneous response intensity among the origin countries. Certain origin country's demand of U.S. tourismresponded at higher than proportionate rate compared with the rate of its own exchange rate changes. Korean tourist arrivals increased at much higher rate than the rate of exchange rate variation, while much lower response level was detected from Japanese data analysis. Also, an interesting asymmetry was observed from Korean data in its response to exchange rate changes. Canada also showed high synchronicity between the two variables. However, its U.S.inbound arrivals respond at bigger rate during the unfavorable exchange rate periods and at less or equal rate during the favorable exchange rate periods. This implies the stability of Korean market as arguably one of best markets for U.S. tourism exports in terms of its responses to different scenarios of exchange rate variations.

Like other econometric models, this study doesn't imply or technically test any causal relationship between exchange rates and international tourist arrivals. The study results suggest that variations of exchange rate can be pertinent to analyze U.S. inbound tourist arrivals from certain origin countries. For countries such as Korea, Japan, and Canada, relatively close co-movement between exchange rate and arrivals may imply high sensitivity of international tourism demand from those origin countries. U.S. federal and state tourism agencies can take this observation into their consideration to develop a relatively short-term action plans and promotions to enhance the effectiveness of their international tourism marketing and policy development. For countries like U.K. that showed relatively clear pattern of time lag, accurate measurement of exchange rate volatility can become a valid predictor of future British inbound tourists in the U.S.

More research needs to be conducted to provide rationale and fundamental causes ofthe findings from this unique exploratory study. The types and purposes of travel may be a deciding factor to explain highly heterogeneous movement of exchange rate and tourist arrivals from Korea and Mexico. A general academic consensus is that business travelers are considerably less price sensitive than non-business travelers. Therefore, exchange rate may play a much smaller role in the origin country with higher percentage of business tourists than those with lower portion of business tourist market (Divisekera, 2010; Eilat&Einav, 2004; Kulendran& Witt, 2003).

The study findings provide mixed results in supporting this claim. Korea has the highest percentage of business travelers (25%) and the lowest percentage of leisure/recreation tourists (31%). Korea, According to the above mentioned rationale, Korea should have fairly low correlation but that is not the case. It may be the case that Korean market is resilient to negative exchange rate change due to a strong business market and create a significant increase in tourism demand when exchange rate changes are favorable thanks to leisure market's response. Japan has one of the lowest business travelers (10%) and the highest leisure/recreation tourists (68%). However, Japan doesn't show a statistically significant correlation between the exchange rate and tourist arrivals, which may be due to a very high share of prepaid package tourists (41%)who arein general quite insensitive to price changes.

As a complementary future research of this study, a replication of the same method using the U.S. inbound tourist expenditure data would be recommended in order to compare the sensitivity of the two most common international tourism demand measures toward the exchange rate volatility.

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SECURITY AND SPORT TOURISM

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The purpose of present research is determining the role and position of security factor in effective factors influencing development of sport tourism based on present situation and optimum situation. The statistical population of this research includes 62 sport expert and specialists including the professors and students of physical education PhD level majoring management and planning. The tool of present research is consisted of a researcher made questionnaire that was distributed after confirming its justifiability and perpetuity ($\alpha = 0.38$). After describing the data, we used Freidman test for rating the factors and then we used Wilcoxon test for determining mean differences of factors. According to obtained results, from among 12 effective factors influencing sport tourism, security factor and achieving suitable situation, the factor of security gained first rate. After security, the factor of sport events is considerable that gained first rate in present situation and gained 5th rate in optimum situation. Rating of all factors is presented in this article.

Keyword: tourism, sport, sport tourism, security.

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SURVEY OF QUALITY INDICATORS FOR INTERNATIONAL MEDICAL SERVICE IN TAIWAN

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INTRODUCTION

Globalization is driving a number of important changes in the provision of medical care. Improvements in technology, information sharing, transportation and communication have made inter-country travel substantially easier. People from different parts of the world are travelling across international boundaries for medical treatment. These changes are trigging rapid advancements in the delivery of medical care across the world (Johnson, Garman, 2010). A recent study estimated the total number of medical travelers for inpatient care among all countries is 60,000-85,000 (Ehrbeck, Guevara & Mango, 2008). Thus this international trade in medical services produces huge economic potential for the global economy (Bookman & Bookman, 2007), and medical tourism is emerging as a particularly lucrative sector for developing countries.

Many countries have seized the business opportunities that offered by medical tourism. In 2005, for example, India, Malaysia, Singapore, and Thailand attracted more than two and a half million medical tourists (Tata, 2007). Nowadays, Asia constitutes the most important medical tourism region (Connell, 2006). By 2012, Asian medical tourism is expected to generate $4.4 billion annually (The Daily Star, 2006).

Taiwan is well-known in delivering high-quality healthcare services and its reputation for healthcare excellence, peaceful environment, friendly people, and high economic and social welfare status. It is not surprising that Taiwan Task Force for Medical Travel organized to promote this emerging tourism sector with government support. Thus, understanding the tension between feasibility and validity should help in finding the reasons why some clinical practice guidelines were implemented more effectively than others. There are still many tasks we should do with regard to quality of international medical service, such as infrastructure, government legislation, policies and regulations, promotion for medical tourism, quality accreditation, facilities and tourist attractions and communication with multi-lingual disciplines for customers from different regions (Heung, Kucukusta & Song, 2010).

This study is intended to investigate, analyze, and explain the factors influencing the quality of medical service of medical tourism for foreigner in Taiwan based on data gathered from the viewpoint of panel members of Taiwan Task Force for Medical Travel who are medical practitioners from private and public medical institutions.

METHODS

In this study, the quality indicators of international medical service are derived from systematic literature reviews of SERVQUAL, medical tourism and patient perspectives of health care. In this way, a questionnaire was constructed representing measurable aspects of key components of quality indicators for international medical service.

Accordingly, the draft list of 99 proposed indicators were attained and then classified according to SERVQUAL (Parasuraman, Zeithaml & Berry 1988) into 5 dimensions (reliability, responsiveness, tangibility, assurance and empathy) and culture dimension additionally. The draft list was again reviewed by 5 experts with profound experience in international medical service and quality control of healthcare by removing duplicates and grouping equal proposals.

All of the members of Taiwan Task Force for Medical Travel, 33 experts, were invited to join the research and 31 of invited experts agreed to participate in the research. All panel members were physicians, nurses and senior level managers with profound experience in international medical service. Quasi-anonymity was sustained in this study, meaning that the respondents may be known to one another, but their judgments and opinions remain strictly anonymous (McKenna 1994). Eventually, the revised list of 74 quality indicators was sent to each of the experts for rating on a 5-point Likert scale, ranging from 1 (being the least effective and practical) through 3 (uncertain) to 5 (being the most effective and practical). Each indicator was assessed on two dimensions: relevance in measuring validity and feasibility for implementation. The agreement rate was defined as the percentage of experts rating the quality indicator larger than 4 on the 5-point Likert scale in each indicator. Consensus for an indicator was achieved if the agreement rate was larger than 80% for each indicator.

FINDINGS

All the respondents have working experience in International Medical Service (IMS). The age of the expert members distributed between 29 and 54 (years old). 87.1% are female, 61.3% are managers and 74.2% specialized in medical management.

Consensus of experts is shown in 30 quality indicators of medical service in the dimensions of importance and feasibility. 34 quality indicators of medical service reach consensus only in importance dimension, one of the quality indicators reach consensus only in feasibility dimension, and 9 indicators is still under consensus in both importance and feasibility dimensions. The top 3 constructs on importance are assurance, reliability and culture. The top 3 constructs on feasibility include culture, reliability and tangibility. The mean score of importance construct is 4.4 rating in a 5-point Likert scale and 3.9 for feasibility dimension. Culture and reliability appear to be important and practicable for hospital in Taiwan.

The most important construct of medical services is assurance. “Health workers’ medical authoritative knowledge”, and “an excellent patient’s treatment plan and concerning about patient’s privacy” are the most important issues for foreigner medical services in assurance dimension. Dimensions of culture, reliability and tangibility are assumed to be easier for practice in providing medical service to foreigner visited Taiwan. As for the most practical construct of medical service is culture. “Concerning patients confidential”, “one of the patient's families accompany patient who undergo an invasive or anesthesia procedure”, and “request an explanation or raise inquiry after visiting physician” are the indicators with higher scores in construct of culture.

CONCLUSIONS

Heung et al. (2010) mentioned that physicians specialty training and reputation is one of the option for patient seeking medical service abroad. It is the same with the result that medical doctors with authoritative knowledge will provide a good treatment plan in the construction of assurance on importance dimension. Another issue was concerned by expert members regarding the confidentiality of medical treatment and records in the staff members of hospital as well as patient privacy during a physician visit, either in reliability factor of both importance and feasibility dimension. Crooks (2010) also indicated that state of the art equipment and cutting edge technology with medical service is the most important attribute to attract customers in seeking medical service abroad. Language barrier, caring for patients’ religious traditions and politic issue are the most concerning for patients pursuing medical tourism. It is compatible with this study results shown in the construct of culture.

The policy makers in International Medical Service should consider the 30 quality indicators reached consensus in the study results, and make their first priority to the practice of medical tourism since those indicators are important and feasible. It is expected to soar the development of

International Medical Service in Taiwan to break the entry barriers for the enterprises struggled for the past decade.

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THE GROWTH OF MEDICAL TOURISM: PROS AND CONS FOR THE MEDICAL TOURISM DESTINATIONS

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INTRODUCTION

Medical Tourism is a relatively new form of niche market in the tourism industry which has grown rapidly in recent years. The term "Medical tourism" can be described as the set of activities when a person travels across the border, to avail medical or dental services with direct or indirect engagement in leisure, business or other purposes (Jagyasi, 2009). Most medical tourists come from industrialized countries, often prompted by the high cost of medical treatment there and long waiting times for some types of treatments (Connell, 2006).

Medical tourism destinations often provide not only low-cost high-standard treatment but also the opportunity of combining it with a vacation in a popular tourist destination (Awadzi and Panda, 2006). Countries such as Thailand, India, Singapore, Malaysia, and others have emerged as formidable competitors of in the area of medical tourism (Tirasatayapitak, Suthin and Assenov, 2007). The new medical travel destinations are perceived to have much lower medical care costs, high technologies, modern facilities, shorter waiting periods and well-trained physicians and nurses, often combined with exotic travel experiences (TRAM, 2006; Horowitz and Rosensweig, 2007; Lee, 2007; Deloitte, 2008; Menville, 2009). Kaiser (2005) and Connell (2006) both agree that the rise of medical tourism emphasizes the privatization of health care, the growing dependence on technology, uneven access to health resources, the accelerated globalization of both health care and tourism, and the creativity of tourist marketing.

The benefits of medical travel on medical travel destinations are obvious. Not only the health system benefits from higher revenue from overseas patients, but also the tourism industry has found a new niche form of travel and revenue. The revenue can be used for developing the infrastructure: the one supporting the health care sector, and the one supporting the tourism industry. There may be a reverse brain drain from specialists who would have otherwise remained in developed countries after training there, but are now being lured by the prospects of higher income and working for first class medical establishments (Tirasatayapitak et al., 2007). The improvements in healthcare infrastructure will ultimately be felt by the local population who is also likely to benefit from them. The revival of the health care may also speed up investment in education and training, with beneficial spillover effects in the country.

Awadzi and Panda (2006) make interesting points on the macro impact of medical tourism on developed countries – lower pressure on their overextended medical systems, lower costs for employers' health plans, affordable treatment for travelers, higher costs per unit of fixed costs, loss of medical graduates from developing countries who are now more likely to return back to their countries. They also briefly discuss the impact on medical tourism destinations - revenue from medical care and additional services, improving infrastructure, expansion of training facilities, etc. It is not clear to what degree focusing on the more lucrative treatment of foreign patients has strained the domestic health care system (Gupta, 2005), through "crowding out" of local patients. Connell (2006) raises the ethical issue of hospitals providing to the rich while substantial part of the population may be deprived of even basic healthcare. Given the increasing importance of this impact of medical tourism on destinations, published evidence has often been anecdotal with little systematic research done.

Therefore this research aims to fill in the gap and assess some aspects of the impact of medical tourism on destinations. The focus is on Thailand, which is considered to be among the global leaders in medical tourism.

METHODS

Data were collected through semi-structured interviews with medical tourism stakeholders, including health service providers (public and private hospitals and clinics), medical professionals involved in medical tourism, medical tourists and representatives of the Tourism Authority of Thailand. These were selected through purposive and snowball sampling, based on information from secondary data and the researchers' experience in the area. The interviews were conducted throughout 2010, in person or by email. The 16 respondents were based in Bangkok and Phuket. In addition, statistical data were collected from public health offices.

FINDINGS AND IMPLICATIONS

Ideally, foreign patients would be treated in the same way as local patients, and this is the case in some institutions. However, some comments of the respondents of this survey showed that sometimes foreign, higher-paying patients are "over-serviced", at the expense of local ones. Whether this is the case only for the quality of accompanying services, rather than the quality of treatment, is not clear, but it is worth noting that this concern was also supported by casual observations in certain hospitals attended by this researcher. Such a double standard creates a natural antagonism among the local patients, but apparently also leaves a bad impression on foreign ones. The latter may sometimes influence the overall satisfaction of foreign visitors with the destination as a whole.

It is clear that foreign patients have their own specific needs, and some extra care may be inevitable. They are at a disadvantage in terms of unfamiliarity with the destination, the way the health system operates, and local culture and customs, and often face a language gap. Thus it is understandable if some special care is taken, such as concierge services, transfers to and from the medical practice, interpreting, etc. It should be taken into account that when medical packages are sold, such extra services are calculated in the price paid by these patients. But it is the excess of the "reasonable" level of care that appears to displease local residents.

Another issue that deserves addressing is the potential for medical travel to exercise what we would like to call a crowding-in effect on the local healthcare industry. Destinations that are medical-travel intensive tend to attract more physicians from the rest of the country, and this may leave poorer parts of the country with scarcer medical care provision. Whereas this is not a problem in a small relatively rich destination such as Singapore, it may be a problem for Thailand.

Table 1 shows data on the proportion of medical staff to population for Thailand and for Phuket. The latter is both a popular tourism destination and a popular tourist destination, so these data represent a good case in point. It is evident that Phuket has approximately three and a half times more dentists, four and a half times more doctors, and three times more pharmacists than Thailand on average. Some of the discrepancy might be explained with the fact that the calculation takes into account registered population in Phuket, whereas the actual size of the population, especially during the active tourism season, may double due to migrant workers who do not register in Phuket. Yet many of the unregistered residents in Phuket are low-income workers from the rest of the country and are thus unlikely to be a major driving source behind the migration of doctors to Phuket. Almost certainly the reason for this is the attraction of the high-paying international tourists-patients.

Table 1. Proportion of Medical Staff to Population in Phuket and Thailand

Medical staff	Medical staff/Population Ratio	
	Phuket	Thailand
Doctors	1:1,694	1:7,270
Dentists	1:7,048	1:26,165
Pharmacists	1:4,393	1:13,658

Source: Phuket Province Public Health Office

It is worth noting that medical tourism has developed in a two-tier system where world class facilities are available for foreign patients and wealthy local residents whereas the majority of the population that cannot afford the costs has to accept inferior healthcare service. Gupta (2005) discusses the possibility of reduced accessibility of local people to medical services due to the increased focus on overseas patients. Connell (2006) also raises the ethical issue of hospitals providing to the rich while substantial part of the population may be deprived of even basic healthcare. Expanding hospitals catering to medical travelers will attract doctors from the public sector; and even today the top specialists in private hospitals in India are often senior doctors from the public sector. This research finds that this is the case in many private hospitals and clinic in Thailand as well, where top specialists prefer to combine work in the private and public sectors. In many cases well-established public sector specialists, including university lecturers, transfer entirely to the private sector, often by setting their own clinics. Medical tourism is therefore likely to further devalue and divert personnel from the public sector. This represents a diversion of services and funding to developed country needs; it is indeed a subsidy to the medical coverage of developed countries.

Another problem is the increase in the cost of treatment for residents in medical-tourism-intensive areas. Observations for this research show that the cost of some dental treatments in Phuket and Bangkok may be 30-50 percent higher than in areas of Thailand where there are few foreign patients. This problem may be mitigated by the existing (usually unofficial) practice of double pricing – lower prices for residents and higher ones for foreigners, but this creates problems of its own and may be a cause of irritation among international patients.

On the other hand, the crowding-in might be a short-term effect, and in the medium to long term the opposite effect might be observed. If part of the revenue from medical travel (including part of the tax revenue) is directed towards investment in more medical education this would help increase the number of medical graduates in the country. As the medical profession becomes more attractive, more young people would be attracted towards the profession. Finally, at least two of the doctors we interviewed stated that the higher income they generate currently, mostly from international patients, would allow them to semi-retire early and move to treat (against a much lower pay) in the poorer north of the country, where the doctor to patient proportion is much lower than elsewhere in Thailand. This study, probably the first of its kind, cannot find a clear answer to solving the problems created to medical tourism destinations and their countries by medical tourism, but it identifies these problems as an important issue that deserves further research in the future.

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EFFECTIVENESS OF PHILIPPINE TOURISM TRANSFORMATION STRATEGIES FOR THE LAST TWO DECADES

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Philippine tourism experienced a relatively inconsistent foreign inflow and domestic movement of tourist from 1990-2010. Positive domestic movement of tourist from 2001-2004 was apparent as Filipinos started to show interest in visiting major tourist attractions. A significant increase in foreign tourist arrivals was reported base on the statistics from 2005-2010. This study will determine the effectiveness of Philippine tourism transformation strategies for the last two decades that contributed to the improvement of foreign inflow and domestic movement of tourist. Hopefully, this study will help sustain or further improve Philippine tourism development.

OBJECTIVES

A. General

To determine the effectiveness of Philippine tourism transformation strategies for the last two decades that contributed to the improvement of foreign inflow and domestic movement of tourist.

B. Specific

1. To determine the trend of domestic tourist movement from 1990-2010.
2. To determine the trend of foreign tourist arrivals from 1990-2010.
3. To determine the effectiveness of specific strategies that contributed to the increase of domestic movement of tourist from 1990-2010.
4. To determine the effectiveness of specific strategies that contributed to the increase of foreign tourist arrivals from 1990-2010.

SIGNIFICANCE OF THE STUDY

The study will help the Philippine Department of Tourism in managing and implementing tourism programs and projects for the development of Philippine tourism. Specifically, the study will identify effective strategies that can be used by current officials in the department to sustain or improve further current trend of foreign inflow and domestic movement of tourist. Hopefully, a positive result in the Philippine tourism industry will help contribute to the Philippine economy. The ultimate impact will be a better quality of life to majority of Filipinos who are less privileged.

SCOPE AND LIMITATION

The study is focused on determining the effectiveness of Philippine tourism transformation strategies from 1990-2010 that contributed to the improvement of foreign inflow and domestic movement of tourist. Further, the study will consider only those effective Philippine tourism transformation strategies initiated directly by or in cooperation with the Philippine Department of Tourism. Initiatives implemented solely by other organizations, tourism sectors, and stakeholders will not be part of this study.

METHOD

A questionnaire will be prepared and an interview schedule will be conducted with key Philippine Department of Tourism officials from various regions and Program and Project Managers. The accomplished questionnaire will be gathered then tabulated to get the mean score of each effective strategies used in improving foreign inflow and domestic movement of tourist from 1990-2010. The quantitative data will be interpreted to be finally followed by writing of the research findings, conclusions, and recommendations.

Supplemental data will also be gathered from the Department of Tourism Annual Tourist Survey Report from 1990-2010, Philippine Tourism Master Plan, and the Philippine Medium Term Development Plan.

LEISURE PERCEPTION AND PREFERENCES: A COMPARATIVE STUDY BETWEEN KOREAN AND FILIPINO UNIVERSITY STUDENTS

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INTRODUCTION

As the working hours have shrunk, people found that there is more time to spend on leisure. It was way back in the 14th century that the first known use of the word "leisure". The origin of "leisure" in the Middle English is "leiser", in Anglo-French "leisir" from leisir to be permitted and from Latin " licere" (www.merriam-webster.com).

Leisure is defined as: freedom provided by the cessation of activities; especially: time free from work or duties (www.merriam-webster.com); Freedom from time-consuming duties, responsibilities, or activities (www.thefreedictionary.com);time free from work other demands and duties; free time; rest; recreation (www.english-test.net, www.yourdictionary.com). Leisure is also defined as: activities that you do to relax or enjoy yourself (www.macmillandictionary.com); Free time; time available for relaxation and recreation (www.travel-industry-dictionary.com); freedom from the demands of work or duty ,time free from the demands of work or duty, when one can rest, enjoy hobbies or sports, etc. and unhurried ease (http://dictionary.reference.com).

The span of the leisure industry is broad and encompasses different types of industry: entertainment, recreation and tourism which includes restaurants, amusement parks, theaters, hotels, gaming places, venue for musical groups or lectures, sporting arenas, spas, gyms or any place that one can occupy one's leisurely hours is part of the leisure industry (www.wisegeek.com; enwikipedia.org; lexicon.ft.com; www.glossaryoftravel.com). It is one of the largest and fastest growing sectors in the world which provides millions of job (www.pearsonschoolandfecolleges.co.uk). The span and breadth of leisure makes it a widely researched topic. Just in the 11th World leisure Congress held in ChunCheon in 2010, numerous paper presentations were centered on leisure.

The study of Lee, Oh and Shim, there is a significant relationship on the concept of leisure on nationality, age and marital status. Work and affect were more related to leisure for Americans while for Koreans, perceived freedom was an indicator of leisure (Lee, Joohyun, Oh, Sae-Sook., and Shim, Jae Myung). According to the study of Markus & Kitayama, 1991, cultural differences are identified as significant influencers on behavior in areas of cognition, emotion and motivational styles (Dae-Young Kim Li Wen and Kyungrok Doh, 2010).

Based on the study of Dae-Young Kim Li Wen and Kyungrok Doh, 2010, the five cultural dimensions by Hofstede, 2001 include PD I (Power distance), IDV (individualism), MAS (masculinity, UAI (uncertainty avoidance index) and LTO (long term orientation. According to Triadis (1990) the most important cultural dimension that affects social behavior is IDV against collectivism. (Dae-Young Kim Li Wen and Kyungrok Doh, 2010).

The number of Koreans travelling to the Philippines has steadily increased over the years. From 1996-2000, the Koreans accounts for 7 percent of total Philippine visitors, by 2001 to 2005, the number increased to 16 percent (Meinardus R. 2005). June 2010, Korea accounted for 19.5 percent of the tourist market, followed by the United States with 18.5 percent http://www.enjoyphilippines.com/ .) Many Koreans go to the Philippines to learn English either in universities or in one of the numerous private language schools (Meinardus R. 2005). According to Tourism Attache Maricon Basco Ebron, in 2007, the students account for approximately 17 percent of Korean arrivals in the Philippines (Veloso, 2007; Moral, 2007).

The Philippines was not spared by the "Korean wave". Like Japan and China, the "Koreannovela" has invaded the Philippine television primetime time slot. The historical soap opera and the tear jerker love stories have conquered the hearts of the Filipino tele-viewers from the Philippine television giant networks (Meinardus R. 2005). This phenomenal wave must have been contributory to the growing awareness and interest of the Filipino students to study in Korea despite the language barrier. The Philippine Ambassador to South Korea Luis T. Cruz reported that Filipino scholars in Korea quadrupled in five years since 2005. Majority of the Filipino students studying in Korea are beneficiaries of both short-term and long-term international scholarship programs who belong to diverse fields such as international relations, business and the sciences. The students are making an impact on both academic and social landscapes as they gain prominence in schools for their cultural and scholarly contributions (www.sulyapinoy.org; http://globalnation.inquirer.net)

OBJECTIVES

"People-to-people exchanges between the Philippines and South Korea is continuously expanding," said Philippine Ambasador Cruz (www.sulyapinoy.org; http://globalnation.inquirer.net). Because of these students' exchanges, the proponents using the Iso-Ahola's Pyramid (1999), the proponents came up with this study which is aimed to do a comparative study of the perception and preferences between the Filipino and Korean university students. The findings can be used to understand the cross cultural meaning leisure of both the Korean and Filipino students. The study can benefit and may be meaningful to 1) the host countries in order to be responsive to the needs of the students which may eventually attract more inbound student visitors; 2) to the university students so that they can better understand the others culture and be able to better interact and learn from each other ; 3)the service providers and other industries inter related to leisure to be able to optimize the benefit of the stakeholders and; 4) to the academe in order for them to hone their students and be prepared to appreciate the cultural uniqueness and peculiarities of the university students in terms of leisure.

STATEMENT OF THE RESEARCH PROBLEM

Specifically the study aims to answer the following research problems:

1. How do Korean/ Filipino university students define and understand leisure?
2. What are the factors that motivate and what influence the Korean / Filipino students engaged in leisure?
3. What are the types of leisure activities that the university Korean / Filipino students do and the number of hours on a per week basis devoted to leisure?
4. What are the leisure activities of the parents of the Korean/ Filipino university students and correlate how parents' leisure activities influence the leisure activities of children?

METHODOLOGY

The respondents are university students from Korea and Philippines mostly taking up courses geared towards working in leisure industry: Hotel and Tourism Management, Hotel, Restaurant and Institution Management, Culinary Nutrition, Sports and Leisure, and Tourism. Convenience sampling was used in the selection of respondents both for Korean and Filipino students. For Korea, 280 self administered questionnaires were distributed to three private universities from three different cities, Daejeon, Jecheon and Asan from the period October 1 to November 30, 2010. Out of the distributed questionnaire, 276 filled out questionnaires were retrieved, all of which are usable. The almost 100% retrieval was through the effort of the Korean Professors who helped in the distribution and retrieval of questionnaires to their respective students. For the Philippines, 240 questionnaires were distributed to two private universities and one national university from Quezon and Manila cities for the period February to March 2011. Out of the distributed questionnaires, 205 filled out were retrieved and were all usable. The main difficulty in the distribution in the Philippines was timing, the second semester of the school year 2010-2011 was about to end with the teachers and students having heavier workload. Moreover, it was observed that the Koreans students were more used and acquiescent to filling out survey questionnaires.

The research instrument used was a 25-point survey questionnaire divided into seven parts. The first part of the research instrument described the demography of the respondents, the second part described the perception or how the respondent defines leisure in their own understanding through completing the sentence, "Leisure for me is ________." To validate this, another question was included where the respondent will have to choose among the alternatives the answer that would best describe how they perceive "leisure" The third part of the questionnaire described the motivation and the factors that influenced the respondent to engage in leisure. For motivation, the five point Likert scale of "strongly agree= 5" to "strongly disagree=1" was used while for the factors that influence, the five point Likert scale from "extremely important=5" to "not at all important=1" was used. The forth part described the type of leisure preference, the budget and the frequency and the length of time the respondents engage in leisure in one week period. A list of leisure activities was enumerated for the respondents rate using the 5 point Likert scale' "strongly liked=5, to strongly disliked =1). To further check this, using a table, the respondents were asked to list down the leisure activities that they do in a weekly basis and the corresponding hours spent in each leisure activity. The fifth part described the type of leisure activities that the parents engaged in as well as the frequency and the average or usual length of time the parents engaged in leisure. Again, using a table, the respondents were asked to list down the leisure activities done by parents on a weekly basis and the corresponding approximate hours spent in each leisure activity.

The data collected were tabulated in Excel, organized then analyzed through the Statistics Package for Social Sciences (SPSS) version 17 to calculate for the descriptive statistics frequency and percentage distributions, the central tendencies specifically the mean and the mode. The relationships among the variables were also looked into using the two-tailed Pearson correlation up to .05 and .01 levels of significant levels. Other tests were also used, comparing the means and the T-test.

Majority, 55.68 percent, of the university Korean student respondents are male while for the Filipino students, majority, 66.83 percent are female. Based on the result, the Filipino students are younger with a mean age of 18.87 years old than the Korean university students with a mean age of 21.91 years old. The difference can be due to the difference in the educational system of the two countries. In Korea, it takes twelve years to complete elementary, middle, and high school while it only in the Philippines, it only takes 10 years of elementary and high school before they enter the university. However, by the third year and fourth year level, the two years gap between the male university students increased by approximately four years. The required 26 to 30 months military service for Korean males, the call-up about midway through university, could account for the age differences between the Korean and Filipino university students. (Baylosis & Kim 2010).

RESULT AND DISCUSSIONS

Majority of both the Korean (52.90 percent) and Filipino (64.39 percent) university students are staying with their immediate family, however equal number, (12 percent) of Filipinos are staying with extended family and nuclear together with extended family while for Korean university students, there are 22 percent who are staying with nuclear family together with extended family.

For the Filipino respondents, majority, 81 percent of the mode of transportation in going to school is through public transportation (bus, jeepney or tricycle) while for the Korean students, 43 percent walk to school, followed by 37 percent who use the public transportation while 11 percent take the school bus provided by the school for free along regular route.

Based on findings, in Korean household, 48.9 percent of the respondents said that both parents are working followed by 24.6 percent with only the father to be working and very minimal, 5.1 percent, of the respondents who said that only the mother is working. Likewise in the Philippines, 46.3 percent of the respondents said only the father is working, followed by 29.3 percent who said that only the mother is working and a 20.50 percent who said that both parents are working. The role of women in the Philippines and Korea has changed. Like in the west, both Filipino and Korean parents work to augment the earnings per household (Baylosis, 2008; Baylosis & Bunagan, 2010). The exchange in the traditional roles in being bread winner is noticeable in the Philippines. Based on the findings of the study of Baylosis and Bunagan in 2010, the Philippines is one of the countries with the highest percentage of women employed. Education is one of the reasons for such. Moreover, consistent with findings of Hofstede, in terms of masculinity (MAS), the Philippines score of approximately 60 is nearer to the USA score of 62 which based on his study depicts a society of higher degree of differentiation in roles, the male dominates significant portion in the society and result to female to be more assertive, competes with male and shifts away from the traditional female role (Hofstede 2001.)

Consistent with previous study of Lee, Oh and Shim, the Korean concept of leisure is "freedom" with mean of 4.25. The Filipinos view leisure as "freedom" as well with mean of 4.35. The perception of leisure as "freedom to do what I like" is not correlated to nationality which could mean that since both Filipinos and Koreans are Asians; their perceptions of leisure are similar which is contrary to the western/ Americans perception of leisure as "work and affect". Between Koreans and Filipinos, the perception of "work and affect" is more correlated to Filipinos (-.262 correlation significant at .01 level of significance). The long affiliation of Americans and Filipinos as depicted in the history of the Philippines may account for such correlation which. Perception of leisure done for health reasons is not correlated to nationality.

Majority of the respondents for both countries believe in the importance of having leisure time. Based on answers of the respondents, peers and friends are the key to such response with mean of 3.84 for Filipino student respondents and 3.52 for Korean student respondents. Next to peers, both believe that culture influenced them with a mean of 3.5 for Koreans and mean of 3.72 for the Filipinos. Despite the longer years of Korean educational system, the influence of school in leisure is higher in rank for the Philippine respondents. Internet influence is ranked higher by Koreans than school. Korea has one of the fastest internet and with 75 percent of the household having fast internet connections (Baylosis & Kim, 2010).

The top 5 leisure activities for Koreans are watching movies, out of home activities, listening to music, outing with friends and work-out or exercise, while for Filipinos, the top five leisure activity preferences are listening to music, outing with friends, outing with relatives, watching movies, and out of home activities. The result supports the answer of the respondents in the influencer and with whom they like to do leisure activities with. For both Koreans and Filipinos, the most of the top five preferred activities are done with peers and friends. The "outing with relatives" which is ranked 4th by the Filipino respondents likewise support their answer that they prefer to do leisure activities with family.

In the text mining questions, a noticeable new leisure that Filipinos engage on is "malling" or just going around shopping malls not necessarily for shopping but just hanging out or walking around shopping malls with friends. Shopping per se is not included in their top ten leisure activities unlike for Korean students where shopping is the top six preferred leisure activities. The growth in the number and breadth (one-stop complex) of malls in the Philippines may account for this.

Based on the answers of the respondents, gender is correlated with leisure preference.

Workout/exercise, watching sports and playing cards are correlated to male while shopping is correlated to female for both Koreans and Filipino respondents. However, based on the result, there are cultural differences in the gender correlation; In Korea, sports is correlated with male respondents while outing with friends, watching cultural events/concerts and napping are activities correlated with the female Korean respondents. On the other hand, in the Philippines drinking is correlated to male while outing with relatives, watching movies, reading books and watching TV are activities correlated with female Filipino respondents. These findings could mean that there are cultural differences in the gender preferences of leisure activities.

Based on the answers of the respondents, the top five leisure preferences of the parents of the Korean respondents are walking/ hiking and travelling, watching TV, napping and sports. While for Filipino parents top leisure preferences are watching TV, shopping, watching movies, chatting with friends, going out and again like their children "malling".

Result shows that nationality is correlated to the number of hours and days spent both by parents and students. The length of time is negatively correlated to country by -.145 significant at .01 level which mean that Filipino respondents and their parents devote more time to leisure activities. Consistently the mean for the number of days spent by Korean respondents is 2.32 days while Filipino respondents spend 2.82 days for leisure. There are also more Korean student respondents who said that their parents have "no leisure".

Based on the findings, the number of hours and days spent by parents is strongly correlated to the number days and hours spent by students with positive correlation of .315 for number of days significant at .01 level of significance and .419 positive correlation significant at.01 level. This means that the longer the perceived time the respondents spend on leisure, they also perceive that their parents spend more time in leisure activities.

For Korean respondents, household income is correlated to the number of hours spent by parents in leisure activities by positive .128 correlation significant at .05 level. This could mean that the higher the household income, the more number of hours the parents of the Korean respondents spend on leisure. For Filipino respondents, household income is correlated to the university students' number of days spent in leisure activities by positive .199 significant at .01 level. This could mean that the higher the household income, the more days the student respondents engage in leisure.

CONCLUSION

Based on the result of the study, the Korean and the Filipino university student respondents view leisure as "freedom". Their leisure preference is influenced by peers and friends which consequently, they want to do leisure activities with their peers too. Being part of the same age group, four out of five top preferred leisure activities are the same, though not in the same order of liking. Both nationalities prefer listening to music, watching movies, outing with friends, out of home activities. To complete the top five lists, Filipinos prefer outing with relatives, while for Koreans work out or exercise completes the top five preferences. Findings could mean that there are cultural differences in the gender preferences of leisure activities.

The length of time and days spent to leisure is correlated with nationality. The Filipino respondents engage in more leisure hours and days than the Korean university respondents. The leisure time of the respondents is positively correlated with the leisure time of their parents. Household income is correlated to the length of time the parents and the students can engage in leisure. The higher the household income, the more hours they can spend on leisure.

RECOMMENDATION

If the findings will be valid for other samples, the result can be used for policies, programs and decision of the students, school, leisure industry and government of both countries. Below are the recommendations:

1. For the students, to use the findings on understanding the individual differences, how fellow student from other culture perceive leisure. They can use this un-

derstanding to build camaraderie among themselves.

2. For the parents and families, they can capitalize or use leisure as way of spending quality time with each other to foster closer and more harmonious relationship.
3. For the school to provide support system and have the necessary facilities for the leisure activities of their students to mold them into more rounded individuals.
4. For the leisure industry, they can use these findings in coming up with programs, activities and products that can satisfy prospective and present clients.
5. For the government, to promote leisure activities that will enhance their culture as well as understanding the culture of others in order for them to give the necessary support to their constituents, tourists and visitors. They can also use this to come up with policies, rules and laws in support of leisure and quality of living.

This research is not free from limitations, it was observed that the Filipino respondents tend to give higher ratings in all questions while the Koreans tend to be more conservative or give lower ratings. Such way of rating may have affected the result and may have an effect on the analysis and weights in comparing the response of the two nationalities. It is therefore further recommended that further study be done expanding the population, carefully selecting the locale and use qualitative research or case study.

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THE CONSTRUCTION OF LEISURE COPING SCALE: A CASE OF UNIVERSITY STUDENTS

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INTRODUCTION

Several researches show evidently that leisure have a function of coping with stress. It is important to understand how leisure buffer the stress and in which ways. However, there is only leading scale developed by Iwasaki and Mannell (2000), hierarchical dimensions of leisure stress coping, to be applied for assessing the issue of leisure coping. We expect to develop a suitable leisure coping scale in Taiwan. Nowadays, health researches is focused on holistic health, so, we try to design this concept on leisure coping scale including three dimensions in body, psychological and social leisure coping. The results of this study indicate that the examination of internal consistency and confirmatory factor analysis of the scale provided preliminary evidence for the scales' reliability and validity. So, these three dimensions could be viewed as the basic components for leisure coping.

METHODS

The logic of exploring leisure coping dimensions can be initiated from the concept of leisure benefits including physical, mental and social concepts. (Caldwell & Smith, 1988; Coleman 1993; Iso-Ahola & Park, 1996). Furthermore, Caldwell and Smith (1988) proposed the idea of holistic health, a concept that all potential contributing factors which may affect a person's well-being, were taken into consideration when assessing a person's general health status. By collecting data with regard to stress coping and review of social and leisure research works, we developed a new three way conceptualization of leisure coping (Figure1) which contains body, psychological and social leisure coping.

A list of initial items (31) was gathered and then a panel of leisure and psychical experts evaluated the content and face validity of the items. Afterwards, a pilot test was conducted and the total number of items was reduced to 23 questions.

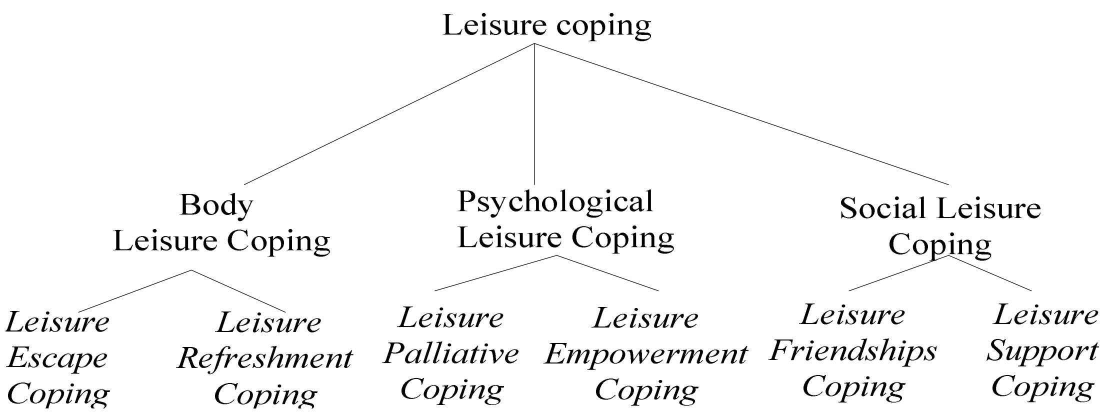

Figure 1: A New Development of Leisure Coping

A list of initial items (31) was gathered and then a panel of leisure and psychical experts evaluated the content and face validity of the items. Afterwards, additional pilot test was conducted and the total number of items was reduced to 23 questions.

The sample was comprised of 380 undergraduate university students (men=117, 30.8%), women =263, 69.2%). Participants' mean age was 21.1 years (SD=3.37). Before answering these questions, participants were asked to recall the recently most stressful event that they had encountered within the recent month and to rethink if leisure helped them to cope with it. With regard to the items of each scale, the participants used 7-point Likert-type scales ranging from 1 (very strongly disagree) to 7 (very strongly agree).

FINDINGS

Two methods were conduced to explore the potential of the theoretical model constructed and to examine the reliability and validity of inferences. First, Alpha reliability coefficients were calculated for the total scales and subscales : .91 (.74, .83 and .85 for the BLC, the PLC and the SLC, respectively). In the second step, CFA(Confirmatory Factor Analysis) were performed to examine the dimensionality and factor structures of the conceptual models(Figure 2).

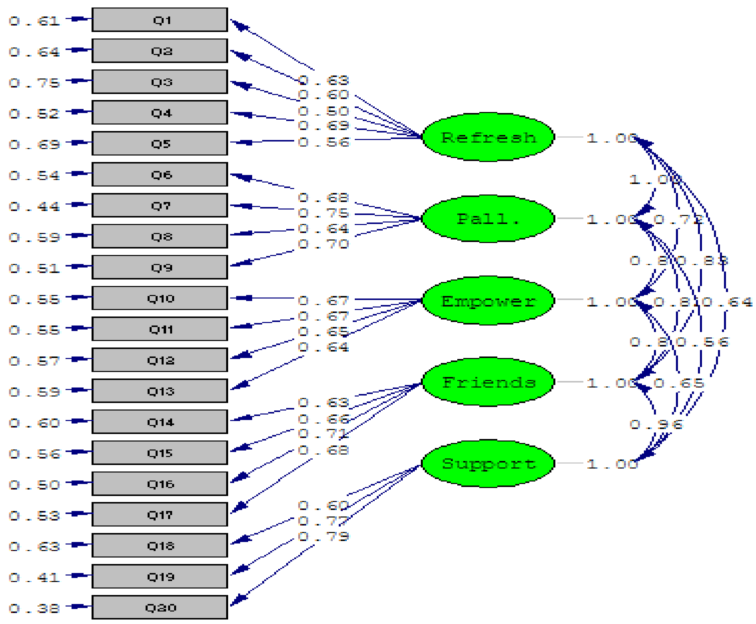

Figure 2. Confirmatory factor analysis of the leisure coping constructs.

As talking about composite reliability (CR) and average variance extracted(AVE), all five subdimensions of composite reliability are greater than.70 (from .70 to .78). However, the results of average variance extracted is not as perfect as CR(from .40 to .52)(Table 1).

Overall, the results of the CFA based on factor loading and overall fit indices seem to suggest that there is a good data for the scale.

Table 1. Summary of the overall Fit Indices Estimated of the Leisure Coping Model

Model	GFI	NFI	IFI	CFI	χ2/df	RMSEA
Leisure Coping Model	0.83	0.92	0.94	0.94	4.9	0.10

Note : GFI= degree of fit, NFI= normed fit index, IFI= incremental fit index, CFI= comparative fit index, RMSEA= root mean square error of approximation.

A Pearson correlation analysis were performed to test the criterion reliability of the newly proposed leisure coping scale (r=.816, p=.000). It indicates the new scale develpoed scale owns the same validity as the outstanding one, hierarchical leisure coping scale.

DISCUSSION

We suggest that the following empirical tests could be taken to explore the relationships between body leisure coping and leisure participation and to understand if the more physical activities an individual participated in, the more stressful events they might cope effectively.

The examination of internal consistency and the CFA provided preliminary evidence for the reliability and validity of the new developed scale. Here is a number of advantages that we expected to achieve : (a) it is with theory base ; (b) it covers physical, mental and social aspects as a holistic view of health from the World Health Organization ; (c) the scale consists of only a relatively small number of questions (20) and is far more easy to perform.

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SERIOUS LEISURE, MOTIVATION AND SATISFACTION OF BIRDERS

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INTRODUCTION

Participation of leisure activities has numerous benefits, such as relaxation, diversion, social interaction, education, psychological fitness, self-esteem, and self-expression or creativity (Philipp, 1997). Consequently, participation of leisure activity has become a necessity recently. The concept of serious leisure was proposed by Stebbins (1992) and defined as "the systematic pursuit of an amateur, a hobbyist, or a volunteer activity that participants find so substantial and interesting that, in the typical case, they launch themselves on a career centered on acquiring and expressing its special skills, knowledge, and experience" (p. 3). Stebbins also identified six qualities that distinguish serious leisure from casual leisure: perseverance, having careers in their endeavors, significant personal efforts, durable individual benefits, the unique ethos that exists within the activity, and identifying strongly with the activity.

Serious leisure can be considered as a personal trait that reveals the characteristic of a person involving a specific leisure activity (e.g., Goff et al., 1997; Jones, 2000; Tsaur and Liang, 2008). A motivation is an internal factor that arouses, directs, and integrates a person's behavior (Iso-Ahola, 1980; Dann, 1981; Pearce, 1982; Yoon and Uysal, 2005). The "profit hypothesis" whereby the perceived benefits of taking part in an activity exceed the perceived costs can be used to explain continued engagement in serious leisure activities (Stebbins, 1992). A personal with serious leisure trait towards specific leisure activity implies a continue engagement in this leisure activities (Jones, 2000). It is thus reasonable to infer a relationship between serious leisure and motivation. Previous studies (e.g., Ross and Iso-Ahola, 1991; Fielding et al., 1992; Lee et al., 2004; Yoon and Uysal, 2005) also have provide evidence for the relationship between motivation and satisfaction. The purpose of this study is thus to examine the relationship between serious leisure and motivation and relationship between motivation and satisfaction.

LITERATURE REVIEW AND HYPOTHESES

Serious leisure has six qualities that have been used as elements to distinguish serious leisure from casual leisure (Tsaur and Liang, 2008). These qualities have been used to examine the nature of activities by several previous studies (e.g., Jones and Symon, 2001; Kane and Zink, 2004). On the contrary, several previous studies (e.g., Goff et al., 1997; Jones, 2000; Tsaur and Liang, 2008) considered serious leisure as a trait of leisure commitment and used these qualities to measure the characteristic of a person involving a specific leisure activity. A motivation is an internal factor that arouses, directs, and integrates a person's behavior (Iso-Ahola, 1980; Dann, 1981; Pearce, 1982; Yoon and Uysal, 2005). The concept of motivation is often divided into two forces in the context of tourism. These forces indicate that people travel because they are pushed and pulled to do so by "some forces" or factors (Dann, 1977, 1981). Push motivations are related to the tourists' need, want, and desire, while pull motivations are associated with the attributes or characteristics of the destination choices (Crompton, 1979; Dann, 1981; Cha et al., 1995; Oh et al., 1995; Yoon and Uysal, 2005). Stebbins (1992) proposed the "profit hypothesis" to explain the continued participation in specific serious leisure activity for an individual. The work of Jones (2000) also supports that the trait of serious leisure forces individual to participate in serious leisure activity continually. Accordingly, we expect that:

H1: Serious leisure positively affects motivation.

Satisfaction is undoubtedly one of the most popular variables in the tourism research. Since satisfaction influences the behavioral intentions of tourists towards specific destination, it is thus important for the managements to maintain high satisfaction for their tourists (Yoon and Uysal, 2005). Numerous previous studies (e.g., Ross and Iso-Ahola, 1991; Fielding et al., 1992; Lee et al., 2004; Yoon and Uysal, 2005) have demonstrated that motivation positively affects satisfaction. Accordingly, we expect that:

H2: Motivation positively affects satisfaction.
H3: Motivation mediates the relationship between motivation and satisfaction.

METHODS

Bird watching is one of the typical activities of serious leisure (Stebbins, 1982; Obmascik, 2004). The most popular birding site around Taipei metropolitan is the Guandu Nature Park. Guandu Nature Park is situated in the northern Taiwan at the junction of the Danshui and Jilong rivers. Guandu Nature Park is a major stopover site for migrating birds, especially waterfowl and shorebirds, as well as an important wintering and breeding ground for many species. Face-to-face interviews with birdwatchers of Guandu Nature Park were conducted to collect data. The next-to-pass method was used to achieve better randomization. Only tourists who were actually carrying birding equipment were selected to ensure the appropriateness of our respondents. A total of 351 usable questionnaires were finally achieved.

A 21-item scale was adopted from Tsaur and Liang (2008) to measure serious leisure. An 18-item scale was adapted from Hvenegaard (2002), Eubanks et al. (2004), and Scott et al. (2005) to measure motivation. A 4-item scale was adopted from Yoon and Uysal (2005) to measure satisfaction. Each item was measured on a 5-point Likert scale, ranging from "strongly disagree" to "strongly agree".

FINDINGS

The reliability coefficients for serious leisure, motivation and satisfaction are greater than 0.7. The internal consistency reliability of each construct was thus achieved. In addition to the reliability, the higher correlations among the same construct items and the lower correlations among the different construct items also reveal that the convergent and discriminant validity were established. The structural equation modeling was employed in this study to test our hypotheses. The analysis was conducted on the variance/covariance matrix, and a maximum likelihood procedure was employed to estimate the parameters. In general, the model fits the data to an acceptable degree. The results of this study indicate that serious leisure positively affects motivation. Furthermore, motivation also positively affects the satisfaction. Moreover, motivation mediates the relationship between serious leisure and satisfaction. The implications and future research directions are also discussed in this study.

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TRANSCENDENT EXPERIENCE, FLOW AND HAPPINESS FOR MOUNTAIN CLIMBER

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INTRODUCTION

Mountaineering has emerged as a popular form of adventure tourism (Pomfret, 2006). Fredrickson and Anderson (1999) found that participants of wilderness trips attributed their positive responses largely to the natural environment. Farber and Hall (2007) discovered that feeling is affected by the external environment, especially natural scenery and wildlife organisms, which evokes transcendent experience. Williams and Harvey (2001) described transcendent experience as a moment of extreme happiness; a feeling of lightness and freedom; a sense of harmony with the whole world; and moments which are totally absorbing and which feel important.

Csikszentmihalyi (1975) characterized flow as high involvement, deep concentration, and individuals acting effortless; individuals also experience a high level of enjoyment. Csikszentmihalyi (1990) indicated that flow is a state in which people become completely immersed in an activity and their level of skill matches the challenge at hand. When climbers gain transcendent experience in the activity, would they then experience flow?

Ulrich (1983) argued that emotional experiences are among the most important benefits realized by many recreationists in the natural environment. Recreation and leisure typically generate positive affect, which would contribute to overall well-being or happiness (Floyd, 1997; Hull, Michael, Walker, & Roggenbuck, 1996; Kerr, Fujiyama, & Campano, 2002). Waterman (1993) stated that happiness includes eudaimonia and hedonic enjoyment. Transcendent experience indicates a moment of extreme happiness (Williams & Harvey, 2001). Therefore, when climbers are engaged in adventurous mountaineering activities, can they generate transcendent experience by unleashing their potentials and acquiring happiness?

Previous studies found flow to be consistently related to hedonic well-being. Waterman (1993) also showed that experiences of eudaimonia appear conceptually linked with the feelings associated with intrinsic motivation (Deci & Ryan, 1985), peak experience (Maslow, 1968), and flow (Csiksentmihalyi, 1975). Flow is associated with more recognition of positive affect as well as higher eudaimonia and hedonic enjoyment. Therefore, would climbers achieve happiness from flow experience?

METHODS

This study surveyed mountain climbers of Shei-Pa National Park's Syue Mountain Trail in Taiwan. The formal survey took place between January and March, 2010. Adopting convenience sampling, the researchers conducted on-site survey on mountain climbers after they climbed a mountain of over 3000m. The questionnaires were distributed in two locations: the entrance (2140m) and 369 Lodge (3100m) of Syue Mountain. Of the 388 surveys returned, 14 invalid questionnaires were deleted, resulting in valid samples of 339, or a response rate of 87.37%.

This research measured transcendent experience using the 8-item mysticism scale developed by Hood (1975). Flow was measured using the Flow State Scale proposed by Jackson and Marsh (1996). The scale contained 36 items described by Csikszentmihalyi (1990, 1993) as comprising of nine dimensions. Since the Cronbach's α of the two sub-dimensions of action-awareness merging and transformation of time were below 0.7 (DeVellis, 1991), they were removed. This study measured happiness using the Personal Expressive Activity Questionnaire developed by Waterman (1993).

FINDINGS

The goodness of fit indices ($\chi 2$ = 418.16, df = 87, p < 0.001; GFI=0.86; AGFI=0.81; NFI=0.93; NNFI=0.94; CFI=0.95; IFI=0.95; RFI=0.92; RMSEA=0.106; RMR=0.028) support the appropriateness of the structural model. The coefficients for the paths from transcendent experience to flow (β = 0.62, p < 0.001), flow to happiness (β = 0.39, p < 0.001), and transcendent experience to happiness (β = 0.44, p < 0.001) were positively significant.

CONCLUSION

Mountaineering activities generate transcendent experience. The individual thus has positive affect, which further influences the individual's happiness. Hence, the higher the level of transcendent experience, the higher the sense of happiness. In addition, empirical findings demonstrate that flow positively affects happiness and flow plays a mediating role in the relationship between transcendent experience and happiness. When individuals gain flow from the mountaineering activity, they acquire more happiness. When flow is not present, they perceive less happiness. The above indicates that the flow experience gained is an important source of happiness for mountain climbers.

Adventurous activities are almost linked to flow. Csikszentmihalyi (1992) proposed that in adventurous tourism or recreation, flow is an important affect. Through adventurous mountain climbing activity, individuals' can unleash their potentials and acquire flow. A higher flow enhances positive affect, and the result is hedonic enjoyment. People would remember the activity and it becomes a memory. Therefore, mountain climbing will become an activity that the individual hopes to engage in. Also, the sense of achievement and hedonic feeling gained is a form of happiness.

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RURAL TOURISM ALONG THE MAE KLONG RIVER (SAMUT SONGKHRAM, THAILAND): PROSPECTS AND PITFALLS

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INTRODUCTION

Tourism contributes about 6.5% to Thailand's GDP. During the period 1998-2007, Thailand attracted an annual average of 10.8 M foreign and 67 M domestic tourists (TAT, 2008). To promote nature-based and cultural tourism, the government of Thailand has re-channelled its tourism priority program from urban to rural and semi-urban areas. The introduction of tourism in rural areas can have both positive and negative consequences (Vargas-Sanchez et al., 2011).

In this paper, riverine tourism in a rural area is emphasised. Flowing bodies of water are dynamic, changing constantly in size, shape, length, and colour. These attributes together with the cultural and historical stories of coastal communities and villages that rivers traverse through are not only valuable components of heritage (UNESCO, 1972) and life-giving ecological systems (Catibog-Sinha & Heaney, 2006) but also remarkable tourism products. Given that sustainable tourism development has to be built on community's needs and aspirations, taking into account the various perceptions of the host community with regards to the values they attach to Mae Klong River is necessary in order to ascertain if the study area can be a suitable community-based tourist destination.

STUDY AREA

The study area is located within the lower reaches of Mae Klong River, which flows into the Gulf of Thailand. The sampled communities are bounded to the north by the Marhon Canal (Klong-marhon) and to the south by the Moblad Canal (*Klong-moblad*). The species richness of freshwater fish at the streams of Mae Klong is one of the highest in the Basin (Beamish et al, 2006). The way of life of people living along the River is an intangible component of cultural heritage and a unique tourist attraction (UNESCO, 2003).

METHODS

A combination of research methods, namely one-on-one assisted questionnaire survey, field observation, and literature review, was conducted during the period July 2006-February 2007. In-depth face-to-face interviews with some government officials and community leaders were also conducted. Data on how the local communities feel about the prospect of introducing tourism development along the Mae Klong River as well as their personal perceptions about the values and risks associated with tourism were collected and assessed.

RESULTS AND DISCUSSION

Out of 500 adults approached to participate in the survey, 380 (76%) were residents and willing to be involved. The responses from only 301 participants (79%) were used in this study; the rest were discarded because they were either incomplete or irrelevant. The majority (69.3%) of the respondents owned the land where they lived. While some (44%) were working either as casual or contractual employees in fish-based manufacturing industries in Samut Songkhram, others (31%) were fishers and/or farmers just like their forebears.

Local perceptions about tourism may differ among individuals, magnitude of the development, and different seasons of the year (Vargas-Sanchez et al., 2011). The specific reasons expressed by the respondents with regards tourism development are as follows: tourism will generate supplementary income to the local community (39.7%), there will be an added tourist attraction (34.7%), and it will make the province more well-known (10.5%).

Rivers are often depicted in arts, oral history, and literature as a peaceful and sentimental place to be. Mae Klong River is no different. The perceived values attached to the River were economic, symbolic, spiritual, historic, recreational, and educational. The economic value of the River, through aquaculture, was acknowledged by the majority of the respondents (80%) as highly significant. The majority of the respondents (61%) appreciated the cultural/symbolic power of the River, which is often depicted in native songs (e.g. Mon Rak Mae Klong) and in the celebration of river festivals. About 22% of the respondents believed that the aesthetic value of the River is being compromised.

The community's natural wealth is celebrated as part of the culture of the local people. For example, the annual Mae Klong Mackerel Festival gives local communities a sense of pride of their cultural and natural heritage as well as opportunities to earn additional income from the sale of local products and to promote their local agricultural and aquacultural initiatives. The iconic value of short-bodied mackerel (Rastrelliger brachysoma), which is the focus of the celebration, can be an interesting and strong marketing emblem in the promotion of Thai culinary arts within rural setting. Shackley (2001) states that native species are effective flagship species not only for tourism but also for biodiversity conservation. The prominent tangible structures observed while on a river cruise are the typical Thai houses and Buddhist temples. The view of the settlements along the River as one cruises the waterway offers an interesting scene of the blending of the contemporary way of life with old tradition and culture.

It is crucial to ascertain if the local communities of Mae Klong are ready and capable of undertaking sustainable tourism that takes into account the economic, ecological, and social aspects of tourism development. The attitudes of the residents to tourists and visitors are also essential. The local residents were interested in developing the study area into a small-scale, community-centered, and benign form of riverine tourism. The factors found to be of utmost importance in pursuing a sustainable and locally operated/managed river-based tourism are community agreement, community involvement and responsibility, training and education, and compatibility between tourism and local livelihoods. Understanding these factors can assist decision makers as well as the tourism industry in addressing sustainability issues and concerns. Inability to address these factors will hinder the ability of tourism development to progress, which could result in pitfalls and difficulties in the short-and long-term (Ribeiro & Vareiro, 2010).

CONCLUSION

The local residents of Mae Klong River are enthusiastic in developing the lower reaches of the River into a small-scale, community-centered, and benign form of river ecotourism, that is, tourism that does not diminish the natural and cultural attributes of the River but rather one that helps in improving its ecological integrity as well as in enhancing community culture and heritage and livelihood opportunities.

The findings suggest that Mae Klong River should develop a 'destination brand', portraying ecotourism venture that caters to tourists searching for a quiet, rustic and cultural authentic destination along a downstream river ecosystem. The use of flagship species in tourist branding to depict the natural wealth of the River is worth considering. However, it is necessary to identify local skills and competency shortages before development can be implemented. The local community should be well-informed and trained in sustainable tourism management and river ecology. Realizing the factors leading to the success of a river-based tourism that is operated by the local community is crucial in tourism planning and management. These factors can assist decision makers and relevant parties in addressing sustainability issues and concerns.

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HOI AN RESIDENTS' PERCEPTIONS OF IMPACTS OF INTERNATIONAL TOURISTS ON THE COMMUNITY IN THE WORLD HERITAGE SITE OF THE ANCIENT TOWN OF HOI AN, VIETNAM

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Among World Heritage Sites, the Ancient Town of Hoi An in Vietnam has developed an outstanding model to exploit financial resources from the tourism industry needed for the revitalization of its historic districts. However, there are some negative impacts of international tourism on the inhabitants' culture, lifestyle and environment in Hoi An. This study had two main objectives. First, it empirically analyzed residents' perceptions of the impacts of international tourism development in Hoi An and how their perceptions were different across sociodemographic variables. Second, it showcased the strategies adopted by the municipal government of Hoi An creating tourism an effective tool to present a heritage site and to improve the quality of life of the local community.

SATOYAMA INITIATIVE: HOW IT CAN INCORPORATE WITH ECOTOURISM PROMOTION

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INTRODUCTION

At the Tenth Meeting of the Conference of the Parties (COP 10) in October 2010 in Nagoya, Japan, the Japanese government (Ministry of Environment) and the United Nations University Institute of Advanced Studies jointly launched the Satoyama Initiative. The *Satoyama* Initiative sets its vision on making societies realize their harmony with nature (Ministry of Environment, 2010). *Satoyama*, literally means "uplands near villages," and refers to secondary woodlands and grasslands near human settlements. A *Satoyama* is an area where we can observe human-influenced natural environments, and has often been inhabited by a variety of species that are adapted to and rely on its environment to survive. In a broader sense, the *satoyama* includes a traditional Japanese rural land-use system that can establish a balanced relationship between human beings' lifestyles and nature. Thus, the *satoyama* sustains a variety of ecosystem services, including a biodiversity of natural and secondary environments (Takeuchi, 2010).

Satoyama, or *satoyama* landscapes, have been observed in different areas across the world, particularly in Pacific Asian countries. The Ministry of Environment explains that land terms, such as Maeul or Maeulsoop in Korea, rice-fish agriculture in China, Kebun-Talun or Pekarangan in Indonesia, share the same values as *Satoyama* (Ministry of Environment, 2010). Yet, these landscapes have been increasingly threatened by urbanization, the decrease in populations in rural areas and deforestation. The *Satoyama* Initiative aims to accomplish a sustainable society by integrating low-carbon, resource-circulating, and nature-harmonious societies. It calls for collaboration among a variety of stakeholders, including public and private sectors, academic institutions, private organizations and NPOs, and international cooperation (Ministry of Environment, 2010).

Aside from, or along with this recent trend, an increasing number of ecotourism promotion activities have been implemented in *satoyama* areas across Japan in the 2000s. The Ecotourism Promotion Law enacted in 2008 had an impact on enhancing ecotourism promotion in *satoyama* areas. This paper describes the transition of ecotourism promotion in Japan and explains how ecotourism promotion has been incorporated in and mingled with the efforts of *Satoyama* Initiative. Although descriptive in nature, this paper can provide some suggestions and implications applicable for those communities that are undertaking ecotourism promotion, and/or those areas in *satoyama* environments.

BACKGROUND (Ecotourism Promotion in Japan)

Ecotourism promotional activities started with small-scale private organizations in different areas, particularly on small islands, in Japan in the late 1980s. At this early phase, these organizations started to provide whale watching programs as a new form of tourism activity on their islands, and they started to be aware of sustainable resource management. The first local ecotourism association was established on Iriomote island in Okinawa prefecture in 1994 and the number of such associations increased across the nation through the 1990s. In 1998, the Ecotourism Promotion Council (current Japan Ecotourism Society, JES) was established as a coordinating body of ecotourism promotional activities in Japan. Tourism-related organizations also started to raise their awareness of sustainability, and the Japan Association of Travel Agencies (JATA), the largest industry association, published the "JATA Ecotourism Handbook" in 1993 to introduce and to promote ecotourism as a fundamental concept of tourism in the 21st century (Japan Ecotourism Society, 2009).

In the 2000s, administrative initiatives have been taken to promote ecotourism in Japan. The Ministry of Environment launched five major ecotourism promotional programs in 2004. They include "Ecotourism Awards" to award excellent implementations of ecotourism, and "Ecotourism Model Projects" to promote and support efforts of ecotourism promotion in different areas. By that time, different local communities had facilitated ecotourism activities, and the Ministry of Environment selected thirteen areas as excellent locations, and designated them as "Ecotourism Model Sites." The selected thirteen ecotourism sites were categorized into three groups: Deep nature areas, mass tourism areas, and *satoyama* (rural) areas. The purpose of this categorization is to promote ecotourism not only in the areas with pure and primary natural resources, but also in those areas with a massive number of tourists to minimize the negative impact by tourist visitations (Ministry of Environment, 2009; Japan Ecotourism Society, 2009).

In the late 2000s, ecotours in *satoyama* areas have gained popularity and have provided benefits both for visitors and local communities. For visitors, ecotourism activities in *satoyama* areas bring them back to their traditional lifestyles that they left behind, and inspire them with nostalgic feelings and emotional attachments. For local communities, ecotourism promotion gives them a chance to reassess their traditional values and local resources, and can restore their value and pride. In this way, ecotourism promotion in *satoyama* areas has provided a win-win situation for both visitors and local communities, and has become a significant tool for enhancing community-based tourism.

The Ecotourism Promotion Law, which was enacted in 2008, has further supported implementation of ecotourism in *satoyama* areas. This law defines a comprehensive framework for ecotourism activities that are promoted in local municipalities. On a spontaneous basis, local governments organize Ecotourism Promotion Councils, and formulate a comprehensive plan for ecotourism promotion in the area. This comprehensive plan needs to include various stakeholder involvements, specific resource management programs, as well as monitoring programs. The Ecotourism Promotion Councils under local municipalities then submit the plan to the Assessment Committee that consists of four different ministries: Ministry of Environment, Ministry of Land, Infrastructure, Transport and Tourism, Ministry of Education, Culture, Sports and Technology, and Ministry of Agriculture. Once the comprehensive plan is approved, the designated area is officially certified as an "Ecotourism Promotion Area," and can obtain three incentives: First, the municipality is able to designate "Specified Natural Resources," to protect their local natural resources. Second, the municipality can also limit the number of visitors to the Specified Natural Resources based on its own criteria. Third, the government will support publicizing their ecotours and ecotourism activities nation-wide through different media sources (Ministry of Environment, 2007).

So far, only one municipality was certified under this law: The city of Hannou, Saitama prefecture. Hannou city is a typical *satoyama* area located in the outskirts of Metropolitan Tokyo. The major reasons for Hannou city to introduce and promote ecotourism are to solve such issues as the diminishing and aging population, and abandoned farmlands. The goal for promoting ecotourism is "to offer travel experiences that enhance rich minds and the thrill of protecting local nature and inheriting the culture by its people and nature, and to make effective use of the areas." (Hannou city, 2009). Traditional lifestyles, cultural activities and old wisdom are highly evaluated, and interactions between residents and visitors are also important elements. It is community-based, community-led ecotourism promotion, with collaboration of various stakeholders. The city produced more than 70 ecotours and they are operated by the residents and local NPOs, and both citizens and visitors enjoy those ecotours under reasonable prices.

IMPLICATIONS AND SUGGESTIONS

This paper describes the transition of ecotourism promotion in Japan and explains how it has been, and is currently, incorporated into the

Satoyama Initiative. One implication is that it could be more effective to have legal supports and administrative initiatives to implement ecotourism promotion incorporated with the *Satoyama* Initiative. In the case of Japan, the Ecotourism Promotion Law enacted in 2008 and other administrative supports have enhanced ecotourism promotion in *satoyama* areas. In addition, it will be more persuasive if we could explicitly identify and exhibit economic values and incentives provided by promoting ecotourism in cooperation with the *Satoyama* Initiative. Thakahashi (2010) pointed out that while legal and administrative supports and incentives have been provided to advance the *Satoyama* Initiative, economic values and incentives have not yet been clearly exhibited. While expecting that the *Satoyama* Initiative will enhance international cooperation and collaboration in achieving sustainable societies and ecotourism promotion, we truly hope and expect active discussions at the APTA conference in Korea, regarding how the *Satoyama* Initiative can incorporate and extend ecotourism promotion across borders.

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EMPOWERMENT IN COMMUNITY BASED ECOTOURISM: THE CASE STUDY IN TAIWAN, CIGU

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INTRODUCTION

Due to the flourishing tourism development all over the world recently, tens of thousands of tourists have endangered the tourism destination environments and caused the disorder of host communities (Khan, 1997). Tourism becomes the murderer of natural and human environments. However, it also boosts up the global consciousness of environmental ethics. Back to nature and learn to care with the environment become the mainstreaming of tourism. The eco-tourism notion has gained more and more attention under the growing desires of "sustainable ecological development", and turned into the emerging power of tourism industry (Burton, 1997; Lew, 1997). . Eco-tourism has developed differently from the mass tourism (Weaver, 2001). Eco-tourism focuses on the sustainable development with enhancing conscious of ecological conservation. Contrary to the mass tourism, ecotourism is often considered to be a potential strategy to support conservation of natural ecosystems while at the same time, promoting sustainable local development. (Ross and Wall, 1999).

Eco-tourism focuses not only on the sustainable development but also on enhancing conscious of ecological conservation. It could be treated as a tourism product and also principle. In the reality of ecotourism industry, conserve natural and human ecology usually be ignored, even more it brings more and sooner damage to some destinations. Thus, community- based ecotourism was proposed which stressed sustainable and social justice should be the main concerned. Community- based ecotourism proposed the integrated system that includes the local community, natural environment, human ecology. Local community should participate in the planning and management in ecotourism, and ecotourism should distribute more benefits to local community.

A community-based approach to ecotourism recognizes the need to promote both the quality of life of people and the conservation of resources. A useful way to discern responsible community-based ecotourism is to approach it from a development perspective, which considers social, environmental and economic goals, and questions how ecotourism can '…meet the needs of the host population in terms of improved living standards both in the short and long term' (Cater, 1993).From this view of point, many research proposed the community residents' attitudes is a very important factor which affect the future of ecotourism.

Lai and Nepal (2006) examined local response to potential ecotourism development in the Tawushan Nature Reserved, they suggested that while local residents may support ecotourism development based on international guidelines, their intentions to act will depend on local environmental, social and politico-economic conditions. Conservation of natural resources, preservation of cultural tradition, sustainable community development and participation in ecotourism planning and management for dimensions were included in ecotourism attitudes. Tsaur, Lin and Lin (2006) tried to evaluate the sustainability of an ecotourism site; they utilized subjective measures to analyze the relationships between resource community and tourism in sustainable ecotourism. Local residents' perceptions are one of important factor which they concern. The integrated 68 items from ecotourism principles and research and composed an evaluation questionnaire and provide a valuable tool for sustainable destination management.

Scheyvens (1999, 2002) adopted what he dubs and "empowerment framework" on ecotourism, based on the premise that in order to ethically robust and socilecologically sustainable, ecotourism must start "from the needs, concerns, and welfare of local host communities". She suggests that very term "ecotourism" should be reserved for those ventures which both empower local people and provide them with a significant proportion of the material benefits generated. "Empower local community "is an important factor for a destination will sustainable or not. Thus in this research, We try to explore the cognition and attitudes towards ecotourism of Cigu residents based on community-based ecotourism, because we think community residents attitudes is a very important factor which related the future of ecotourism. Furthermore, empower local community has been concerned in Taiwan community development; we want to explore is there any positive effect to ecotourism. Our research purposes include:

1. Portrait the development of ecotourism in study area.
2. Explore the residents' attitudes toward ecotourism.
3. Analysis residents' attitudes based on community based ecotourism principles.
4. Explore the correlation of community empower and ecotourism attitudes on residents.

METHODS

We choose Cigu as our study area, and we investigate the residents' attitudes and cognition toward community based ecotourism.

Cigu wetlands has been recognized the international importance as the wintering habitat for more than 70% of the global population of the critically endangered black-faced spoonbill. In the last decade, ecotourism was introduced to Cigu, local community, ventures, NGOS and government, these actors with different positions interacted in this social field and constructing the Cigu community ecotourism model which imbed in Taiwan society.

We investigated residents' attitudes through structural questionnaire. We reviewed Ahn, Lee & Shafer(2002) ; Lai & Nepal(2005) ; Tsaur, Lin & Lin's (2006) researchs and adopted their questionnaires and do some modify. In their research they also composed questionnaires to investigate residents' attitudes. We extract five dimensions for representing the attitudes as 1.natural resources conversation, 2. Traditional culture persevered, 3. The commitment of government, 4. Involve the planning of management of ecotourism, 29 items were include in Part I residents' attitudes. Likert five points scale was adopted.

Meanwhile, the reality of the community policy was considered. There are many empower community policy and courses were executed, the education and training were consisted in the context of empower community policy. We hypothesis that residents who attend community empower courses could get more correct knowledge about ecotourism, and their will own more concern on the ecological sustainable of homeland. There should exist positive correlation between involve community empower courses and ecotourism attitudes. Thus, we try to find out the connection of attitudes and cognition of ecotourism. Part II, the involvement of community empower are included, 7 items are adopted. Part III included respondent's demographic factors and economics related to ecotourism.

SAMPLING

On the beginning of the research, we adopted systematic sampling method, and the local government offered the residents list for supporting this research. But finally, we have to switch the sampling method, because some of the residents who are on the list didn't dwell in Cigu, it also reflects an important phenomena in Taiwan, outmigration is common especially for young people who have to go to urban area for study and work. We adopt convenient sampling method; the surveys were done by well-trained interviewers during the spring of Sep. 2009 to Feb. 2010. The sample consisted of 420 respondents with 396 valid questionnaires, the respondents' rate yields 94.3%. The Cronbach's of questionnaire is 0.836.

FINDING, CONCLUSION AND SUGGESTION

We explored the residents' ecotourism cognitions; with the highest cognitions in involve the planning and management of ecotourism and the lowest community sustainable development cognitions. This finding revealed the residents' cognitions should be acknowledged especially in community sustainable development and natural resources reserved.

The empower community policy offered training and educational coursed in community, our finding support the courses have increase the residents cognitions toward ecotourism, but the context of the courses and effects are difference.

Community development courses and leisure agricultural courses had made efforts on the cognitions of the commitment of government and involve the planning and management of ecotourism, but not on natural resources conversation, traditional culture persevered and community sustainable development. With respect to the ecotourism courses, it has made efforts in every dimension of cognitions, thus we suggest the government and NGO should stress the ecotourism courses and attract more residents to take courses, thus would improve residents' cognitions to ecotourism.

We also have different finding the residents who were economically dependent on ecotourism or not, their attitudes towards ecotourism industry are almost equally, or said no statistical difference, this finding is inconsistent with former tourism research. We believe the reason is most respondents express strong agree attitudes to ecotourism (85.5%) whether he (she) is economically dependency or not. Since the residents hold strong tendency to develop ecotourism, we suggest the government should empower community residents and planning and manage the ecotourism development more aggressive in Cigu.

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THE ROLE OF POSTCARDS IN SELLING CULTURAL IDENTITY: MACAO AS A CASE STUDY

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INTRODUCTION

As Tourism is attracting more and more attention from worldwide, the possible destination choices available to consumers naturally continue to expand. Destination image plays a crucial role in affecting tourists' preference during decision-making process. (Hunt, 1975; Pearce, 1982, Moutinho, 1984; Woodside & Lysonski, 1989).

Although destination image has long been postulated in the marketing literature to have a powerful influence in potential tourists' destination choosing process, there are two major notion of destination image: 1. Perception of destination image is the overall abstract travel experience; 2. Destination image perception is the linked with the integrated destination attributes; however, to date no study directly explores cultural value of a particular place in the light of tourists' perception of integrated postcards. With the increasing intensive market competition in tourism destination, acknowledge of each destination's unique cultural perception can be a crucial role to draw attention from all worldwide tourism competition champions. The picture postcards, is the most widely disseminated tourist icon. It acts as one of the symbols that sustain notions of "authenticity" of destination (Marion Markwick, 2001). However, postcards role in revealing destination image has rather been disregarded, and the research perspectives on the postcard phenomenon has tended to be rather over concentrated on and removed from their broader social and cultural contexts (Bjarne Rogan, 2005).

The purpose of this paper is to examine the concept of destination image in terms of cultural identity as a marketing strategy by utilizing combined method. In order to test the applicability of this novel idea, the city of Macao was chosen as an implemented destination. Some observation and in-depth interviews with an independent visual filed selection part were employed; the interview includes visitors classified by gender and as "Cultural Heritage attraction site" and " urban site" over the past two month from January to March 2011.

METHOD

The definition of Culture perception is becoming a widely discussed concept within the social sciences (Valsiner, 2001), as this paper will using them, in short, culture is the total way of life of any group of people (L. Robert Kohls, 2001). It is apparent that this board definition of culture includes the entire message in daily life that used to express meaning. Therefore, it is impossible to interpret the meaning of perception of culture by words, then, this paper recommend postcards as a visual tool to interpret the meaning that apart from the context in which they are feeling about Macao's cultural identity.

According to Sontag (1979) and Edwards (1992), postcards can make the invisible visible, the complex simple. This characteristic empowers the visual production to convey messages to the viewer through a number of the features it possesses. In this study, two of the most voluminous categories of postcards that distinguished from each other have been found based on the related literature review study, were the local cards and the tourist cards (Bjarne Rogan, 2005). Local cards depicted various themes that indicate daily life material of locals from the inhabitants of a region, normal buildings, streets, activities, shops, festivals, as were local food, etc. In contrast to these locally picture motifs, the tourist postcards show more identical feature of Macao, the pre-designed Macao image which is more stereotypical motifs to facilitate its marketing purpose, which was noticed during this preparation process is that the tourists postcards do contain its well-informed casino construction, mixed with its positive health image like world cultural heritage sites, classical western colonize historical building, traditional Chinese festival events, etc. the underlying message may be read as Macao's indeed ambition to change its passive unhealthy image into a more colorful and comprehensive tourism materials city picture.

Visual research method contains a mix of visual forms including: archive images, media, maps, objects, buildings, and video interviews. A number of disciplines make use of qualitative visual research methods, particularly in the fields of anthropology, to sociology, ethnography. Although it seems to new to tourism studies but it has a long tradition in the previous mentioned disciplines afford its reliability for analysis in studying human perception by producing images. Moreover, William Cannon Hunter and Yong Kun Suh (2007) devised a pilot study by using visual research method to gain an understanding of tourists actually perceive about Jeju Dolhareubang, and it validated the effectiveness of visual research method in tourism realm. This paper would like to test the role of postcards in presenting destination cultural image by using content analysis as a core pilot method while visual method as the accompaniment.

For here, the study choose postcards to illustrate the cultural icon of Macao, totally 30 cards were collected, the criteria for collection is along the side of its unique culture message in which as a visual interpretation form either from the official postcards groups and the creative modern postcards clusters (see Appendix 1). The top three selected postcards are displayed in Table 2 with other information that included in the survey Samples of the adjusted postcards icon can be seen in Appendix 1.The Ruins appear in the tourist logo for Macao and in many tourist promotional media. It is therefore an attraction with high visibility, and downtown area both in Macao Island and Taipa Island were chose for the urban research sites. This free style designed postcards can save the time to collect and filter numerous electronically photographed postcards with IPAD supporter by tourists in terms of represented cultural symbols. The survey is mainly constructed by two parts: part 1 demographics investigation detailed information see Table1; part 2 selection for top three frequently perceived cultural icons among the given 20 postcards examples and describe the corresponding feeling about the selected item by using no more than three words. The questionnaire was first developed in Chinese, and was then translated into English, with a back-translation check in order to guarantee equivalence (Brislin, 1976).

FINDINGS

The field interviews were produced mainly during the Chinese Lunar New Year, and the weekend from January 2011 to March 2011. Totally 86 in-depth interviews results were collected, but only 56 interviewees competed part 2 of the survey. Many respondents complained that they have limited time to finish this task and therefore could not respond to section 2 of the survey where they were briefly describe a feeling about the city of Macao.

Table 1 Demographic information of respondents

Category		Number	Percentage
Gender	Male Female	44 42	51.2% 48.8%
Residence	Mainland China Hong Kong Tai Wan Japan Korea Europe	45 15 5 8 10 3	52.3% 17.4% 5.8% 9.3% 11.6% 3.4%
Length of stay	~1 day 2 days 3 days More than 4 days	55 25 6 0	63.9% 29.0% 6.9% 0
Purpose of trip	Leisure (Cultural/Sightseeing) Business Visiting Friends & Relatives Others	58 15 6 5 2	67.4% 17.4% 6.9% 5.8% 2.3%
Buy a postcard	Yes No	37 49	43.0% 56.9%

Table 2 Visual Response Analysis

	Top three Selected Postcards Icon	Reflected Attributes of Cultural value	Tourists' Feelings corresponding to the three visual icons	Authenticity	Relevance to Macao's Cultural Identity
Cultural Heritage site Male	No.11 34% No.1 17% No.10 10%	Heritage building Colonized surrounding Gambling	Leisure, Colonized history, Warm (Harmony)	High	High: the mixed culture of Portugal and Chinese
Urban site Male	No. 15 26% No. 24 14% No. 11 10%	Gambling Resort Mixed Cuisine Heritage building	Exciting Western cuisine Freedom	Moderate to high	High: the feasible historical influence on modern society's operation role.
Cultural Heritage site Female	No.11 33% No.14 27% No.18 9%	Heritage building Specific desert Religion idol	Relax Small but Delicacy city	Moderate to High: Too many tourists and the goods selling are mostly not produced in Macao	Moderate to high: The perception can be various due to different places
Urban site Female	No.29 28% No.15 25% No.27 16%	Shopping heaven Grand Resort Hotel Leisure and slow tempo	Friendly people - Easy to understand; Quite Relax	High	Moderate to high: images sometimes appeal to a certain group of tourists

Note: Authenticity in Table 2 means that the gap between tourists expectation of Macao as its advertizing image and its enter countered perception.

CONCLUSION

The purpose of this study was two-fold: 1. to examine traveler perceptions of Macao Cultural icon and 2) to use visual research to combine content analysis to test the feasibility of postcards role in promoting destination's cultural image. Further studies may draw attention on whether the validity of postcards in terms of channeling destination's cultural identity into certain depth or extent. The results obtained from content analysis towards context describing in terms of three words for three selected icons were largely the same with visual selection. Hence, the visual method did justify its possibility for measuring destination image through the presentation form of postcards. Consequently, the cultural identity of Macao can be described as a distinct cultural feature between modern time and traditional historical pattern, between western cultural style, Portuguese as a represented and Chinese culture. However, the proportion for the number of tourists who would like to purchase postcards as self collection is considerable low, it may turn out to neglect the potential for the economic benefits of postcards in tourism industry.

In addition, the construction of criteria and research tools for examining cultural identity perceptions is biased by the cultural norms and perceptions of the respondents as a member of a their cultural community (Brislin, 1981, Marshall H. Segall, Donald T. Campbell and Herskovit, 1968). Therefore, future study may concern the influence by cultural identity of the respondents and their cultural appropriateness as well.

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Appendix 1

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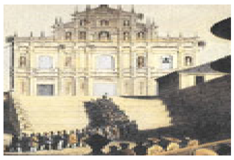

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FACTORS TOWARDS TOURISTS' PURCHASE INTENTION FOR FRACTIONAL OWNERSHIP: CASE STUDY OF PHUKET, THAILAND

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INTRODUCTION

Phuket is a world's leading tourism destination of Thailand because it's a suitable place for visitors concerning its location, the beaches are beautiful, the stipendiary cost is not too high when comparing with other countries in Asia Pacific like Hong Kong, Singapore, Australia that their service and price are quite high (Lunt, 2009) including quality of service and the availability to attract different market segments of tourists. According to the information of Tourism statistics from the Tourism Authority of Thailand, statistics indicate that number of tourist arrivals at accommodation establishments in Phuket is continuously increasing every year, and this trend will likely continue.

As nowadays, tourists' behavior has changed to stay longer each period. Some of them come back to travel at the same place again especially working age target and retire age tourist. They need larger room than a hotel room with full facilities including activities and recreation. Thus when they come more often per year they prefer to have their own property, however, buying permanent accommodation in spite of using only 2-3 times a year is high investment (Lloyd, 2009).

Fractional ownership business is adapted in order to serve tourists' needs suitably. It was developed from timeshare, however, the opportunities for fractional far outweigh the benefits of timeshare. Fractional ownership business has its roots in the partial ownership of assets such as yachts, aircrafts, and luxury boats, covering all fractional and a concept known as a Private Residence Club, which refers to properties of exceptional quality(Guy, 2008), however, this study focuses on residence only. The fractional ownership actually targets the same market as timeshare – those who want a second home, but do not want to pay the full price for what could be an extravagant expense. It has proven much more promising alternative to time sharing, mainly due to the fact that buyers actually own a portion of the property (Bangkok Post, 2008). Fractional ownership is between whole ownership and timeshare regarding to people who want a luxurious second home however they cannot afford the high cost of ownership and maintenance of something when using a few weeks a year and the earliest type of Fractional ownership evolved from simply sharing the cost of holiday home by a group of friends or relatives (Moore, 2007).

However, the bad reputation in the past of timeshare business in Thailand because of the lack of entrepreneurs' reliability (Jarinya, 1998; Prachachart Business newspaper, 1999) has affected to fractional ownership business. Furthermore, the main problem at the present is these kinds of business is not well known in Thailand even though there is a complexity in procedure which is a problem as well in regard to buyers are not confident in their benefits because of the complications arising from the lack of understanding of the laws and rules, as well as problems within groups dynamics of sharing a property or room with strangers. Many customers are not satisfied about the payment of maintenance fee which is changed every year depends on the entrepreneur (Kanokwan, 2003; Jarinya, 1998). In addition, Thai law for these kinds of business is still ambiguity at the present because there is lack of law supporting directly to them. Howver, the businesses can proceed under other Thai laws such as Land law, Buying – Selling Real estate law, Protected customer law (Sirirat, 2005). More entrepreneurs need to provide a clean legal framework because if Thai law makes liquidity in these kinds of business. It helps buyers to make decision easier.

Literature shows that lease terms within neighboring countries are usually 99 years for property whereas in Thailand it is 30, laws for lease renewal is also straightforward when compared to Thailand. Therefore many companies or hotels that provide timeshare and fractional ownership do so with the risk of losing their property rights; creating problems of ownership for those invested in timeshare and fractional properties.

Although timeshare and fractional ownership are a developed business in Europe and America, this practiced expertise is still lacking in Thailand, especially within Phuket; and with its location has the potential to attract more investment in real estate. With the entry of foreign companies and entrepreneurs in the market in Thailand there has been an improvement in the product and quality of service, thus expanding the business.

There is stiff competition from other Asian countries with high income such as Hong Kong, Taiwan, Singapore and Malaysia who all have issued specific laws concerning leasehold such as timeshare and fractional ownership and thus have created a reliable and secure system for foreign investment when compared to Thailand.

The words "Timeshare" and "Fractional ownership" businesses are well known in Thailand for years. However, many people still do not really understand the real concept of these words, while their current (tourism) situation is booming and are popular, especially in many famous vacation destinations on the Andaman side of Thailand.

Therefore, this research is overall picture of this business by considering tourists' behavior and their needs for Fractional ownership and factors that influenced in decision making.

METHOD

This quantitative research employed questionnaires to examine most important factors influencing tourist when making a decision to purchase fractional ownership by tourists. Data is collected from potential buyers of fractional ownership visiting Phuket in 2010-2011, who are asked about their needs, purchase behavior, intention, and opinions of fractional ownership.

FINDINGS and IMPLICATIONS

The analysis of the research findings, and its discussion, are currently ongoing. For full analysis of the survey results, discussion of their implications and recommendations for action will be presented in the final paper.

SIGNIFICANTS

This research provides developers and owners essential benefits for planning or adapting and expanding fractional ownership to the right target. It is a guideline in rectifying and developing the business procedure that is suitable to customers by providing the essential benefits to customers who are interesting or still do not understand about Fractional ownership investment.

Keyward:

Timeshare, Private residence clubs, Fractional ownership, Customers' behavior

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EDUCATIONAL TRAVEL EXPENDITURE BY TOURISM STUDENTS IN METRO MANILA

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INTRODUCTION

A few studies have been made on the economic impact of educational tourism but all involved travel by international students in a host country. A major difference of this inquiry is its focus on Filipino students traveling for educational purposes in their own country.

This research aimed to answer the following questions:

1. How much do Filipino educational tourists spend on a domestic trip and how significant is it?
2. How are out-of-pocket expenses (OPE) spread among the places of origin, the transit areas and the destination?
3. How does the size of OPE compare to the cost of the tour package?
4. What kinds of goods and services are bought by the students in connection with their educational trips?

OPE referred in Question 2 refers to spending beyond the tour package itself. OPE is one of the factors that contribute to the earnings of tourism businesses which constitute a portion of the direct effects of tourism (Mitchell & Ashley, 2010).

REVIEW OF LITERATURE

Previous research produced estimates of the monetary value of international students' spending in host countries like Australia (Michael, Armstrong, & King, 2003) and New Zealand (Payne, 2010; Ryan & Zhang, 2007; Liu, 2008). Ryan & Zhang and Liu's work made use of Chinese students in New Zealand as samples. An undergraduate thesis by Fernandez & Ruiz (2007) discussed domestic travel behavior of Filipino college students during school breaks. As such, it was not exactly about educationally motivated travel.

In related investigations, youth travel (which includes student travel) was found to be a significant component of world tourism, and that it was growing faster than general tourism. The Federation of International Youth Travel Organizations placed the number of youth travellers in 2005 at 193 million or 24% of total arrivals (World Tourism Organization, 2008 in Moisa, 2010). Payne (2010) cited a 2006 WTO study that showed that youth tourism grew by up to 5% in from 2000 to 2004, while the general market grew by just 3% only.

METHODS

Data were gathered through survey questionnaires, which were handed to the field trip participants by their respective instructors immediately after the trip. The sample totalled 64 students, composed of two groups from the University of the Philippines Diliman (UP Diliman) and one from Global City Innovative College (GCIC). Both schools are located in Metro Manila. They were tourism and hotel & restaurant management majors. The three groups had their tours from January 14, 2011 to February 28, 2011. The tours consisted of three days and three nights, with the first night spent on the bus and two nights in the Province of Ilocos Norte, Philippines. The cost of the tour package (covering transportation, accommodation and most meals) ranged from PHP 3,973 to PHP 7,150 each (US$92.40 to US$ 166.28 at PHP 43/US $1).

The researchers followed the model adapted by the Philippine Tourism Satellite Account where pre-trip, on-trip, and post-trip expenses are computed (Virola, Remulla, & Say, 2001).

FINDINGS

The total amount of money spent by the 64 students was PHP 90,188.45 (US$2,097.41). This translates to an average individual expenditure worth PHP1,409 (US$32.77) per student. Of this amount, 27% was spent prior to reaching Ilocos Norte; 55% was spent in Ilocos Norte itself, and 18% was spent after leaving the province.

More than half (55%) of OPE went directly to businesses in the destination itself. The remainder was distributed among the origin (Metro Manila) and the transit regions (Provinces of Pampanga, La Union and Ilocos Sur). The top purchase item at the point of origin was clothes & accessories, which comprised 42% of the initial spending, followed by snacks which accounted for 24%. The two most popular items bought in the destination were pasalubong (coming home present to friends and family) and food (meals and snacks). The most popular pasalubong are food items, followed by small handicrafts, trinkets or decorative items. Other pasalubongs were keychains, T-shirts, Bangui windmill replica, bagnet (deep-fried pork slabs), longganisa (Philippine sausage), biscocho (bread), vinegar, empanada (crunchy rice patty stuffed with egg and vegetables), and rice cakes. Many of these items were bought from informal (non-tax-paying) vendors.

The students made stop-overs in the following transit regions – Vigan City in Ilocos Sur, San Fernando City in La Union, and Petron NLEX in Pampanga – where they had extra opportunities to splurge. The main items purchased in these transit areas were more pasalubong, food, clothes, accessories, tokens and souvenirs. Finally, upon reaching Metro Manila, the students spent for transportation from the drop-off point to their homes.

The average ratio of OPE to the tour cost was 1:3.6. OPE to tour cost ratios for the two groups from UP Diliman were nearly identical at 1:2.9 and 1:2.8. During the entire trip, the top expense items were pasalubong, clothes & accessories, snacks, meals, and tokens & souvenirs. Pasalubong, and clothes & accessories comprised more than 43% of OPE while food (snacks and meals) accounted for 39%.

CONCLUSIONS

The study revealed that each student spent PHP 1,409 for a three day tour. The amount translates to PHP 469 daily spending per student (over a span of three days) which is significant when compared to the typical daily pocket money of P200 per student for a middle class college student in Metro Manila. Furthermore, educational tourism spending occurred not only at the target destination which got 55% of total expenditures, but also at the point of origin and the transit regions, which got a combined share worth 45%.

OPE comprised about 20% of the tour package price for GCIC students who paid more than PHP7,000 (US$ 162.79) per head, and just 33.33%of the tour price for a UP Diliman group who paid less than PHP 4,000 (US$ 93.02) per person. Based on this information, it may be concluded that OPE tends to be lower with higher priced tours. The variety of things bought underscored tourism's ability to spread its benefits among the poor, such as small vendors and craftsmen in the destination.

RECOMMENDATIONS FOR FUTURE RESEARCH

It is recommended that more studies of this type be carried out to validate findings of this paper. Future research may also focus on the students' point of origin, during the trip preparation stage and after returning home. Another possible topic of interest is the cultural significance of pasalubong.

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TRANSFORMATIVE LEARNING IN TRAVEL: FROM THE MIDLIFE WOMEN'S PERSPECTIVES

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Reviewing previous researches of transformative learning, more qualitative studies focused on the theory of critical reflection but less research about identifying transformative experiences in different setting. In order to study for the research gap to clarify the connection and application between the theory and practice of transformative learning in travel, the study tries to conduct the qualitative analysis through twelve semi-structured interviews from midlife women's perspectives. The paper also tries to investigate the changing process that midlife women's experience of transformative learning in travel and how midlife are able to transform their perspectives and why they enjoy the travel experiences influencing their lives and contexts in future. Findings provide foundational knowledge for future research development.

Keyword:
Transformative learning in traveling, Midlife women, Transformative travel

STUDY ON THE DEVELOPMENT OF THE TOURIST CITY WITH THE CANAL

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INTRODUCTION

The development of the Japanese tourism industry began by two events until from 1960's to 1970.It is the Tokyo Olympics (1964) and Osaka World Exposition (1970). Over 40 years have passed since the times of the popularization of tourism in Japan; there are a lot of a tourist centre of Butler's Decline stage. Therefore the new development modeling will be necessary.

The paper studies the present conditions by evolutionary model and Marketing model. In addition, as for the solution, a model of P.Pearce was used. However, the problem of traveler and tourist which D.Boorrstin points out is left. Example cities are a tourist city with the canal.

Past	Now	Future	Category
Ploduct-centric Marketing	Consumer-oriented Marketing	Values-driven Marketing	Marketing
PLC model	S.Plog model	Travel Career Ladder model	Base model
PLC-Profit model	TALC model	TALC model	Long term
	PLC Pattern	PLC Pattern	Present conditions
	Past experience	Travel Career Ladder model	Tourism industry policy

Figure 1 Hierarchies of Evolutionary Models

METHODS

These case studies discuss three tourist cities by Evolutionary Models. Those are Kurashiki, Otaru and San Antonio with the canal. Figure 1 indicates hierarchy of Evolutionary Models of this study. By a concept of 3.0 Marketing of P.Kotler, figure 5 subdivides it in 'Past',' Now' and' Future'. The Paper is on the subject of methods of "Future". Moreover, as for Tourism activity, variety corresponding to Travel Career is important. The Travel Career was studied by the model of P.Pearce. This model was built on A. Maslow's hierarchy of needs (Maslow, 1970)

The elements of each ladder are as follows; it is Fulfillment, Self-esteem and development, Relationship Stimulation and Relaxation.

Figure 2 Kurashiki Bikan Historical Quarter map

FINDINGS

TALC of KURASIKI

According to Figure3, "TALC of Kurashiki" and "TALC of Bikan Historical Quarter" are similar form until 1996. The Tivoli Gardens in Kurashiki started in1997 and closed in 2008,

Therefore TALC is different form. TALC of KURASHIKI shows a curve of P.Kotler's Fashion. The Tivoli Gardens peaked in 1998. As a similarly, many of theme parks were closed while few years. Thereafter, the project of the tourist center changed to cultural tourism.

Interpreter in KURASHIKI: Interpreter by the citizen stimulates activity to tell culture of KURASHIKI to tourists. Interpreter does Walking

Tour with several tourists.

A tourist new interest was born out of the historic commentary. For example, it is a stone at street. There is this stone on the way of the anchorage of KURASHIKI River. It is the stone which was put so that a handcart loaded with a load does not collide with a house. After Walking Tour, the tourist begins to look for a trace of the history carefully. The people think that "Walking Tour is important in the same way as a tourist facility". They begin to think that the number of the annual tourists is not an index to show the development of the tourism industry. The index of the development of the tourism industry will be an effect or an impact to a tourist.

TALC of Otaru

Exploration stage (1966-1985): As for the history of the half a century of Otaru of the tourist centre, five stages are almost pointed out. The Otaru citizen examined an image in the future of the Otaru canal and they had made the public image that stored a canal.

Involvement stage (1986-1987): As for the city plan of the canal walk road and the restoration of old Nippon Yusen, the plan satisfied the public image, and its plan was pushed forward.

Development stage (1988-1999): Many sightseeing commerce institutions were built, and the charm of the city increased.

Stability / Stagnation stage (2000-2006): Many commercial institutions and much public space were improved.

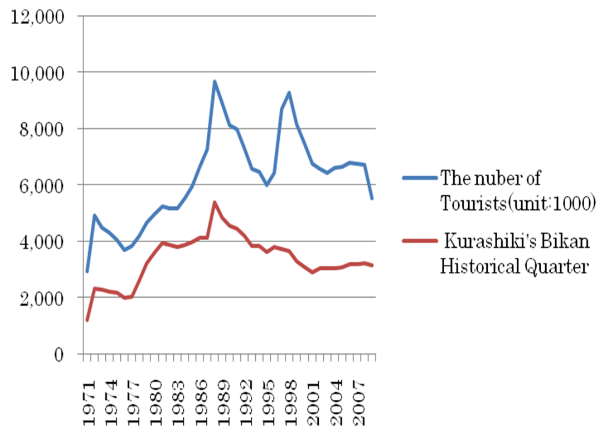
A start of Rejuvenation Stage : Otaru Snow Light Path was started in 1999 every year.

The festival of Otaru Snow Light Path was designed by a citizen's volunteer group,

in addition, it involved with a volunteer group (OKOVO) of Korean student .

The fellowship of Otaru citizen and OKOVO suggests cultural tourism of new type by "partnership and the cultural exchange". The economic effect will be not a remarkable thing now.

In the viewpoint such as the mutual understanding of the culture, OKOVO's partnership is everything in promotion of tourist centre. Really, its activity belongs to the top floor of the travel career ladder model of Pearce's; we can expect that they visit Otaru as the tourist several times. Therefore, we must find an evaluation item in Tourism Industry.



Figur3 The tourist number of Kurashiki

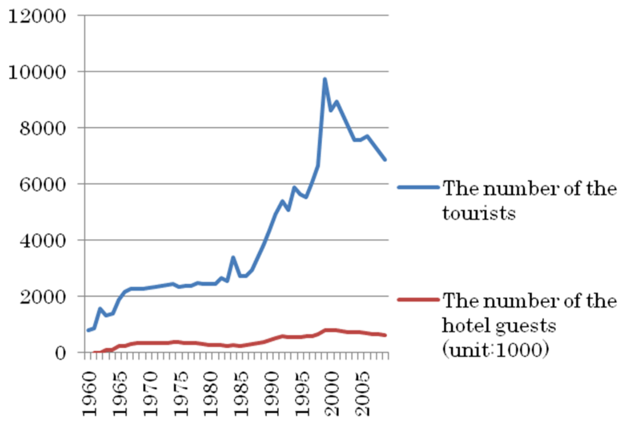


Figure4 The tourist number of Otaru

CONCLUSION

This Paper inspected a Tourism model by an example. In addition, I studied a marketing model by a change of the number of the tourists. This Paper clarified the following.

TALC of the tourist city is useful to understand the present conditions. By a pattern model of P.Kotler in detail, we can guess fluctuation in a few years. The P.Pearce's Travel Career model is effective for improvement of Decline stage. Finally, San Antonio will assume that Development stage lasts. Its city has good Tourism Policy. Its policy is "the income increase of the sightseeing worker".

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ACCESSIBLE TOURISM FOR DISABLED TRAVELERS

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INTRODUCTION

In an increasingly competitive global tourism environment, providing a unique guest experience is essential in attracting guests to a destination. An inclusive approach to tourism development must also include greater accessibility opportunities for people with disabilities. Furthermore, with an aging population and the retiring of the baby-boomers, a vast number of tourists have saved their whole lives to enjoy an active and fulfilling retirement through memorable travel experiences. With either a dulling of various senses through age or disability, hospitality and tourism organizations should not fail to overlook this important segment of the market. Through increased awareness and education, along with a proactive management approach, this research will examine the challenges and opportunities that exist in developing a more accessible tourism environment. More specifically, this study will focus on tourism accessibility for the vision-impaired.

There is an increasing need to understand this unique market segment along with the physical and personal constraints people with impairments and disabilities face every day (Darcy, Cameron, B., & Pegg; Prideaux & Roulstone, 2009; Smith, 1987). Furthermore, Gladwell and Beini (2004) additionally argue that emotional barriers, loss of freedom, and fear of the unknown in unfamiliar terrain impact the guests experience and accessibility. Bringing greater awareness among tourism service providers can help visually impaired guests to have greater access, satisfaction, and dignity to their travel experiences. While the general physical and technical aspects of the hospitality and tourism experience may be considered in the design of a facility, the human service elements in practice are often not considered or even taken into account in many tourism related environments (Shaw et al, 2005). Reported by the Foundation Fighting Blindness (2010), over 10 million Americans of varying age and races are blind or going blind due to a degenerative retinal disease.

With further research that extends beyond general accessibility and estimates, hospitality and tourism organizations can be made aware of the difficulties facing their customers or potential customers. A tourism destination could view these actions as necessary to assist those suffering from low-vision and thereby enhance the experience of these increasingly global travelers. The United Nations human rights conventions have existed since 1948 although not until 1975 where people with disabilities were recognized as having equal access as a right of citizenship. Each country however, formulates their own operational policies (United Nations, 2009). Continuing with a resolution in 2005 by The United Nations World Tourism Organization (UNWTO) a resolution was formed to that provide a baseline reference for guiding tourism development for greater accessibility (CRC for Sustainable Tourism, 2008). This research will bring these problems and their solutions to the attention of managers in tourism businesses.

As this study goes beyond the simplicity of patron appreciation, and continues its momentum through enforcement of the American's with Disabilities Act (ADA) including issues of accessibility. The ADA requires a broad and enforceable criterion for treatment, service, specialized accommodation, as well as employee training for both sensitivity and operations. While law mandates establishments to offer a number of solutions, many hospitality and tourism businesses often offer impractical options for guests that in some instances lead to a frustrating if not humiliating guest experience. This research could help to facilitate managers with the creation of proactive strategies to better facilitate guests with disabilities and impairments. With a large segment of the market growing exponentially with the aging of the "baby boomers", opportunities exists to benefit establishments who can adopt more inclusive strategies to potentially expand their own business through greater accessibility. With the growth of this large demographic segment, that is expected to include over 78 million people in the coming decades, providing greater accessibility will remain a competitive advantage for many hospitality and tourism organizations (ADA Hospitality.org, 2010). The goal of this research is to determine if tourism amenities could help enhance the low-vision traveler's experience.

METHOD

Philadelphia has been chosen as the location of this exploratory research due to the large concentration of world renowned degenerative retinal disease research institutions. To create an instrument, a focus group will be selected with managers from hotels, restaurants, casino's, conventions, airlines, and other attractions. Using the Delphi technique, a questionnaire will then be formulated based on results of the focus group. To further refine the list of best practices in regards to accessibility, this step will also solicit suggestions for additional recommendations that will also be included.

The Delphi technique uses a questionnaire approach that is structured in order to establish a consensus opinion from experts in their field (Dalkey & Helmer, 1963). The results of the Delphi technique will be used to develop a survey instrument that will then be administered to a sample of tourists. Before conducting the full study, however, a pilot study will be conducted to test the validity of the instrument. The final version of the survey instrument will then be administered to the sample.

IMPLICATIONS

Within context to this research project, the urban city of Philadelphia offers an established area that contains significant historical, cultural, heritage and built environments including restaurants that are appealing to visitors that are part of an aging segment of the market or face disability challenges including impaired vision. This research will highlight gaps that exist on how to cater to this lucrative segment of the tourism market. Furthermore, by assessing the industry awareness, managers of tourism related organizations can enhance their training efforts in order to better serve their guests through increased accessibility.

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DIRECT FLIGHTS FROM CHINA: WILL THIS BE AN ANSWER FOR HAWAII'S TOURISM?

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INTRODUCTION

The Chinese market will become a major visitor industry for Hawaii.Chinese tourists love Hawai'i's beaches, culture, historical sites and other visitor attractions. In 2007, almost 41 million Chinese traveled internationally, making them one of the largest outbound travel nations in the World. By 2020, the World Tourism Association estimates that over 100 million Chinese will travel outside of their country and they will be the #1 outbound travel nation in the world (Yu, 2010).

Hawaii is in one of the best positions to gain the Chinese market because Hawaii can provide everything they want. Clean air, beautiful scenery and brand goods shopping are key elements that Hawaii provides to the Chinese. Hawaii actually is also well branded in China. Hainan Island, which is the most popular destination for Chinese looking for a tropical vacation is also known as "China's Hawaii".

According to an article in *Pacific Business News* by Linda Chiem, "Hawaii attracted 66,047 visitors from China in 2010, according to preliminary statistics from the Hawaii Tourism Authority. It projects that China visitor arrivals to Hawaii will total 82,146 by the end of this year, 102,170 in 2012 and 127,074 in 2013. The Japanese have long been touted as big spenders—an average of $267.80 per person per day in 2010—but the Chinese surpassed them with an average of $357 per person per day, the HTA said" (2011).

With the market being only 10 years of development, what must be determined are the key behaviors of the Chinese travel market. More research needs to be done on how a first time visitor comes to Hawaii, as most of the Chinese will be in Hawaii for the first time. More information on Chinese travel patterns need to be explored. With China being a new travel market to Hawaii, the main leisure travel option is going on organized group tours.

However, there are two major challenges that affect Chinese tourists' decision in visiting Hawaii. First, are the travel restrictions due tothe requirement of a visa. While travel restrictions from China to the United States were eased in 2009, visa restrictions are still in place (Dingeman, 2011). There isalso a limited number of visas that the Unites States government issues, which controls the number of Chinese visitors who can travel to the United States.

The second major challenge that affects Chinese tourists' decision in visiting Hawaii is that there are 'no direct scheduled flights'. China SYTS Tours provided a temporary solution to this challenge in February 2011 with three charter flights from China to Hawaii during Chinese New Year.

The purpose of this study is to explore the preferences and behavioral characteristics of Chinese tourists who were on the direct airline flights to Hawaii. The first chartered direct flight full of high-spending Chinese tourists touched down in Honolulu International Airport on January 3, 2011 (Nakaso, 2011). Over the next few days, nearly 800 Chinese tourists on the first-ever non-stop charter flights from Beijing to Hawaii served as a test run for Hawaii's tourism industry stakeholders.

As recent study by Agrusa, Kim, and Wang, 2011, has examined Mainland Chinese tourists to Hawaii, however this will be the first study to survey Chinese travelers who were flying non-stop to Hawaii.

METHOD

The population of this study will consist of tourists on direct flights from Mainland China visiting Hawaii. The methodology that was applied in this research was the use of the survey method. A research instrument was designed where Chinese tourists were requested to rate their attitude and preference on their visit to Hawaii.In this study, nineteen items measuring attitudinal or behavioral characteristics of Mainland Chinese tourists visiting Hawaii were examined. The items chosen, concerned tourists' motivation, attitude, and behavior, which is widely used in the international travel literature (Agrusa and Kim, 2008; Kim andPrideaux, 2005; Tyrrell, Countryman, Hong andCai, 2001). Subsequently, the items were modified to indicate Chinese tourists to Hawaii. A 7-point rating scale-where 1=*'strongly disagree,'* 4=*'neutral,'* and 7=*'strongly agree,'* were applied to quantify the responses to the items.

Questions requiring answers of categorical and quantitative value included specific purposes of trip, primary information source, type of accommodation, length of planning stage for this tour, preferred gift, preferred tourism site, preferred tourism activity, preferred national food, preferred type of accommodation, and demographics such as gender, marital status, and educational level. Concurrently, items relating to Hawaii's tourism, which originated from consultation with travel agencies specializing in Hawaii and from previous studies were likewise considered in a final questionnaire (Agrusa, 2000; Reisingerand Turner, 2002; Rosenbaum and Spears, 2005). Furthermore, qualitative open-ended questions indicating age, number of tourists in a tour group, total number of overseas tours including this tour, average length of stay, gift purchasing, and tour cost were added.

The research questionnaire included 19 items of attitudinal or behavioral characteristics of Chinese tourists visiting Hawaii. Questionnaires were written in Chinese for the respondents. In designing the questionnaires, the double translation method (back translation) was utilized prior to distribution(McGorry, 2000). Even though occasions exist where the literal translation process may have missing information, the double translation method is one of the most adequate translation processes (Lau andMcKercher, 2004).

The survey was initially written in English and then translated into Chinese. An independent bilingual individual then translated the Chinese version back into English in order to check for inconsistencies or mistranslations. Finally, the English version is translated back into Chinese addressing any inconsistencies.

To avoid ambiguity in the questions, and to ensure that all of the questions written on the survey instrument were clearly understood, a pilot test of 25 Chinese tourists in Waikiki was completed prior to data collection. The author and three native Chinese speakers administered the surveys. A sample of 300 Chinese tourists who completed the survey instrument and were vacationing in Honolulu set the basis for the data in this study. Popular tourist locations such as Waikiki Beach, AlaMoana Shopping Mall and other popular tourist locations in Honolulu were used to survey the Chinese tourists.

Participation in this study was completely voluntary and insurance of absolute confidentiality of answers to all questionnaire items was given to respondents. It is believed that all respondents answered the survey instrument honestly as the survey was anonymous and self-administered.

RESULTS

Some of the results of this study found that the majority of the Chinese visitors planned to follow China CYTS group tours with a minority traveling individually. Also, the majority stayed at high-end brand name hotels such as Hilton, Sheraton, and Hyatt Regency. As for where they wanted to spend their time and money, a majority of these Chinese tourists wanted to spend their time and money shopping for luxury goods. When asked why shop in Hawaii, respondents stated that they are sure that the high-end designer products are authentic as well as they feel they get a better value in Hawaii.

Another major activity that the Chinese respondents wanted to do while in Hawaii was to visit scenic sites. They stated that they wanted to visit and take pictures of a place that everyone in the world wants to see.

Overall, the Chinese respondents in this study stated they enjoyed their visit to Hawaii. When asked what would have made their stay more comfortable, respondents stated they would like to have "traditional Chinese breakfast" as well as have more employees in the shopping stores and hotels be able to communicate in Chinese.

The results of this study which indicated challenges of communicating in Chinese is similar to the results of other studies that have examined Chinese visitors to other countries (Agrusa, Kim, & Wang, 2011; Mohsin, 2007; Sparks & Pan, 2008; Wang, Vela, & Tyler, 2008; Yeung& Leung, 2007).

CONCLUSION

In the long term, it is clear that Hawaii carries the potential of increasing market share from China with the following attributes such as the fresh air and spectacular landscape which will be more and more appreciated by urban tourists who learn to "slow down" on leisure trips. From the tour operator survey, it can be concluded that up-scaled products such as luxury tours, water sports tours and Special Scenery Trips shall be offered to this market in the short future and high-yielding quality customers shall be targeted.

The purpose of this paper is to highlight the Chinese market as an upcoming targeting group for Hawaii and to give general understanding on the suitable products that can be offered.

If Hawaii expects to attract future Chinese tourists, special attention in terms of food and activity arrangements as well as having signage in Chinese as well as employees who can speak Chinese will need to be improved on. At the moment, most Hawaii Hotels and businesses are not ready for the influx of Chinese tourists especially in addressing the language issues.

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ADVENTURE TOURISM: A GATEWAY TO CAMARINES SUR TOURISM

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INTRODUCTION

Tourism has a great contribution in the economic prosperity of a country. With the influx of tourists contributing to tourism growth of a certain destination means opportunities to stimulate new and improved facilities such as transportation, accommodation, and electricity. Adventure travel market is not an exception. The Philippines is beginning to engage in this kind of tourism activity including Camarines Sur which is endowed with marvelous and breathtaking sceneries of various landscapes and seascapes which can compare and level with other tourist destinations in the Philippines. However, some of these locations are not yet fully developed but have great potential in tourism market.

The paper determined the possibility of making adventure tourism as contributor of new development in the tourism industry in Camarines Sur. Specifically, it focused on the following: 1) main features of each of the areas covered in the study (Butawanan Islands in Tandoc, Siruma; Doncilla Island in Ponong, Magarao; Mt. Isarog in Naga City; and Consocep Mountain Resort in Tigaon); 2) adventure tourism potential of the cited areas; and 3) adventure interest of tourists, namely: physical activity and health, cultural exchange, and interaction/engagement with nature.

There were 185 respondents wherein 24% (45) came from Butawanan Island in Tandoc, Siruma; 16% (30), from Doncilla Island in Ponong, Magarao; 49% (90), from Mt. Isarog in Naga City; and 11% (20) came from Consocep Mountain Resort in Tigaon, all in the Province of Camarines Sur, Philippines. The respondents of the study are shown in Table 1.

Table 1. Respondents' Profile

Sex	A		B		C		D		Total	
	F	%	F	%	f	%	F	%	F	%
Male	28	15	12	6	67	36	13	7	120	64
Female	17	9	18	10	23	13	7	4	65	36
Total	45	24	30	16	90	49	20	11	185	100

METHODS

The study made use of both qualitative and quantitative methods of gathering data; coordination with the city and provincial tourism offices and with the local government units of the covered areas was done adopting focused group discussion; descriptive, evaluative, quantitative and qualitative processes were employed though survey method (use of a questionnaire and checklist). Codes were used for covered places: A (Butawanan Island), B (Doncilla Island), C (Mt. Isarog), and D (Consocep Mountain Resort). In the 1-4 scale for adventure tourism potential, 3.26-4.00 corresponded to Very Much; 2.51-3.25, Much; 1.76-2.50, Not Much; and 1.00-1.75, Not at All. While for 1-5 scale of interest, 4.21-5.00 corresponded to Very High; 3.41-4.20, High; 2.61-3.40, Moderate; 1.81-2.60, Low; and 1.00-1.80, Very Low.

FINDINGS AND CONCLUSIONS/IMPLICATIONS

The summary of findings and implications/conclusions are shown in Tables 2-4.

Main Features of the Areas Covered in the Study. The main features of the selected areas are shown in Table 2.

Table 2. Main Features of the Selected Areas

Areas	Main Features
Butawanan Island Tandoc, Siruma Camarines Sur	White sand Binalatikan & Tiningban (sources of water) Excursion place: Nagturong Tubig Rock formation around the island Waterfalls: Ginapangang Aluhipan & Bilog the Gapo Caves: Dakulang Luyang & Sohuton
Doncilla Island Ponong, Magarao Camarines Sur	Bird watching - migratory birds, wild ducks & bats
Mt. Isarog Naga City Camarines sur	Mt. Isarog National Park Falls: Malabsay, Nabontolan, & Secret Panicuason Hot Spring Resort
Consocep Mountain Resort Tigaon, Camarines Sur	Tumaguiti Falls Kawa-kawa Falls Bulalacao Falls

Adventure Tourism Potential. Table 3 shows the potential of the selected places relative to adventure tourism. Manpower needs ranked first (2.76) followed by accessibility (2.65) and lodging/facilities (2.27); while income generation ranked last (1.92). Consocep Mountain Resort had the greatest potential (3.22) followed by Mt. Isarog (2.40) and Doncilla Island (2.14); while Butawanan Island ranked least (1.84). The average weighted mean was 2.40.

The data revealed that at present the potential of the places for adventure tourism is not so great because these are not yet fully developed particularly the roads going to the places. But given the necessary improvement with the available tourist attractions of the different areas, growth for tourism awaits them. If the government and other sectors give attention to this drawback, numerous benefits are evident—employment for the locals may be associated directly; various job positions may be made available; or indirectly, supporting industries like food production or retail suppliers. This implied that government and non-government sectors must work hand in hand towards tourism development of the areas, particularly that the places are considered protected areas.

Table 3. Adventure Tourism Potential

Variables	Weighted Mean					Description	Rank
	A	B	C	D	Ave.		
Accessibility	2.12	2.36	2.74	3.36	2.65	M	2
Lodging/Facilities	1.84	1.00	2.22	4.00	2.27	NM	3
Income Generation	1.54	2.00	2.02	2.10	1.92	NM	4
Manpower Needs	1.85	3.20	2.59	3.40	2.76	M	1
Average Weighted Mean	1.84	2.14	2.40	3.22	2.40	NM	

Adventure Interest of Tourists. Table 4 shows the adventure interest of tourists. Physical activities/health ranked first (3.50) followed by cultural exchange (3.28) and interaction/ engagement with nature ranked last (2.99). Consocep Mountain Resort ranked top (4.28) followed by Mt. Isarog (3.37) and Doncilla Island (3.34); while Butawanan Island ranked least (2.04). The average weighted mean was 3.26.

Table 4. Adventure Interest of Tourists

Variables	Weighted Mean					Description	Rank
	A	B	C	D	Ave.		
Physical Activities & Health	2.58	4.00	2.57	4.84	3.50	H	1
Cultural Exchange	1.90	3.50	3.69	4.00	3.28	M	2
Engagement with Nature	1.62	2.50	3.83	4.00	2.99	M	3
Average Weighted Mean	2.04	3.34	3.37	4.28	3.26	M	

The data showed the tourists had moderate interest in going to the places because as earlier mentioned no great development had been done to the places. Beautiful spots are available to tourists and nature is preserved. Many physical activities could be adopted in the areas and with the presence of majestic waterfalls and hot springs, wild life and totality the scenic natural beauty of the resources available, tourists could be given full satisfaction in visiting the places. Cultural heritage had been maintained and people would be able to learn to appreciate each other and the residents may interact with tourists/travelers; and may understand cultural differences and diversity.

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A STUDY ON THE DIETARY HABITS AND NUTRITIONAL KNOWLEDGE OF FEMALES MARRIAGE IMMIGRANT IN GYEONGBUK PROVINCE

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INTRODUCTION

The population of foreign female marriage immigrant and multicultural family is increasing. Even though there has been research on female marriage immigrants, there has not been enough study on their dietary life and nutritional knowledge. This study is to provide basic materials and assistance for developing nutritional education programs, which guide female marriage immigrants.

METHOD

This study is carried out with 86 female marriage immigrants who live in Gyeongbuk region. The questionnaire was translated in 6 different languages and provided by the Multicultural Family Support Center in Gyeongbuk. Statistical analysis were performed using SPSS(ver.12.0).

FINDINGS

Most female marriage immigrants who participated in this survey were on average, 28.6 years old and the age 20~29 years old (50%) and their home countries are Philippines(32.6%), Vietnam (29.1%), China, Cambodia, Uzbekistan and so on. 59.3% of subjects had married for 1~5 years and 36.0% of subjects had an education status of high school graduation, majority of them(65.1%) have had 1~4 children and husband's occupations were production workers(43.0%), Office workers (24.4%), Self-employ(15.1%). Monthly income of most multicultural family was 100~150 ten thousand won (34.9%) and 51.2% of subjects formed nuclear-family and husband's age were the age 40~49 years old (58.1%) (Table 1).

The frequency of eating home country food was '1 time per month'(27.9%) and 70.9% liked Korean food and the reasons to dislike Korean food were too spicy, salty and smell. Most eating patterns was Korean food style(Table 2).

The concern for nutrition facts were significantly different in children number($p<0.05$), age($p<0.01$), period of marriage($p<0.001$) and education level($p<0.01$), the understanding of nutrition facts and knowledge of nutrition were significantly higher in 2 children than no children($p<0.05$), age of 40 < than 20~39 years old($p<0.01$), period of marriage 10 < than < 1 year($p<0.01$), college & university graduation than less than middle school($p<0.05$) (Table 3).

Table 1. General characteristics of marriage-immigrant females

Characteristics		N (%)
Age (years)	20~29 30~39 40 <	52 (60.5) 22 (25.6) 12 (14.0)
Home Country	China Vietnam Philippines Cambodia Uzbekistan Etc	8 (9.3) 25 (29.1) 28 (32.6) 8 (9.3) 8 (9.3) 9 (10.5)
Education level (graduate)	Less than Middle school High school College & University	35 (40.7) 31 (36.0) 20 (23.3)
Period of marriage (year)	< 1 1~5 5~10 10 <	12 (14.0) 51 (59.3) 11 (12.8) 12 (14.0)
Children	Have not 1 2 3 <	30 (34.9) 33 (38.4) 16 (18.6) 7 (8.1)
Income (Ten thousand Won)	< 100 100~150 150~200 200~250 250 <	10 (11.6) 30 (34.9) 17 (19.8) 13 (15.1) 16 (18.6)
Husband's occupation	Production workers Service Business, Self-employ Office workers Professional workers Unemployed Etc	37 (43.0) 8 (9.3) 13 (15.1) 21 (24.4) 2 (2.3) 4 (4.7) 1 (1.2)
Family Type	Couple only Couple and children With husband's parents Extended-family	18 (20.9) 44 (51.2) 19 (22.1) 5 (5.8)
Husband's age (age)	20~29 30~39 40~49 50 <	2 (2.3) 25 (29.1) 50 (58.1) 9 (10.5)
Total		86 (100.0)

Table 2. Frequency of eating home country food by general characteristics

		Every day	2-3 times/week	1 time/ week	2-3 times/ month	1 time/ month	Rare	Total	χ^2(p)
Home Country	China	0(0)	2(25.0)	1(12.5)	3(37.5)	1(12.5)	1(12.5)	8(100)	18.264 (.831)
	Vietnam	2(8.0)	2(8.0)	5(20.0)	4(16.0)	6(24.0)	6(24.0)	25(100)	
	Philippines	1(3.6)	3(10.7)	3(10.7)	8(28.6)	7(25.0)	6(21.4)	28(100)	
	Cambodia	0(0)	0(0)	0(0)	0(0)	5(62.5)	3(37.5)	8(100)	
	Uzbekistan	1(12.5)	1(12.5)	1(12.5)	1(12.5)	2(25.0)	2(25.0)	8(100)	
	Etc	0(0)	1(11.1)	2(22.2)	2(22.2)	3(33.3)	1(11.1)	9(100)	
Children	Have not	1(3.3)	8(26.7)	4(13.3)	6(20.0)	8(26.7)	3(10.0)	30(100)	35.511** (.002)
	1	0(0)	1(3.0)	3(9.1)	5(15.2)	13(39.4)	11(33.3)	33(100)	
	2	3(18.8)	0(0)	4(25.0)	3(18.8)	3(18.8)	3(18.8)	16(100)	
	3 <	0(0)	0(0)	1(14.3)	4(57.1)	0(0)	2(28.6)	7(100)	
Period of marriage (age)	< 1	0(0)	5(41.7)	0(0)	3(25.0)	3(25.0)	1(8.3)	12(100)	27.716* (.023)
	1-5	3(5.9)	2(3.9)	8(15.7)	7(13.7)	17(33.3)	14(27.5)	51(100)	
	5-10	0(0)	1(9.1)	2(18.2)	3(27.3)	4(36.4)	1(9.1)	11(100)	
	10 <	1(8.3)	1(8.3)	2(16.7)	5(41.7)	0(0)	3(25.0)	12(100)	
Education level	Less than M.S	2(5.7)	3(8.6)	1(2.9)	6(17.1)	15(42.9)	8(22.9)	35(100)	13.779 (.183)
	H.S	2(6.5)	3(9.7)	6(19.4)	6(19.4)	6(19.4)	8(25.8)	31(100)	
	C&U.S	0(0)	3(15.0)	5(25.0)	6(30.0)	3(15.0)	3(15.0)	20(100)	
Total		4(4.7)	9(10.5)	12(14.0)	18(20.9)	24(27.9)	19(22.1)	86(100.)	

*p<.05,**p<.01

Table 3. Recognition of information for Nutrition facts by general characteristics

Mean±SD

		Concern for Nutrition facts	Understanding of Nutrition facts	Knowledge of Nutrition facts	Total(N)
Home Country	China	2.38±0.74	2.38±0.92	4.75±1.58	8
	Vietnam	2.64±0.70	2.40±0.65	5.04±1.24	25
	Philippines	2.93±1.25	2.43±1.14	5.36±2.26	28
	Cambodia	2.38±1.19	2.13±0.84	4.50±1.85	8
	Uzbekistan	2.50±1.20	2.13±1.36	4.63±2.50	8
	Etc	3.44±1.01	3.11±1.17	6.56±2.07	9
F(p)		1.55(0.184)	1.15(0.341)	1.41(0.229)	86
Children	Have not	2.33^{a}±0.96	2.07^{a}±0.98	4.40^{a}±1.83	30
	1	2.85^{ab}±0.97	2.45^{ab}±0.94	5.30^{ab}±1.79	33
	2	3.25^{b}±1.18	2.88^{b}±1.03	6.13^{b}±2.13	16
	3 <	3.00^{ab}±1.00	2.86^{b}±0.90	5.86^{b}±1.68	7
F(p)		3.25^{*}(0.026)	3.00^{*}(0.035)	3.48^{*}(0.02)	86
Period of marriage (age)	< 1	2.33^{a}±0.99	2.17^{a}±1.03	4.50^{a}±1.98	12
	1-5	2.55^{a}±0.81	2.25^{ab}±0.87	4.80^{ab}±1.55	51
	5-10	3.09^{ab}±1.38	2.64^{ab}±1.03	5.73^{ab}±2.33	11
	10 <	3.75^{b}±1.14	3.25^{b}±1.14	7.00^{b}±2.09	12
F(p)		6.23^{***}(0.001)	4.03^{**}(0.010)	5.75^{***}(0.001)	86
Education level	Less than M.S	2.51^{a}±0.95	2.29^{a}±0.96	4.80^{a}±1.81	35
	H.S	2.58^{a}±0.85	2.26±^{a}0.89	4.84^{a}±1.61	31
	C&U.S	3.45^{b}±1.23	2.95^{b}±1.10	6.40^{b}±2.21	20
F(p)		6.45^{**}(0.002)	3.75^{*}(0.028)	5.64^{**}(0.005)	86

*p<.05,**p<.01,***p<.001

CONCLUSION

The nutritional knowledge and dietary habits are influenced by difference home country, age, children, period of marriage and education level. The demands of dietary education programs need focus on modifying dietary habits by suggesting practically applicable methods and providing nutrition information that are suitable to characteristics of female marriage immigrants.

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A STUDY ON TOURISM AND HOSPITALITY COLLEGE STUDENTS' ANXIETY OF CAREER DECISION IN TAIWAN

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The tourism and hospitality industry worldwide, and in Taiwan in particular, has been confronted with the problem of attracting and retaining quality employees which has lead to a shortage of skilled personnel to staff the ever-growing number of tourism and hospitality businesses. According to Kong, Cheung, and Song (2011), this problem is complex with many different contributing factors, including a young transient workforce, low levels of pay and formal qualifications, student, part-time and casual workers, a high proportion of low skilled jobs, a large proportion of hours worked outside normal business hours, a negative industry image in the eyes of potential employees, a large number of migrant staff, poor utilization of student labor and high levels of staff turnover (e.g. Baum, 2006; Brien, 2004; Freeland, 2000). And, colleges and universities in Taiwan are overwhelmingly promoting their tourism degree programs as vocational and leading to employment, and the number is still rising (Liu, Tsai, Horng & Lee, 2010). Therefore, many of college students abandon their career goals, despite the ongoing increasing demand for the tourism-related graduates in today's tourism and hospitality industry. This study aims at exploring the anxiety in career decision of 500 tourism and hospitality college students from five universities in Taiwan. The anxiety in career decision is conceptualized into four domains of anxiety which includes personal ability, irrational beliefs, professional education training and the job market. Finally, the research findings and educational implications and future research are discussed.

Keyword:
Anxiety, Career Decision, College Students, Tourism and Hospitality.

FOREIGN CUSTOMERS' PERCEIVED IMAGE AND EXPECTATIONS TOWARD KOREAN RESTAURANTS: THE MODERTAING ROLE OF FAMILIARITY

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Image is very important in the quality expectation of restaurants. The image is viewed as an abstract picture of an object or idea in an individual's mind and is considered as a combination of factual and emotional material. Many customers will not only hold factually-based opinions about a store or restaurant but also will feel certain ways toward it (Oh, 1995). Image is considered to influence customers' minds through the combined effects of advertising, public relations, physical image, word-of-mouth, and their actual experiences with the goods and services (Normann, 1991). Consequently, the image of the restaurant has an impact on customers' buying behavior (Kandampully & Suhartanto, 2000; Ryu, Han, & Kim, 2008). It is considered to have the ability to influence customers' perception of the services offered (Zeithaml & Bitner, 1996).

This study focuses on foreign customers' perceived image and expectation level of Korean restaurants. Image may help customer to find what service they would be given (Kalamas et al., 2002). Especially, Grönroos (1984) proposed that customers' expectations of services and their evaluation of service received are influenced by perception about the company. It means that the image of a service company from consumers have a direct influence on their future expectations (Clow, Kurtz, Ozment, & Ong, 1991).

Quality expectation levels of foreigners who visit Korean restaurants should be identified to enhance their satisfaction and revisit intentions to restaurants. This study includes food quality, service quality, and physical environment quality as of restaurant service quality dimensions in the context of restaurants.

It is also meaningful to examine the role of familiarity in the ethnic restaurants such as Korean restaurants because foreign customers' expectations of service quality, food quality, and physical environment quality could differ with familiarity. The distinct differences experienced by foreign customers in the ethnic restaurants may be based on how familiar they are with them. Previous research indicated that familiarity might be related to customer satisfaction and behavioral intentions because different levels of familiarity provide customers with a different framework of reference for evaluations (Söderlund, 2002). Though familiarity is important in understanding customers of ethnic restaurants such as Korean restaurants, little research has investigated the role of familiarity in ethnic restaurant settings.

Based on the aforementioned discussion, this study aimed at reducing the research gaps by examining foreign customers' perceived image and expectation toward Korean restaurants. More specifically, the objectives of this study were 1) to examine foreign customers' perceived image of Korean restaurants and expectations of service quality, food quality, and physical environment quality at Korean restaurants; 2) to identify the impact of restaurant image on customers' expectations; and 3) to test the moderating effect of familiarity on the relationships between restaurant image and expectations.

METHODOLOGY

Survey instrument was developed based on the service expectation, restaurant image, and service quality literature (Clow et al., 1997; Clow, Krutz, & Ozment., 1998; Kalamas et al., 2002; Ryu & Han, 2010; Ryu, Han, & Kim, 2008; Ryu & Jang, 2007; Tam, 2005; Zeithaml et al., 2003). Survey questionnaire consisted of restaurant image and expectations of restaurant quality. Expectation items include three types of expectation towards food quality, service quality, and physical environment quality. In addition, respondent's familiarity with the Korean restaurant will be included. Data was collected from foreign customers who patronized Korean restaurants in the past in Taiwan. Structural equation modeling was used to test the relationships among image, food quality expectation, service quality expectation, and physical environment quality expectation. To examine the moderating effect of familiarity, a multiple group analysis was performed.

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ADVERTISING AND FIRM EQUITY RISK: OBSERVATIONS FROM THE RESTAURANT INDUSTRY

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INTRODUCTION

Advertising expenditures are one of the essential budget items for most companies (Zinkhan & Zinkhan, 1997). Due to the competitive nature of the hospitality industry, firms such as hotels and restaurants, often spend millions of dollars on advertising to promote their brands and maintain sales each year (Hsu & Jang, 2008). According to Neilsen Company, a leading marketing and media information company, the restaurant industry spent almost three million dollars in advertising during the first two quarters of year 2008, which was the second highest following the automobile industry. Surprisingly, however, little is known about the impact of the huge spending in advertising on business performance of hospitality firms (Hsu & Jang, 2008). Only few studies in the field of hospitality examined the relationship between hospitality firms' marketing activities and their business performance. Hua et al. (2008) found a positive association between marketing outlays and intangible assets in the hotel industry. Hsu and Jang (2008), one of the first few studies in the field of hospitality, investigated the effect of advertising expenditures on the intangible value and risk of restaurant firms. The present study is an attempt to fill this research gap by exploring the effects of advertising expenditures on the performance of restaurant firms, namely the risk.

<u>Advertising and Firm Risk</u>

The volatility of the firm stock return measured by variance or standard deviation of stock return is referred to as the total risk a firm. Thus, greater risk may suggest vulnerable and uncertain cash flows in the future (Luo & Bhattacharya, 2009). The firm-level total risk is separated into two types: (1) systematic risk and (2) unsystematic, or firm-unsystematic, risk. The systematic risk refers to relative volatility of a firm to the market, or the degree to which a firm's stock returns are a function of market returns. The remaining variability of stock returns, the firm's unsystematic, or firm-unsystematic, risk, reflects to the firm-specific volatility caused by firm-specific events such as a strike or product/service defects (Brealey & Myers, 2000). Thus, systematic risk implies a firm's likelihood of being influenced by fluctuations in the market, while unsystematic risk signals uncertainty about future firm financial performance (Chakravarty & Grewal, 2011).

Effective advertising has been found to aid in creating market-based assets, including awareness, consumer knowledge of the product/service, and brand equity, thereby maximizing profit and enhancing overall shareholder value (Srivastava et al., 1998) and reduces the variance in future cash flows, hence the risk of the firm (McAlister et al., 2007).

However, we propose that, in the restaurant industry, advertising efforts a firm do not effectively reduce all types of the firm-level risk. In restaurant advertising, price promotions are intensively and extensively used regardless of restaurant types and market segments (Chapman, 2006). Price promotion may increase consumers' awareness and familiarity of the brand but not reinforce loyalty (Mela et al., 1997). Therefore, the brand awareness enhanced by the price promotion is less likely to result in brand equity. Although intensive use of price promotions may increase current earnings and cash flows, the questionable contribution of price promotions to the long-term benefit (i.e., customer loyalty and resultant brand equity) may also increase uncertainty of future cash flow. Increasing advertising costs and uncertain future cash flows produced by the price promotion may increase unsystematic risk.

For systematic risk, we still expect that the enhanced awareness using price promotion may buffer the restaurant firm against market-wide shocks. For example, when new competitor enters the market, greater familiarity with the brand may delay (if cannot prevent) the consumers' switching. When identical products offered by two competing brands, consumers may be more likely to select the one offered by a more familiar brand. Therefore, the advertising of restaurants (although it is price-promotion intensive) increases awareness which reduces the volatility of the firm against the market variation, hence reduces its systematic risk.

METHOD

We collected the data from COMPUSTAT and CRSP between 1982 and 2008. We restricted our samples to the SIC-5812, which is the industry code for 'retail-eating places' in SEC filings (http://www.sec.gov/info/edgar/siccodes.htm.) For the construction of the risk measures, we retrieved the daily stock returns from CRSP. We used the data from Standard & Poor's COMPUSTAT Xpressfeed for the construction of the independent variables. We removed a firm-year with either a missing value or potential outlier for one of the variables. After the data eliminations, the total number of the firm-year observations was 456 for 79 firms. Since we included all available firm-year observations in our samples, our data is an unbalanced panel data.

Independent Variables: Advertising Expenditure and Other Accounting Risk Measures

The independent variable (advertising expenditure) and control variables (other accounting determinants of risk) are summarized in Table 1. In addition to the accounting variables, we used year dummies to control the effect of economy turbulence in sample years on the risk measures. Finally, we also included firm-specific effects to control endogeneity that might be caused by omitted variables. Therefore, the results from our fixed-effect regression model estimation are more conservative than the results from OLS regression model estimation since OLS does not control firm-specific effects on dependent variable.

Table 1. Specifications of the Independent Variables

Variables	Definitions	Measurements
ADV_A	Advertising intensity	Advertising Expenses / Total Assets
ROA	Return on assets	Net Income / Total Assets
ROA_SD	Std. dev. of Past five-year ROA's	$(\sum_{s=1}^{5}[ROA_{t-s} - E\{ROA_t\}]^2/4)^{1/2}$, where $(E\{ROA_t\} = (\sum_{s=1}^{5} ROA_{t-s})/5)$
LEV	Leverage	Total Debt / Total Assets
MTB	Market-to-book ratio	Equity Market Value / Equity Book Value
SIZE	Firm size	ln(Total Asset)

Dependent Variables: Total, Unsystematic, and Systematic Risk

Total risk of a firm in a year was measured as the square root of the variance of daily stock returns from the 252 trading days prior to the fiscal year end (e.g., Rego et al. 2009). Unsystematic risk was measured as the variation of the error term which is not explained by market returns in the well-known capital asset pricing model (CAPM). Specifically, to obtain unsystematic risk for a firm in a year, we first regressed daily stock returns, which were used for the calculation of the total risk, on daily market returns.

(1) $RET_{id} = \alpha_i + \beta_i MKT\_RET_{id} + \varepsilon_{id}$,
where RET_{id} = rate of return for stock *i* during a day *d*;
MKT_RET_{id} = an index of return for all NYSE firms during a day *d* (i.e., market return).

The squared root of the variance of the residuals of error term (ε_{id} in equation 1) was considered as the unsystematic risk, while estimated coefficient (β_i) for market return

(MKT_RET_{id}) was considered systematic risk for a firm for a year (Lubatkin & O'Neil 1987).

Fixed-effect Time-Series Regression Models

Using the aforementioned measures, we developed and estimated the following fixed-effect time-series regression models:

(2) $TR_{it} = \alpha_i + \beta_1 ADV\_A_{it}\text{-}1 + \beta_2 SIZE_{it} + \beta_3 ROA_{it} + \beta_4 ROA\_SD_{it} + \beta_5 MTB_{it} + \beta_6 LEV_{it} + \varepsilon_{it}$,
(3) $SR_{it} = \alpha_i + \beta_1 ADV\_A_{it}\text{-}1 + \beta_2 SIZE_{it} + \beta_3 ROA_{it} + \beta_4 ROA\_SD_{it} + \beta_5 MTB_{it} + \beta_6 LEV_{it} + \varepsilon_{it}$,
(4) $USR_{it} = \alpha_i + \beta_1 ADV\_A_{it}\text{-}1 + \beta_2 SIZE_{it} + \beta_3 ROA_{it} + \beta_4 ROA\_SD_{it} + \beta_5 MTB_{it} + \beta_6 LEV_{it} + \varepsilon_{it}$,

where α_i= a firm-specific effect; TR_{it} = total risk for a firm i at year t;
SR_{it} = systematic risk for a firm *i* at year *t*;
USR_{it} is unsystematic risk for a firm *i* at year *t*; all others as indicated in Table 1.

FINDINGS

All the risk models (equations 2, 3, and 4) were significant based on F-statistics. The model fit was good based on R-square (0.52, 0.26, and 0.51 respectively). Thus, we found that the independent variables including year dummies and fixed effects sufficiently explained the variation of the risk measures.

As expected, we found a significant positive effects of restaurant firms' advertising intensity on unsystematic risk (b_1 in equation 4 was 0.23 at $p < 0.01$). Regarding the accounting risk measures, all the coefficients were consistent with the results reported in Rego et al. (2009). For the systematic risk model (equation 3), consistent with the study which showed the negative impact of advertising intensity on systematic risk (McAlister et al. 2007), we found that lagged advertising intensity is negatively associated with systematic risk, as hypothesized, but the effects was only marginally significant ($b_1 = -2.73$, $p < 0.10$). Finally, it was found that a restaurant firm's advertising intensity had a significant positive influence on its total risk. (b_1 in equation 2 was 0.22, $p < 0.05$).

DISCUSSIONS/CONCLUSIONS

Restaurant firms' advertising appeared to be ineffective in reducing risk. Their advertising efforts found to help the firms less sensitive to the market shock but the effects were only marginally significant. Advertising of restaurant firms significantly increased unsystematic risks and the total risk, implying its ineffectiveness in helping the firms enjoy more stable cash flows in the future. We proposed that this ineffectiveness of restaurant firms' advertising efforts in reducing firm-level equity risk is because the firms tend to overly focus on price promotions among all other advertising methods.

High unsystematic risk can inhibit strategic moves, such as acquisitions and divestures, because potential partners are likely to be wary of being acquired by or acquiring a firm with a high degree of uncertainty over its future cash flows (Clayton et al., 2005). Therefore, to reduce the equity risk and to avoid the resultant financing inefficiency, restaurants firms should switch their advertising campaigns from short-term oriented price promotions to others with greater focus on long-term market-asset creation.

To our knowledge, this study is one of a few empirical studies that relate a firm's advertising efforts to its various types of equity risk in the hospitality industry. The findings of this study will provide restaurant firms with better understanding of the effectiveness of their advertising campaigns. Especially, the positive associations between advertising and unsystematic and total risks reinforced the importance of performing effective advertising campaigns. This study showed that ineffective advertising increased the vulnerability of their firms.

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THE JOLLI JEEP : FOOD TRAILER PHENOMENON IN MAKATI

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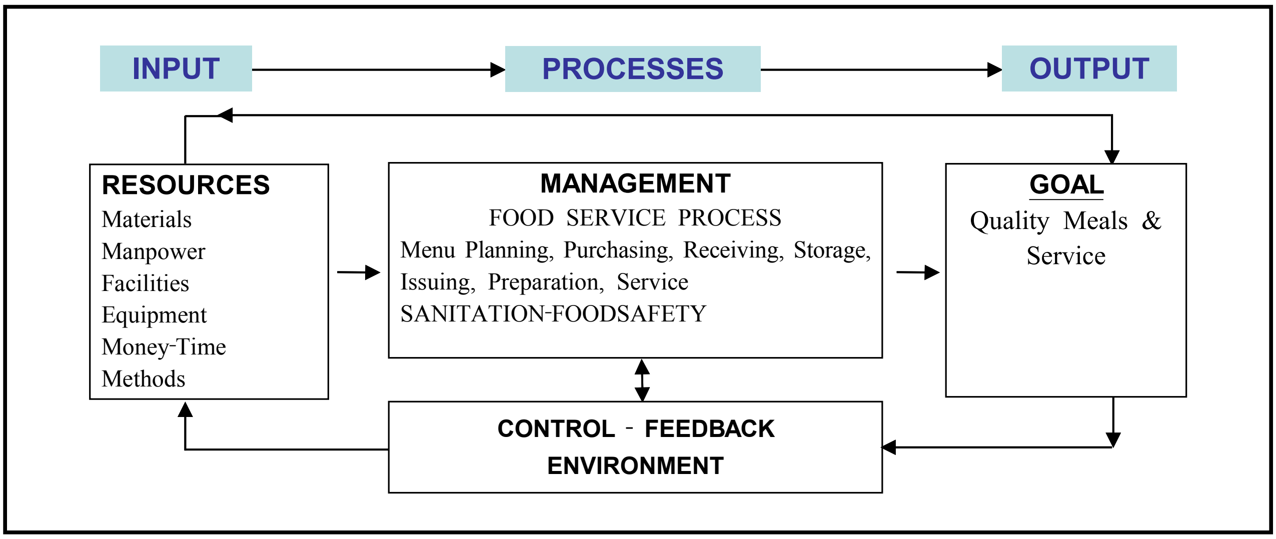
This study is a characterization of a micro-scale type of food service, casually called the "jolli-jeeps", by its numerous clients in the central business district of Makati City. The "jolli-jeeps" were a type of mobile food vending making use of the "jeepney", a colourful and attractive Philippine made public transport vehicle. They are as ostentatiously decorated as the owner would prefer, uniquely Filipino and has fast become a symbol of Filipino culture. Eventually these "jollijeeps" were transformed into uniformly designed food trailers by the city government (City ordinance No. 2002-007). The evolved type of food trailers are an improved version of the "carinderias" which refer to Philippine street food vending stalls. The "jolli-jeep" food service was considered a *phenomenon (Fernandez, 1994) because it thrived in the backstreets of the business districts of Makati City*, catering to thousands of employees within the plush metropolitan area. It also derived its novelty from the "jeepney", which was converted into a food store, a restaurant and its transporting vehicle. The study started with the "jolli-jeeps" but before the study was completed these had been transformed into the food trailers. The transformation to uniformed trailer/s was a response to the numerous complaints that were lodged against the operators of the "jolli-jeep" food service. Most of these were about unsanitary practices and the operating conditions of the wheeled food service facility.

From the point of view of foodservice, both types evoked questions like: why were they so popular, what unique characteristics did they possess, were they making money, what were their operational methods? More essentially, how was the state of sanitation of these food services? Given the observation that the husband and/or wife was fully involved with the operations, how was their family life? What was their way of life or the cultural context in which they conducted their business?

The phenomenon of the "jolli-jeep" food services in Makati City, Philippines and the consequent changes effected by the new ordinance governing food services of the transformed "jolli-jeep" were the motivating factors behind this study. The research was conducted to characterize the current operations and gain insight into the evolving cultural nuances of the business. An investigation of the wives who portrayed dual roles as food service operator and mother at the same time provided added dimension to the study. It was designed to specifically to *describe the profile of the "jolli-jeep*" or food trailer operators and their market; *identify the problems* encountered by the business enterprise based on the food service system, looking at resources such as money, minutes, materials, methods, machine, market and manpower training; *ascertain any cultural nuances* present in the conduct of their business operation and *describe the customer's perception* on the current status of the transformed "jolli-jeep".

The constructs upon which the study was made is based on the systems concept, particularly the food service systems concept by Spears (1995) and applied in the local context by Perdigon (1989) as shown below.



Spears, 1995; Perdigon

The *descriptive survey* method was used to get as much data on the prevailing practices and conditions of these micro-type enterprises annent to the Makati City Ordinance No. 2002-007. *Fifty food trailer operators registered with the Makati City government was taken as sample population and 250 customers* were taken as respondents. *Interviews and self-accomplished questionnaires* were used to gather data and descriptive statistics were used.

Food Trailer Operators and Customers . Findings showed that majority of the operators were married females with dependent children, middle-aged and high school graduates. The present operators were in this type of business as a result of the influence of their families, who were also engaged in similar occupations. The study revealed that customers were male, young, single, and married with salaries above the minimum wage. Most were initially influenced by their co-employees by word of mouth to eat in the food trailers. *Fifty-five percent* practiced "standing-eating" which means a customer had to stand while eating in front of the food trailer counter. This could the reason why many of the regular customers or "suki" were males.

Basic Food Service Operating Practices Cash Capital Outlay, Cost Elements of Operation and Sales Picture . The start-up capital for this type of food service operation was at least Php 10,000 ($200 US dollars). More than half used personal savings for capital. The findings from the study also indicated that borrowing from the money lenders was a common practice. The money lenders provided a convenient and easy source of initial or operating capital for vendors. The operators claimed that this system did not require much paperwork and long processing to borrow money, in contrast to what was required by the bank. However, some were able to borrow from formal lending institutions. The data indicated a relatively low credit access of the operators to formal lending institutions despite the emerging services of micro-lending banks. The Food Trailers had a mean gross sales of Php 6506.12 ($130.12 US dollars)per day. Mean operating costs were Php 3,120 ($62.4 US dollars) for food 48%; that for labor was Php 627 ($12.54 US dollars) 9.6%; and an overhead expense of Php 1,143 ($22.86 US dollars) 17.6% . Based on the foregoing figures the net profit of the food trailer was about Php 1,616.27 ($32 US dollars), which was 25% of the gross sales. It could be assumed that the transformed "jolli-jeep" operators knew the rudiments of running this type of business profitably. Food costs were sufficiently low to ensure profit. ... (Other results shall be in the full paper.)

In sum, results showed a female dominated business and influenced by family who have been in this type of trade. The business was profitable enough, with a relatively low capital requirement, low labor cost and controlled food cost. This implies the business acumen of the food vendors. They catered to a "convenient type market" who patronized them because of the familiarity of their food, acceptable food prices, variety, food taste and made available to them strategically in terms of time and place. The women perform income earner roles aside from family bearers, and the males likewise assuming non traditional roles as food vendors. The study puts to the fore the shared responsibility by all members of the family. Family life is sustained through and centered in the activities demanded by the business. The food trailer business could be said to be a family affair. Responses to pointed questions on family reveal that the families still celebrate family rituals, "praying together", "periodic leisure activities" and going to church together" but which are done before or after their economic activities. Communication among family members who may be left at home are maintained through mobile phones accessible even among lower income groups and through written notes. Topics of communication seemed to be issues typical to normal families. Since the legalization of these food trailers, life in the streets have become relatively safe for this "family affair" business. The legitimization of the transformed "jolli-jeep" food service serves as a model on how street food vending can be an respectable means of living. Concrete recommendations are focused on sanitation, guidelines of which are in place which still need stricter monitoring on the sanitary maintenance of the facilities, ensuring a safe source of water supply and providing more training on these.

Organizing vendors into social groups can facilitate access by concerned agencies to help them enhance their family life. The findings in the study partly lessen anxieties on the pre-conceived notion that family life is greatly diminished by these type of business, nevertheless, the revelations should serve as springboard for other researches in this aspect in order to deepen insight on the culture of street food life. Recent trends in tourism may also qualify the phenomenon as a cultural and culinary tourism attraction.

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RELATIONSHIP BETWEEN CAREER BARRIERS AND CHOICE GOALS OF TOURISM AND HOSPITALITY COLLEGE STUDENTS: MODERATING EFFECT OF COPING STRATEGIES

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The highly volatile and competitive global Tourism and hospitality (T&H) industry has encountered the ongoing problem of attracting and retaining high-quality employees. Many of college students abandon their career goals, despite the ongoing increasing demand for the tourism-related graduates in today's T&H industry. This study adopts social cognitive career theory (SCCT) examine the moderating effects of self-efficacy on the relationship between career barriers and choice goals. The results show that career barriers negatively and significantly influence choice goals. Conversely, coping strategies be influenced by career barriers positively and significantly. Furthermore, coping strategies positively and significantly influence choice goals. While, coping strategies moderated the relationship between career barrier and choice goal. Finally, the research findings and educational implications and future research are discussed.

Keyword:
Tourism and hospitality, career barriers, choice goals, coping strategies.

SUPPORT SYSTEM OF FEMALE MANAGERS IN PHILIPPINE QUICK SERVICE RESTAURANTS: A FOLLOW-UP STUDY

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ABSTRACT

This study aimed to validate and build upon the result of the pilot study on the support system available to female managers in Philippine Quick Service Restaurants (QSR) and their perceived work/life balance; hence, the hypotheses were drawn based on the previous findings. The sample size and the locale were expanded, 197 questionnaires were distributed to female managers from the eighty four stores of the pioneer of the Asian-quick service restaurant.163 were retrieved with only 106 usable filled out survey forms. The reasons for not achieving one hundred percent retrieval were varied, among which are the two typhoons, Pepeng and Ondoy. The data collected were tabulated in Excel, organized then analyzed through the Statistics Package for Social Sciences (SPSS) version 15. To validate the result of the survey, an in-depth interview of five managers was conducted, too. The study drew from the Competing Values Framework by Quinn and Rohrbaugh (1983) which had two dimensions of focus to achieve effectiveness: a) internal and external forces and b) flexibility and control. The internal forces included the support system from immediate family, friends, and paid house help of the female managers. The external forces of support system: technology, the company, the superior, the subordinates. The respondents said that they were getting the support from both internal and external system and confirms the hypothesis that the female managers view their work life to be balanced. Such finding was contrary to the findings of the pilot study of Baylosis in 2008.

Keyword:
Work/Life Balance, Competing Forces, Stress, Quick Service Restaurants, and Support System

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EMPLOYABILITY OF THE TRINITY UNIVERSITY OF ASIA GRADUATES OF HRM: A PHENOMENOLOGICAL INQUIRY

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INTRODUCTION

From 1996 to 2007, the HRM Department, now the College of Hospitality and Tourism Management, has produced 920 graduates of HRM. Where are they now? What is the percentage of employability of the graduates in their chosen discipline – in the lodging and accommodation establishments or in the food service industry?

Based on their school experiences, trainings, exposures, can they say that they were offered, Maria Montessori's "prepared environment"? Are they happy and/or contented with and about their stay in Trinity University of Asia?

METHODS

This study employed the phenomenological approach. It is a research method used in examining a phenomenon from different angles, from different viewpoints (resulting in various profiles of the phenomenon). Then the researcher strips the Phenomenon of all its surface appearances to draw one's eidetic insight (the essence - the "eidos") – the perceived nucleus of truth (Dr. Ramirez, 2006).

From the target population of 920 or the total number of HRM graduates of Trinity University of Asia from 1996 – 2007, I was able to trace 748 graduates: 548 are in the Hospitality Industry and Allied Fields, the remaining 200 are either in Call Centers, Business, Offices, Sales, Teaching, are Housewives or are enrolled in either Nursing, Law, Culinary or a Master's Degree program. Most of the 200, though, had their 1st or 2nd jobs in hospitality before they shifted or left the industry. Fourteen (14) are my Co-researchers.

From the narratives were reflected the themes of the 1st Reflection which I titled, *'Thematic Representations / Accounts,'* symbolizing the hospitality industry.

From the Thematic Representations / Accounts, I drew my 2nd Reflection entitled: *Thematic Interlace,* where the 'meat' of the individual core themes and sub-themes were interlaced or intertwined. From the Thematic Interlace was extracted the *Synthesis,* which in essence answered my research question: How can the journey of the HRM Graduates of Trinity University of Asia be described in terms of their preparedness-employability to cope with the challenges? From the synthesis, surfaced the *'cream of the cream,'* or the *'eidetic insight.'* And, the image formed is that of a sail, dubbed as, *D' VINTA.*

REFLECTIONS ON STORIES OF EMPLOYABILITY

1st Reflection - Thematic Representations / Accounts

The themes that emerged in the 1st Reflection are: Job Passages and Breakthroughs; Job Satisfaction, Fulfillment, Enjoyment, Challenges & Opportunities; The HRM Program in Aid to Employment?; Program Enhancement/s; Message to the Seniors; Your Driving Force and Proud to be A Trinitian?

2nd Reflection - Thematic Interlace

'Mise en Place' : Maria Montessori's 'Prepared Environ' & Piaget's Stages of Maturity; Creativity despite limited facilities; Facilities do not guarantee learning-it's openness that counts; Hands-on learning is still the best approach; Concern & support of faculty & administrators strengthen confidence; Exposures sharpen students' knowledge & skills.

Cocktail and Smorgasbord : Overseas Employment is almost every graduate's dream; More HRM Graduates in Food Establishments than in hotels; Experience lands one in a good job; Employment is 'CruxAnsata';College Degree, gauge in getting hired–only in the Philippines?

Concoction of Feelings and Emotions : A bunch of Transformed Professionals; Teamwork, discipline, self-confidence; passion; focused work attitude; Family-oriented graduates-everyone travails for the family; Religiosity & spirituality: Fountain of hope & security; Happiness & contentment in a job is 'case to case.'.

Garnitures and Trimmings – enhancement programs and driving force/s.

Toast to the Graduates : My co-researchers inspiringly packaged their messages in various forms and styles, yet the 'main dish' is the same, *'food for thought.'*

Savor the Aroma : My Co-Researchers' Personal Reflections on Trinity

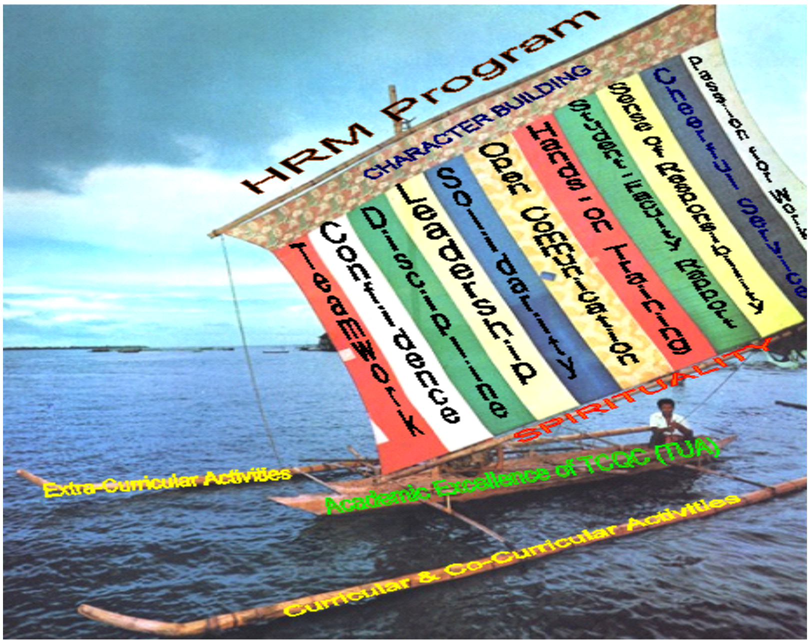
EIDETIC INSIGHT

Guided by Trinity's vision–mission of molding the students to become, 'Persons for Others,' my co-researchers, in their testimonies, believed to have been prepared and developed by Trinity for their employment and life journey. Trinity provided a conducive environment which facilitated their learning process, despite some inadequacies as regards facilities; a balanced personality through a holistic approach by making them achieve academic excellence while striking a balance between their social and spiritual life.

IMPLICATIONS OF THE STUDY

Certainly, the HRM Program must have paved the way for the co-researchers' employability and employment. However, they should make things happen unlike the 'turtle philosophy,' where a turtle hides in its shell, it should be the reverse. *If you want to make progress, stick your head out, otherwise, employment and economic externalities will matter a lot.*

SYMBOLIC REPRESENTATION



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EVALUATING THE APPROACHES TO LEARNING OF FIRST-YEAR ASSOCIATE DEGREE HOSPITALITY STUDENTS

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The growth of associate degree is started in United States in the 19th century. It is a sub-degree level qualification offered mainly by community colleges and university. Student normally takes two years in completion and gaining the award. In United States, an associate's degree graduates are eligible to entering year three of a four-year college or university degree. On the other hand, in United Kingdom, graduates with an associate degree qualification may apply the year two of a university degree.

The education structure in Hong Kong was established during colonial rule, and mirrors that of the United Kingdom. Aligning with the world education system, the Chief Executive Mr. Tung Chee Hwa in his policy address 1999 announced the future development of education system. By 2012, the system will be internationalized, consisting of three years of Junior Secondary, three years of Senior Secondary, and a four-year normative undergraduate degree. In addition, the government's new planning target of increasing the age participation for tertiary education from currently 30% to 60% by 2010/11.

Historically, certificate, diploma and higher diploma were being offered by the colleges, technical institutes and universities. With the reform of the higher education system, associate degree was first launched in 2000. A university has converted the higher diploma programmes into associate degree programmes. More and more providers are offering different associate degree programmes to suit the market needs. Recently, the Hong Kong government has been steadily increasing opportunities for further study, and 66% of Hong Kong students now pursue some form of post-secondary education.

The learning outcomes of associate degree programme should equip students with generic skills as well as specialized knowledge or skills that are sufficient to perform effectively at associate professional level, further their studies in universities or pursue professional development.

One of the market leaders, Hong Kong Community College (HKCC) under the auspices of The Hong Kong Polytechnic University was established in 2001. It is a self-financed post-secondary institution which offers Associate Degree (AD) and Higher Diploma (HD) programmes spanning arts, science, social sciences, business and a number of specialised areas for Form 7 graduates and a Pre-Associate Degree (Pre-AD) Programme for Form 5 graduates. Since 2001, HKCC has expanded its range of sub-degree programmes from one to thirty-five, and its student intake from 240 to about 6,000. Most HKCC students choose to pursue university education after graduation. A survey conducted by HKCC (2010) showing that 81.6% of the graduates articulated to the local or overseas university programmes.

In order to have a better understanding of the readiness of graduates in taking the university programme, the approaches to learning of students during their study may give an indication on it. The phrase 'approaches to learning' refers to the process adopted prior to the outcome of learning, which is the sense in which it is used originally by Marton and Saljo (1976a,b) in their identification of surface and deep approaches in case studies of tertiary students. It is also used to refer to a predisposition to adopt particular processes, which is what is meant when students are asked how they usually go about learning (Biggs, 1987a, b).

The relevant research on student learning in higher education in the past 20 years describes students as approaching their learning in two qualitatively different ways (Biggs, 1987a, b; Ramsden, 1992; Marton et al., 1997). In one approach (the deep approach), students aim to understand ideas and seek meaning, with students having an intrinsic interest in the task. In the other approach (the surface approach), students see tasks as external impositions, and are instrumentally motivated and seeking to meet the demands of the task with minimal effort. Students typically display a bias towards one of these two approaches; however, these approaches are also sensitive to teaching contexts. Many studies have shown that the outcome of students' learning is associated with the approaches they use (Biggs, 1989; Gibbs, 1992; Marton & Saljo, 1997, Chan & Tang, 2006; Chan & Tang, 2007).

When teaching staff want to improve student learning, it is very important that they know and understand how students learn. They need to assess students' approaches to learning and to create a situation that leads students to adopt or change to those learning approaches that produce the most appropriate and effective outcomes. Ramsden and Entwistle (1981) obtained evidence that students' academic progress relates strongly to organized study methods and positive attitudes to studying. In addition, Gordon (1999) developed the "Approaches to Learning Statistics Questionnaire," modified from the Study Process Questionnaire, (Biggs, 1987b) that also found that most students would adopt surface approaches to learning for those less interesting subjects. Students who are willing to study tend to adopt deep approaches. There was a clear indication that the departments rated high in good teaching and freedom in learning, had students with higher and deeper approaches to learning.

In order to increase knowledge for first year students, curriculum planners are likely to promote low levels of student activity in year one subject outcomes. This may lead to encouraging student surface learning (deVries & Downie, 2000).

Furthermore, there are different approaches to teaching in secondary schools and universities, and Barron (2002) suggests that universities should give assistance to first-year hospitality students so as to help them adjust their learning style.

Teaching staff in universities are always faced with the question of how to improve the quality of student learning. The aim of this study was to evaluate contextual influences on student learning, and to show how teaching staff and department might set up the learning situation so that it may promote students' deep learning. Teaching needs to take into account the different approaches to learning that students may adopt.

The central theme of this study is the improvement of the quality of student learning through the understanding of the ways in which associate degree students experience their learning. The study investigates whether there is a change in students' approaches to learning as they progress through their programmes of study, and the reasons for any change or the lack of change. Data were collected on student approaches to learning at two points: initial entry to their programmes and the beginning of their second year of those same programmes. The study is a longitudinal one. It is hoped that assessing and analyzing students' learning approaches and the direction of any change will allow feedback to be provided to department, course teams, and teachers about how they are affecting the way their students approaches learning and thereby assist them to work towards continued improvement and enhancement of learning and teaching.

Keyword:

hospitality student, approaches to learning

AN ASSESSMENT OF TOURISM AND HOTEL AND RESTAURANT MANAGEMENT PROGRAMS FACULTY DEVELOPMENT IN A LEADING PHILIPPINE UNIVERSITY

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Most of the faculty in a leading university in the Philippines are highly competent in teaching. There is also a preference for practitioners to teach who have practical experience from the tourism industry. The faculty practitioners are perceived to have an advantage to share their practical and applied experiences for students to improve their cognitive and mostly psychomotor competencies. The competencies of a faculty should not be limited to teaching but also in performing the two other core functions of an academician which are community service and research. This study will assess the teaching, research, and community service competencies of the Tourism and Hotel and Restaurant Management programs faculty in a leading Philippine university. Hopefully, the faculty will be able to perform the expected core functions or competencies from an academician to serve better the students, the university and society.

RESEARCH OBJECTIVES

The following are the research objectives of this study:

1. To assess the level of teaching competency of Tourism and Hotel and Restaurant Management programs faculty in a leading university.
2. To assess the level of research competency of Tourism and Hotel and Restaurant Management programs faculty in a leading university.
3. To assess the level of community service competency of Tourism and Hotel and Restaurant Management programs faculty in a leading university.

SIGNIFICANCE OF THE STUDY

The study will help determine the training needs of the faculty in Tourism and Hotel and Restaurant Management programs in a leading Philippine university. The training needs will serve as a basis to develop a training plan for the Tourism and Hotel and Restaurant Management programs faculty. Hopefully, the quality of faculty will be improved as well as the standards of the university after the training. This will result to high level of quality education and better services beneficial to the students of the leading Philippine university. Eventually, this will result to producing graduates who are highly competent in Tourism and Hotel and Restaurant management and have the ability to do research and serve society.

SCOPE AND LIMITATIONS

The study will focus on the assessment of the core competencies of teaching, research, and community service in the Tourism and Hotel and Restaurant Management programs of faculty in a leading university in the Philippines for school year 2010 - 2011. The study is limited to the three major functions of a faculty in the university. It will focus only on the newest institute and its two programs Finally, it will concentrate on those competencies that needs improvement for the specific school year rather than for several school years. The succeeding section of this study will discuss similar studies to help us better understand previous efforts made in teaching, research, and community service in the leading Philippine university.

REVIEW OF RELATED LITERATURE

A similar study was conducted by Dr. Violeta Ligaya Jerusalem in 1992. She analyzed from six institutes the perceptions of teachers on the phases of instruction specifically the 1) development of students; 2) activities in the classroom; 3) teacher strategies; and 4) research, and the problems related to teaching such as 1) student participation; 2) student evaluation; 3) teacher preparation; and 4) lesson presentation.

The study showed that in terms of phases of instruction the strong points are: 1) learning activities are sufficient and related; and 2) students are updated with the latest trends and the development of critical thinking of students through problem solving. The weak points are: 1) use of educational media; 2) developing the creativity outlet of students; and 3) attendance to cultural events.

In terms of problems related to teaching, the study showed that student participation and student evaluation are the most common problems. Teacher preparation and lesson presentation were considered to have the least problem.

A more recent study from 1994 to 1997 by Dr. Marilou Cao evaluated the training of faculty from the Institute of Accounts Business and Finance (IABF), Institute of Arts and Sciences (IAS), Institute of Architecture and Fine Arts (IARFA), Institute of Education (IE), Institute of Graduates Studies, Institute of Nursing (IN), and the Institute of Technology (IT) which was evaluated only up to 1995. The following competencies were evaluated 1) production/utilization of production materials; 2) teaching pedagogies; 3) curriculum development and evaluation; 4) instructional supervision; 5) research and development; 6) instructional process; and 7) test measurement and evaluation.

The study showed that the faculty development program served as a training activity, resulted to significant changes in management relations and skill development, and strengthened the bond between faculty and management.

METHOD

The research method for this study made use of three phases to gather faculty training needs and validate the faculty training needs particularly the specific competencies in training, research, and community service.

The first phase was conducted by administering a self-evaluation of the training competency need of the tourism and hotel and restaurant management programs faculty using a Training Needs Analysis (TNA) questionnaire. All of the respondents are the faculty of the tourism program who were reached by the e-groups and all the hotel and restaurant faculty teaching for summer of 2011.

The self-evaluation of training competencies using a TNA questionnaire was validated by using the Dean's Evaluation of the Faculty Report for 2nd semester of school year 2010 – 2011 and the Faculty Conference Discussions and Planning Report. The faculty conference was conducted last March 28, 2011.

The second phase used the data from the Dean's Evaluation of the Faculty Report. The report provided information on the specific competencies of the teacher and specific teacher skills as expected from each faculty in the leading Philippine university. All those evaluated were the faculty visited by the Dean from March 1 – 18, 2011.

Finally, the third phase used the Faculty Conference Discussion and Planning Report which included specific related questions to teaching and community service. The respondents were all the faculty present during the Faculty Conference.

A TNA questionnaire was prepared and the tourism and hotel and restaurant management programs were requested to accomplish truthfully the questionnaire. The accomplished questionnaire was gathered then tabulated to get the mean score of each competency in teaching, research, and community service. The quantitative data was interpreted. The Dean's Evaluation of the Faculty was accomplished during the Dean's unannounced classroom visitations to observe and rate the teacher and their teaching skills. The evaluation was also tabulated and produced relevant and important data for this study. Several related teaching, research, and community service competencies during the Faculty Conference were asked from the faculty. A report was produced to document the conference. The quantitative data from the report was also used in this study to validate the competencies of the faculty.

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THE BURDENS OF AESTHETIC LABOR ON FIRST-LINE EMPLOYEES IN HOSPITALITY INDUSTRY

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Hospitality industry has recently used aesthetic labor on first-line employees to provide customers with the experience of quality service. The first-line employees must strive to meet various aesthetic requirements, improve their personal aesthetic skills, and that might create stress for employees, causing them to feel burdened. Previous studies have not completely identified the factors that from burden of aesthetic labor. Hence, the purpose of this study is to uncover the sources of burden of aesthetic labor on first-line employees in the hospitality industry. Total of 14 interviewees were first-line employees in the airline or international hotel industry for In-depth interview. Through content analysis, the authors extracted three constructs of burden. The constructs include organizational aesthetic requirements and training, customer service, and off-work hours. Implications of these findings for practical applications and suggest for future research are also provided.

Keyword:

aesthetic labor, burden, content analysis, qualitative research

IRAN SPORT TOURISM MARKET DIVISION BASED ON THE NATIONALITY AND SPORT-NATURE ATTRACTIONS FOR FOREIGN TOURISTS AND TO PROVIDE A TARGET MARKET MODEL

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INTRODUCTION

Today tourism industry is known as one of the important sources of revenue, an effective factor in cultural interactions among countries as well as the broadest service in the world. As a result, many countries are tight competing to increase their advantages in this international activity (1). Sport tourism has been recognized as a new version of tourism so that tourism and sport are closely interwoven (2). The connection between tourism and sport has created a new version of tourism which provides a comprehensive and innovative structure for leisure time and entertainment accompanied with physical and mental happiness (3). Nowadays sport is defined as one of the important industries and one of the most common factors to provoke motivation for tourists. The idea of sport as a tourist attraction is not new but the theoretical basics of tourist attraction have been recently considered. Sport like other attracting factors is one of tourist attractions with a difference: it is a unique attraction. Sport is able to attract many tourists; therefore, those events including sport are considered as attractions as well as factors attracting tourists to a city or country (5). Yousef et al. (2009) investigated sport event tourism in Malaysia and stated that sport events in this country attracted sport tourists and absorbed economic revenue. Famous examples of sport events are Grand Prix formula one games, international general games, Southeast Asia games and Thomas Cup badminton finals (8). Basketball international federation also reported that the Turkey received the revenue of 200 million euro in 2010 World Cup basketball games and 30,000 sport tourists attended these games (9).

METHODOLOGY

This research was an analytical descriptive survey. The statistical population (n=710) consisted of foreign sport tourists who participated in Fajr sport events including athletes, coaches, supervisors, referees, physicians, reporters, family members and accompanying boards from 53 countries in 9 sport fields including ping pong, badminton, fencing, freestyle wrestling, cycling, Greco-roman wrestling, chess, track and field and Taekwondo. 475 questionnaires were returned.

RESEARCH INSTRUMENTS

The research tool was a researcher-made questionnaire designed by the review of related literature and by sport management and tourism management experts' viewpoints. The content validity of the questionnaire was confirmed by these experts' viewpoints and the reliability was maintained by Cronbach's alpha coefficient (α=0.93). A separate questionnaire was allocated to each variable under study in five languages (English, Russian, Arabic, French and German).

RESEARCH FINDINGS

The data of the personality traits questionnaire revealed that the mean age of respondents was 28.14, 89.5% male and 10.5% female, 71.1% single, 27.4% married and 1.5% divorced, 72.4% Asian, 24.2% European, 1.3% American, 1.3% Oceanic 1.3% and African 0.8%. Table 1 shows the data of sport fields and participants in international sport events.

The results of Iran sport tourism market division based on the nationality for foreign tourists showed that European and American, Arabic, South Asia and Central Asia nationalities are most interested in attractions related to sport events and games, attractions related to hiking and nature and attractions related to water and beach sports respectively (Table 1).

Table 1: frequency table of tourists' interest in Iran sport tourist attractions

Natural Attractions / Sport nationality	Mountaineering & caving	Winter sports	Nature & hiking	Flight & aerial recreation	Water and beach sports	Hunting	Sport events & games	Wilderness & desert trekking
Europe & America	78	79.5	91.3	74.5	93.1	82.2	94.8	83.8
Arab	95	95.7	97.2	87.8	96.5	91.5	98.5	91.3
South Asia	96.4	95.5	98.1	82.1	98.2	97.4	99	95.6
Central Asia	64.7	67.4	92.1	73.3	89.5	74.3	97.1	85.5
Mean	**83.52**	**84.52**	**94.67**	**79.42**	**94.32**	**86.35**	**97.35**	**89.05**

The results showed that five Iran sport tourism market attractions were respectively attractions related to winter sports (factor loading 0.83), attractions related to mountaineering and caving (factor loading 0.80), attractions related to nature and hiking (factor loading 0.79), sport events and games (factor loading 0.78) and attractions related to water and beach sports (factor loading 0.77) from foreign sport tourists' viewpoints.

DISCUSSION AND CONCLUSION

The results of the present research showed that when Iran sport tourism market division based on the nationality for foreign tourists is considered, three most important attractions in which European and American nationality, Arabic nationality, South Asia nationality and Central Asia nationality were interested included attractions related to sport events and games, attractions related to nature and hiking and attractions related to water and beach sports. It seems that the presence of foreign sport tourists with various nationalities in international Fajr sport event shows that foreign tourists are greatly interested in this international event and if political relations develop with various countries, Fajr event will be highly attended. Other findings showed that attractions related to nature and hiking was selected as the second priority which shows foreign sport tourists' interest in Iran sport tourism market such as views, beautiful nature sights including beaches, lakes, wetlands, woods, forests, local parks, mountainous regions, green regions, potential sport facilities like walking, jogging, cycling in pitches and parks, cycling and motor biking in the mountain, riding, nature hiking and wild nature and sport in nature and forests. The results of this research also showed that attractions related to water and beach sports was selected as the third priority which means that sport tourists with various nationalities especially European and American tourists are greatly interested in attractions dependent on water resources such as seas, rivers and fountains in north and south, two outstanding islands of Kish and Qeshm in Persian Gulf, Chabahar, Bandar Abbas port and Bushehr which annually receive tourists for beach and water sports and various sport activities of these attractions such as swimming, boating, water skiing, scuba diving, surfing and canoeing.

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VISIT, INCREDIBLE AND UNLIMITED: TRENDS OF INBOUND TOURISM PROMOTIONS IN THE ASIA PACIFIC

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INTRODUCTION

Tourism promotions are among the most prominent activities used to attract international tourists. While tourism resources are also important in attracting tourists, accessible information is especially needed for international visitors. National tourism authorities and organizations often create attractive campaigns, such as the "Visit Japan Campaign," "Incredible India," and "Singapore Unlimited."

METHODS

This study relies on a comparative literature approach. To compare several tourism policies used worldwide, a large volume of literature is essential. Though it would be better to study the literature of several languages, English is becoming dominant in the field of international tourism promotion. In addition to English tourist information, political reports and statistical papers published by national tourism organizations in English are also available in many countries.

On the other hand, historical research related to tourism is a different story. Wider literature comparisons are needed for social science research, though this can be difficult in some fields. At a time when there were few individual inbound tourists, many political reports were written in the local language alone. This study assumes a limitation of languages, and depends on papers in English and Japanese in its historical approach.

FINDINGS

When a country acquires enough touristic diversity, government supported national tourism promotions can be effective in bringing in international tourists. Sometimes tourism resources are an important attraction for international conventions. In addition, some international students visit tourism destinations with an educational purpose in mind. As the meaning of tourism diversifies, there are a lot of tourism organizations and promotions that use the word "visit." "Visit Britain" (reformed in 2003), "Visit Sweden" (renamed in 2006), "Visit Korea Year" (2001, 2004, etc.) and the "Visit Japan Campaign" (since 2003) are examples.

When focusing on a particular country, changes in political trends can be seen historically. For example, the "Visit Japan Campaign" is an official inbound tourism promotion launched by the Japanese government in 2003. After the 1970s, following robust economic development, Japan became an outbound tourism country. Since the bursting of the bubble economy in the early 1990s, however, the Japanese government has been changing its tourism policies. Since the initiation of the Visit Japan Campaign, the Japanese government has been trying to heartily welcome international tourists from far and wide.

In addition to "visit," expressive words such as "incredible," "amazing" and "ultimate" may have a strong impact. For example, Incredible India (launched in 2002) is a unique official tourism organization with promotional activities used to sell its local uniqueness to tourists. Like "100% Pure New Zealand," "Malaysia Truly Asia," "Indonesia Ultimate in Diversity" and "Amazing Thailand," unique local characteristics and cultures attract tourists internationally.

India has long been known as a cultural tourism destination, especially because of its architectural attractions. In addition to this, the Ministry of Tourism (MOT) in India is also trying to introduce its intangible cultural attractions to tourists. Adventure tourism, rural tourism, medical tourism and MICE (Meeting, Incentive, Convention, Exhibition) have all become important ways to attract international tourists to India. Special interest shopping, especially for rural handicrafts, is also targeted as a good potential attraction by the MOT.

IMPLICATIONS

Sometimes tourism campaigns and promotions are conducted by multinational organizations. "European Capitals of Culture" (since 1985) by the former European Community, the "Visit ASEAN Year Campaign" (1992), the "Visit ASEAN Campaign" (since 2001) and "Visit Europe" campaign (reformed in 2006) of the ETC (European Travel Commission) are examples. In addition to large multinational organizations, the cooperative agreements of several countries can be seen regionally.

To promote tourism destinations to repeat tourists, the presentation of a wide variety of activities is important. Singapore Unlimited was a multinational development plan launched in 1993, and was not simply a tourism promotion alone. However, following Singapore Unlimited, related tourism developments and promotions such as "Tourism Unlimited" (1994) and "Tourism 21" (1996) were created.

In the early 1990s, Singapore was already one of the most famous tourist destinations in Southeast Asia, following its promotions that included phrases such as "clean and green," "garden city," "fine city" and "instant Asia." However, since Singapore is a small island country, the number of places that can be developed for tourism is limited. Singapore Unlimited was a cooperative development plan that involved Singapore's larger neighboring countries. Building on this concept, Singapore developed hotels and resort facilities in the Riau Islands of Indonesia and Johor in Malaysia by

taking advantage of Tourism Unlimited and subsequent projects. As Singapore is an air transportation hub for the region, Singapore and its neighboring countries created a win-win situation.

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OVERSEAS TRIP PREFERENCE IN EAST ASIA

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INTRODUCTION

The purpose of this study is to derive overseas trip preference of people in East Asia. This study is conducted on people who lives in the following five regions; Seoul, Taipei, Beijing, Shanghai and Hong-Kong. These regions have experienced a rapid economic growth so that people have a burning desire to travel abroad. In this paper, we focused the people who have been to Japan and researched whether they would be repeaters or not. Their preference for overseas trip was analyzed by conjoint analysis. Comparing the results among the regions, the difference of preference among the regions would be clarified, and regions which evaluate Japan most preferably as an overseas destination would be identified. Findings of this paper will propose implications to the Japanese governments and companies.

METHOD

Data for the study were drawn from people lives in the five regions; Seoul, Taipei, Beijing, Shanghai and Hong-Kong. Their preferences were analyzed by conjoint analysis. Questionnaire which describes their preference was designed as virtual overseas package tours. These tours constructed by four attributions are shown in Table 1. We proposed 16 or 17 package tours in questionnaire to the people in each region. The questionnaire survey was administered online in January 2011.

Table 1 Attributions and levels of questionnaire

Attribution	Level
Destination type	1 Nature 2 City
Regions of destination	1 Japan 2 North America 3 Europe 4 Southeast Asia 5 China 6 Korea
Tour type	1 Round trip 2 Stay
Price	Set price by each region

FINDINGS

Their preferences were analyzed by conjoint analysis. Although we analyzed by some attributions of respondents (region, age, jobs, etc…), we found no significant differences among five regions. Most of the people in the five regions have desired to revisit to Japan, however, people in Seoul prefer Europe over Japan (see Graph 1). In East Asia, people in Seoul might have different preference.

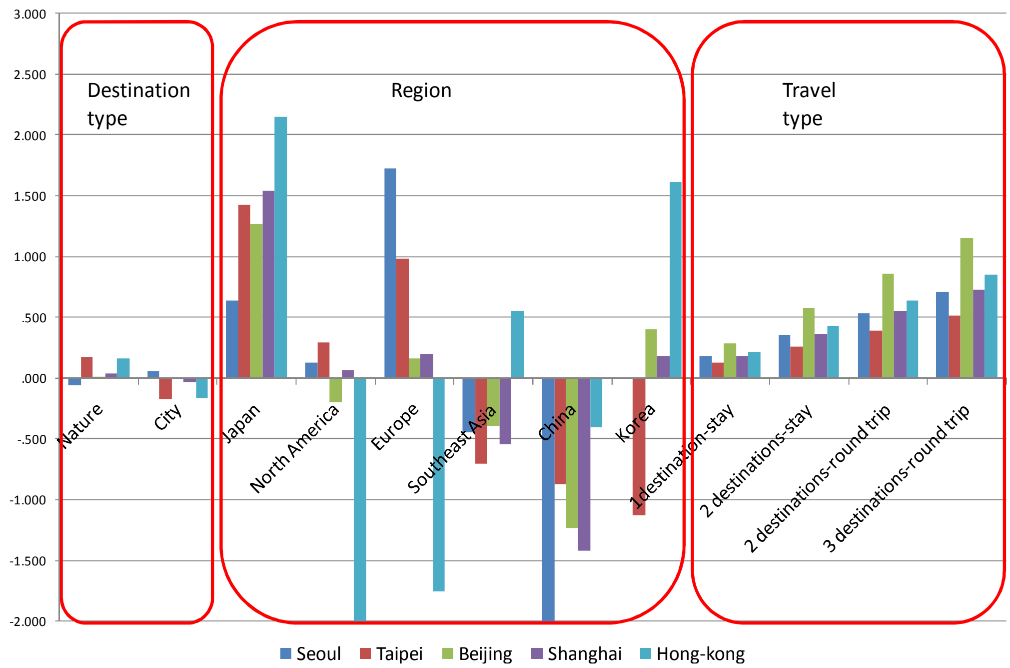

Figure 1.The preference of group A

IMPLICATIONS and CONCLUSION

The purpose of this study is to derive overseas trip preference of people in Seoul, Taipei, Beijing, Shanghai and Hong-Kong. We focused the people who have been to Japan and researched whether they would be repeaters or not. The results of this study indicate that people in the five regions have a desire to revisit Japan. In other words, most of the people who have been to Japan will be repeaters.

Understanding their preference more precise, we have to conduct an interview survey on the people in the five regions. This is a future assignment.

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LOCAL RESIDENTS' PERCEPTIONS TOWARDS THE IMPACTS OF GAMING INDUSTRY: AN ALTERNATIVE CONCEPTUAL APPROACH

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INTRODUCTION

As an old-line but durable activity, gambling behavior has existed in most human lives. For its wider economic advantages, legalized gambling has been specifically permitted by laws and regulations in many countries and destinations. It magnetizes locals and tourists to gather and play for wagers. Accordingly, the so-called gaming industry has developed, and in some destinations, it has become the major means that the destinations dependent on to revive and catalyze local economy (Vong, 2008). From a tourism perspective, the development of gaming industry has been the fastest-growing segments of tourism development in some destinations (MacLaurin & MacLaurin, 2003), with investors from both local and overseas vigorously competing to build and run new casinos for the enormous financial returns. The wide range of gaming impacts has brought forth to local communities and destinations.

With the rapid development of casino gaming in more and more countries and destinations, gaming industry has become an important research area in tourism (Chen & Hsu, 2001). Research studies have been conducted in the fields of industry development and regulations, measures of casino management and ownership patterns, as well as residents' perceptions of economic and social impacts of the industry (Stokowski, 1999, pp158). Among these research topics, residents' perceptions and attitudes about gaming impacts have been paid great attention. There have been several studies of community perceptions' of the impacts brought from gaming development in the last decade (e.g. Chen & Hsu, 2001; Hsu, 2000; Vong & McCartney, 2005). A review of literature indicated that the theoretical foundation of this stream of research was mostly laid on Social Exchange Theory (SET). Although there is some evidence of SET as an appropriate framework for the studies of residents' perceptions towards gaming impacts, SET is not adequate to explain reactions of local residents and new conceptual approaches are needed (Chhabra & Gursoy, 2007).

The purpose of the study is to investigate local residents' perceptions toward the impacts of gaming industry based on social representations theory (SRT). Specifically, the objectives of the present study are 1) to conduct a thorough review on gaming impacts studies; 2) to justify the merits of SRT in understanding community knowledge, attitudes and reactions toward the development of gaming industry; and 3) to apply SRT to examining residents' perceptions towards the impacts of gaming industry and the features of different resident groups based on the perceptions.

In the reminder of the article, a thorough review on residents' perceptions about the impacts of gaming industry will be conducted. After that, the study will elaborate on how social representation theory is able to advance the understanding of different resident groups' perceptions and reactions to the development of gaming industry. Proposed methodology, expected theoretical and practical contributions will be discussed at the end of this article.

LITERATURE REVIEW

Residents' Perceptions of Gaming Impacts

Research into residents' perceptions of gaming impacts have been documented for almost thirty years. Pizam and Pokela (1985)'s works is probably one of the earliest studies that have thoroughly examined gambling impacts from residents' perspective. The perceived impacts of hotel-casinos were assessed through a telephone survey of a systematic sample of 400 residents in the Adams and Hull area. The findings showed that while most residents perceived that the casino project could improve their standard of living and provide additional jobs, as well as increase the level of entertainment and recreation in their town, they feared that gambling would reduce the quality of their residential neighborhoods and completely alter the image of the town. Several factors predicting respondents' attitudes toward legalization were identified.

Pizam and Pokela (1985)'s study has laid the groundwork for the subsequent research on residents' attitudes toward adopting casino development as a tool for economic development or revitalization. Economic impacts of gaming development on individuals, communities, and regions have been highlighted in many publications afterwards (e.g., Andersen, 1996; Madden, 1992; Thompson, 1996; Truitt, 1996). Gaming industry was generally reported to be able to increase visitation and tourist spending, tax revenues, business investment, employment opportunities, personal income and standard of living. However, gaming was often questioned as the answer for economic development as social issues. Negative issues of gaming tourism development tended to become more prevalent after gaming had been initiated in a community (Nickerson, 1995). A few recent attempts were made to address specific social and environmental issues associated with the gaming industry (e.g., Back & Lee, 2005; Kang, Lee, Yoon & Long, 2008; Kwan & McCartney, 2005; Lee & Back, 2003, 2006; Lee, Kang, Long, &Reisinger, 2010; Spears & Boger, 2003; Vong, 2008, 2009; Wicks & Norman, 1996). Major social problems associated with gaming activities were addressed from various aspects, such as traffic, crime, destruction of families, and some environmental problems (e.g. destruction of natural environment, pollution and noise, etc.).

In addition to the identification of gaming impacts, another research stream is about why residents respond to the impacts and under what conditions residents react to the impacts. In Perdue, Long and Kong's (1995) study, it was found that residents' support for gaming tourism development is actually a function of personal benefits, perceived future of the community, gaming impacts, and quality of contact with gaming. Similarly, Carmichael, Peppard, and Boudreau (1996) investigated the local resident attitudes toward the rapid development of gaming industry in a large southeastern Connecticut region. The study showed that residents' overall attitudes can be explained by their perceptions of specific effects of gaming development. For example, residents who perceive that the gaming industry has positive effects on the town's tax base and recreational opportunities see the gaming impact as favorable. Carmichael et al. (1996) further concluded that resident attitudes were shaped by personal characteristics. Spears and Boger (2003) applied a tourism model that was developed by Purdue, Long, and Allen (1990) to investigate residents' perceptions of Native American Gambling (NAG) in Kansas. Results indicated several relationships among perceived impacts of NAG development, including the respondent's gender, gaming trips, age, employment status, and income level. In a similar way, Ham Brown and Jang (2004) identified the factors that contributed to residents' support for or opposition to casino gaming. Results showed that education, employment status, and religion were found significantly related to the level of resident support. Kwan and McCartney (2005)'s research on Macao residents' perceptions towards the impacts of gaming development also revealed that residents' perceptions of gaming impact were different among subgroups of gender, age, income, educational background, and marital status. Most recently, Vong (2008) explored the influence of personal factors on gaming impact perceptions. All personal factors (i.e., length of residence, demographic characteristics) were found to contribute to the differences in gaming impact perceptions among sub-groups of respondents. Regression analyses showed that age, education and residence status influence perceived gaming impacts. In contrast, Back and Lee (2005) examined the underlying relationships among the social demographic variables of casino community residents, the perceptions of potential benefits and costs, and the support for casino development based on the social exchange theory. While the results shown social and economic benefits were most significant in determining the level of support for casino development, none of the demographic variables significantly affected support level. Overall, this stream of research has approached gaming impacts by considering the demographics of local residents in the analysis of gaming impacts.

The shifting attitudes of local residents during a transitional time of gaming industry are another focus of gaming impacts studies. For example, Carmichael et al. (1996) investigated residents' attitudes toward the gaming development in a rural area in southeastern Connecticut using a longitudinal data. The results indicated growing awareness by local residents of both negative effects of rapid development and positive employment benefits of this major attraction during the three year period of gaming development. Hsu (2000) assessed the changes in residents' perceived impacts of riverboat casinos in Iowa and Illinois. The results were consistent from previous studies that residents were significantly less positive about the legalization of gaming in these states after the five-year development. Lee and Back (2003) attempted to find out whether there are significant differences between residents' perceptions before and after gaming development. The results of the study showed that residents were likely to perceive positive impacts less strongly and negative impacts as being worse after the casino opened than they did prior to the casino's opening. In contrast, residents were likely to perceive direct gaming costs as being more serious after the casino opened than they did prior to the casino's opening. Lee and Back (2003) further pointed out that positive economic impact was most significant in determining perceived benefit level of gaming development, which was further enhanced after the casino opened. Respondents perceived positive social impacts to be most significant both before and after gaming development. More recently, Vong (2009) examined the changes in residents' gaming attitudes and perceived impacts at the fifth anniversary of Macao's gaming deregulation. Results showed that the respondents in 2007 had developed a more conservative attitude toward gaming in general, as compared to 2002. The respondents of the sample in 2007 agreed that the economy had improved. However, the respondents felt that the environment had deteriorated and cost of living had increased. The same trend was observed among gaming players and non-players.

Theoretical Approaches of Perceived Gaming Impacts Studies

Previous studies on residents' perceptions about gaming impacts were mainly based on Social Exchange Theory (SET). The perceived impacts have been analyzed in three major domains: environmental, social and economic impacts (e.g., Hsu, 2000; Lee & Back, 2003, 2006; Long, 1996; Perdue, et al., 1995). Since Ap published a series of research (e.g., 1990, 1992) about SET as a theoretical basis for the research on residents' perceptions of tourism impacts, researchers of gaming impacts began to adopt this approach in the examination of residents' perceptions of gambling tourism development (Caneday & Zeiger, 1991; Chhabra, 2007; Chhabra, 2009; Kang et al., 2008; Lee & Back, 2006; Lee, et al., 2010; Lee and Back, 2003; Ham et al., 2004; Hsu, 2000; Stitt et al., 2003; Vong, 2008). With this conceptual approach, residents' personal benefits or costs due to gaming industry development were assessed in relation to residents' level of support for gaming industry development. For example, Lee and Back (2003) found that residents who perceived they would personally benefit from the casino development were likely to express economic and social impacts more positively, which indicated a support for social exchange theory. Chhabra (2009) examined the perceptions of local social service providers towards gaming impacts and factors driving those perceptions, and their support for gaming in general using SET as a framework. Results indicated that the level of resident support is driven by perceived economic and social impacts. A most recent study by Lee et al. (2010) on the investigation of whether SET is appropriate to explain residents' perceptions of the impact of casinos on community support for casino development. The results also showed that positive social and economic impacts are important determinants of predicting residents' benefit, which in turn influence support for casino development in both study sites. The study suggested that research on exploring cultural elements of residents' perceptions need to be considered in the future studies. In addition, it is worthy to consider value systems that affect individual's beliefs, values, perceptions, and communication in different areas with different culture background, as Zhou and Ap (2009) suggested, higher order principles or values could be more influential determinants of perception. Further, it is suggested that demographic characteristics would render important implications for the studies on residents' perceptions.

Although there is some evidence of SET as an appropriate framework for the studies of residents' perceptions of gaming impacts, SET is not adequate to explain the reactions of residents (Chhabra & Gursoy, 2007). For example, it is often the case that people with no apparent benefits are supportive of gaming industry development as well (e.g., Caneday & Zieger, 1991; Chhabra, 2007). Other than personal benefits, factors, such as the quality of contact between residents and gamblers (e.g., Perdue et al., 1995), personal factors (i.e., gender, age, income, educational background, marital status, employment status and income level (Kwan & Mccartney, 2005; Spears & Boger, 2003; Vong, 2008), were found to influence resident support. However, SET is unable to explain how these attributes affect residents' perceptions. Another problem with SET is that it treats all residents in a society as a single homogeneous group. The review of previous studies of residents' perceptions of gaming impacts indicates that residents with different personal characteristics appear to have different opinions about gaming impacts. Residents' attitudes toward the gaming industry are not homogenous (Chhabra & Gursoy, 2007). Residents' ways of thinking based on social groups influence the support for gaming development to a great extent (Chhabra & Gursoy, 2007). While Chhabra and Gursoy (2007) did not specifically identify the characteristics of the resident groups, the researchers suggested that future research on understanding the attitudes of specific community segments toward gaming development is needed. Previous studies indicated that group identity may provide an individual with some ready-made attitudes towards gaming development (Ham, et al., 2004; Hsu, 1998; Perdue, et al., 1995). It is crucial for community leaders and developers to find out which groups are likely to oppose or support the proposed gaming development so as to develop communication strategies to address the issues raised by each group individually. It is also suggested that community groups need to be identified in order to understand their specific perceptions (Chhabra & Gursoy, 2007). A different theoretical approach is therefore necessary.

Social representations theory (SRT) draws on Durkheim's work. The theory posits that social phenomena do not occur as something outside the individual but, rather, within a dynamic process of interaction and communication. Moscovici (1973) defined social representations as

> *"They do not represent simply "opinions about", "images of" or "attitudes toward", but "theories" or "branches of knowledge" in their own right, for the discovery and organization of reality" (1973: xiii).*

Different from SET, which focuses on individuals as isolated units, SRT describes and understands how a wider social reality influences the thoughts. They can be seen as meta-systems which include values, beliefs and common-sense explanations of how the world operates (Farr 1993). Social representations as a theory are particularly valuable for explaining social conflict or reactions to salient issues (Billig, 1993; Zhou & Ap, 2009). Social representations are not only capable of guiding how to act in certain situations (Campbell & Muncer, 1987), but also influence the way to perceive and interpret the situation. Another advantage of SRT is that it considers cultural element's role in shaping attitudes. It is believed that social interaction and communication play akey role in developing and shaping an individual's identity and providing the individual with the culture knowledge (Landis, 1986). Overall, SRT looks beyond a measure of an individual's position on an attitude scale. It explains how this position relates to positions on other scales, to relationships with values, and to the origin of the knowledge and beliefs on which the attitudes are based (Billig, 1993; Moscovici, 1988). A number of previous tourism studies have applied SRT to understanding community knowledge and experience in the tourism context (e.g., Andriotis & Vaughan, 2003; Zhang, Inbakaran, & Jackson, 2006; Zhou & Ap, 2009). In order to fill out the research gap in gaming studies, the current study adopts SRT to assist the understanding of different resident groups' perceptions and reactions to the fast growing gaming industry.

METHODOLOGY

This study adopts a descriptive research design with a questionnaire survey to be used to measure local residents' perceptions towards the impacts brought by gaming development. The questionnaire instrument comprises three parts. Part one is designed to identify and measure residents' general attitudes on gaming development and their perceptions towards specific impacts that the gaming development may bring to them. General attitude questions include residents' support/satisfaction for the current gaming development, the likelihood of recommendation for other destinations to develop legal gaming activities. Specific questions related to residents' perceptions towards gaming impacts were derived and based upon previous gaming literature (e.g. Back & Lee, 2005; Brown et al., 2003; Chen & Hsu, 2001; Chhabra, 2007, 2009; Hsu, 2000; Kang et al., 2008; Kwan & Mccartney, 2005; Lee, et al., 2010; Lee & Back, 2003, 2006; Lee et al., 2003; Spears & Boger, 2003; Stitt et al., 2005; Vong, 2008, 2009; Vong & Kwan, 2004) and tourism impacts studies (including Ap & Crompton, 1998; Lankord & Howard, 1994). Totally 26 impact items were generated to examine residents perceptions, of which eleven items were derived from Chen & Hsu's (2001) seventeen-item scale, including the impacts related to cost of living; cost of housing; gang activities; individual crime; violent crime; destination appearance; destination reputation; traffic flow; recreation and entertainment opportunities; and the availabilities of public service. Other items such as gambling addicts, destruction of family; prostitutions; leakage of casino revenue; business opportunity; employment opportunity were from Lee & Back (2003), Spears & Boger(2003), Kang et al, (2008), Vong (2008) and other recent gaming impact studies. All question items in the first section are formulated as statements, and respondents are required to indicate their level of agreement with each statement based on a 7-point Likert scale ranging from *very strongly disagree* (1) to *very strongly agree* (7). For analysis purposes, these items are assumed to be treated as interval measures. The second part of the questionnaire measures the independent variables of interest. Those variables are concerned with respondents' opinions on specific aspects related, and can be used to examine how respondents' perceptions of gaming impacts were formed or affected. Part three of the questionnaire is about residents' basic demographic information. The information includes gender, length of residence, age, marital status, employment status, education background, and household income before tax.

A survey interview with local Macau residents has been conducted month before exclusively for this research. The questionnaire data was collected via telephone interviews. A computer-assisted dialing system was used in the sampling and interviewing process. Totally 546 useful samples were collected, which can satisfy most of the data analysis techniques in this research. Specifically, exploratory factor analysis will be preformed to identify the ranges of perceived gaming impacts. A cluster analysis will be conducted to classify local residents into groups according to their different perceptions towards the impacts of gaming development. In addition, the study plans to compare and contrast how the theoretical frameworks (SRT and SET) are different in affecting respondents' perceptions of the gaming impacts, and it will be achieved by regression analysis and discriminant analysis. Results can be presented in the conference.

EXPECTED CONTRIBUTIONS

Theoretical Contribution

The current study contributes to community perception literature by introducing a new theoretical approach to the research on residents' perceptions and attitudes in gaming communities and destinations. Different from the conventional social exchange theory perspectives, the current study investigates residents' perspectives and attitudes beyond a measure of an individual's position on a single attitude scale. In addition, this study makes a meaningful contribution to the gaming literature by investigating the features of different resident groups according to their perceptions of gaming impacts. The study shed light on how social representations are formed and how they influence perceptions towards certain social and economic factors in the gaming context.

Practical Contributions

The results of the study will provide a benchmark for the future development of the gambling industry by comprehending the local preferences and adopting appropriate strategies accordingly. Specifically, results of the current study would help gaming operators and policy-makers of gaming communities and destinations gain a further understanding of the factors that affect local residents' perceptions of gaming impacts, and the features of each social representation group in the destination. With this understanding, gaming destinations would be able to formulate more appropriate and effective planning strategies for the development of gaming industry.

Overall, the study is expected to contribute to a better understanding of the consequences of gaming development for destinations and local communities. It is also expected that through the comprehensive study on the perceptions of local residents and the determinant factors, a more interactive policy planning process can be achieved, particularly when dealing with controversial issues such as gaming development.

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STUDY ON THE IMPORTANCE AND SATISFACTION OF STREET VENDED FOOD BY THE ATTITUDE TOWARD MONEY OF ADOLESCENTS

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INTRODUCTION

Street vended food (SVF) is food and beverages that are prepared and sold outdoors or in public areas by street merchants for consumption on the scene or later without further preparation (WHO, 1996). Yamanchi and Templer (1982) developed a psychometric Money Attitude Scale that measured five factors related to attitudes an individual holds towards money. The purpose of this study is to examine impact of money attitude on importance and satisfaction of SVF.

METHOD

A survey was developed based on previous research (Yamanchi & Templer, 1982; Jung and Yoon, 2008) to collect data from adolescents residing in Seoul. The attitude toward money and importance-satisfaction of street vended food were scored using the 5 point Likert scale with 1 indicating strong disagreement and 5 indicating strong agreement. 330 surveys used for statistical analysis and factor analysis, K means cluster analysis, t-test, and importance-satisfaction analysis (ISA) were performed.

FINDINGS

Factor analysis was performed on data from 23 survey statements of the attitude toward money. The parameters chosen were associated with six distinct independent factors. Factor 1 was associated with 'I am very pleased to possess money', 'I get things I want with money', 'I believe that money means power', 'I often think what I can do by money', and 'I believe that money can buy whatever' and hence the first factor was labeled as 'a barometer of power and prestige'. This first factor explained 13.237% of the variance. Factor 2 contained 'I behave as if money were the ultimate symbols of success', 'Money represents people's accomplishment', 'I show more respect to people with more money than I have', 'I tend to judge people by their money rather than their deeds', 'Money is the most important goal in my life', and 'I pursue money and depend on money' and hence the factor 2 was labeled as 'a barometer of success'. The variance explained by the factor 2 was 12.630%. Factor 3 was associated with 'I buy brand name products', 'I spend money to make myself feel better', 'I own nice things in order to impress others', and 'I am willing to spend more to get the very best' and hence this factor was labeled as 'a way of approval and filling up emotions'. The variance explained by the factor 3 was 11.527%. Factor 4 was associated with 'I complain about the price I paid', and 'After buying something, I wonder if I could have paid less elsewhere' and hence factor 4 was labeled as 'distrust'. This factor 4 explained 9.615% of the variance. Factor 5 contained 'I use money wisely', 'I follow a careful financial budget', 'I save money for the future' and hence this factor was labeled as 'a tool of rational consumption'. The factor 5 explained 9.169% of the variance. Factor 6 was associated with 'I often have trouble when I make a decision to use money', 'I worry that I will not be financially secure', and 'I get nervous when I don't have enough money' and hence the factor 6 labeled as 'anxiety'. The variance explained by the factor 6 was 7.237%. Cronbach's alpha values of each six factor were greater than 0.6.

Cluster analysis divided subjects into three groups and three clusters were identified based upon the six factors scores. Three clusters were labeled as money conscious group, uninterested in money group, and money cautious group respectively (Table 1).

Table 1. Analysis of variance results between factor scores and clusters

	Factor	Cluster			F value
		1 Money conscious group (N=47)	2 Uninterested in money group (N=134)	3 Money cautious group (N=149)	
1	A barometer of power and prestige	0.38a	-0.44b	0.28a	25.265***
2	A barometer of success	0.90a	-0.63c	0.28b	73.718***
3	A way of approval and filling up emotions	1.25a	-0.23b	-0.19b	57.110***
4	Distrust	0.54a	-0.29c	0.10b	14.746***
5	A tool of rational consumption	-0.27b	-0.15b	0.22a	7.002**
6	Anxiety	-0.13b	-0.42b	0.41a	28.411***

*p<0.01, *** p<0.001

a, b, c, d represent Duncan's multiple range test results.

Importance-Satisfaction analysis of street vended food results are presented in Figure 1. Overall, the importance scores were higher than the satisfaction scores. Focus here (quadrant 1) means high importance and low satisfaction. Focus here was associated with 'the sanitation of SVF (4)', 'the sanitation of SVF providers (5)', 'the sanitation of the places where SVF is served (6)', and 'the sanitation of the tableware (7)'. Doing great (quadrant 2) means high importance and satisfaction. Doing great contained 'the taste of SVF (1)', 'the price of SVF (3)', 'happiness after eating SVF (11)', and 'the accessibility of SVF (13)'. Low priority (quadrant 3) means low importance and satisfactions. Low priority was associated with 'the service of SVF (8)'. Overdone (quadrant 4) means high importance and satisfaction. Overdone contained 'the portions of SVF (2)', 'SVF sellers' kindness (9)', 'the experiences of enjoying SVF (10)', 'the convenient of the places (12)', and 'the locations of the street stalls (13)'.

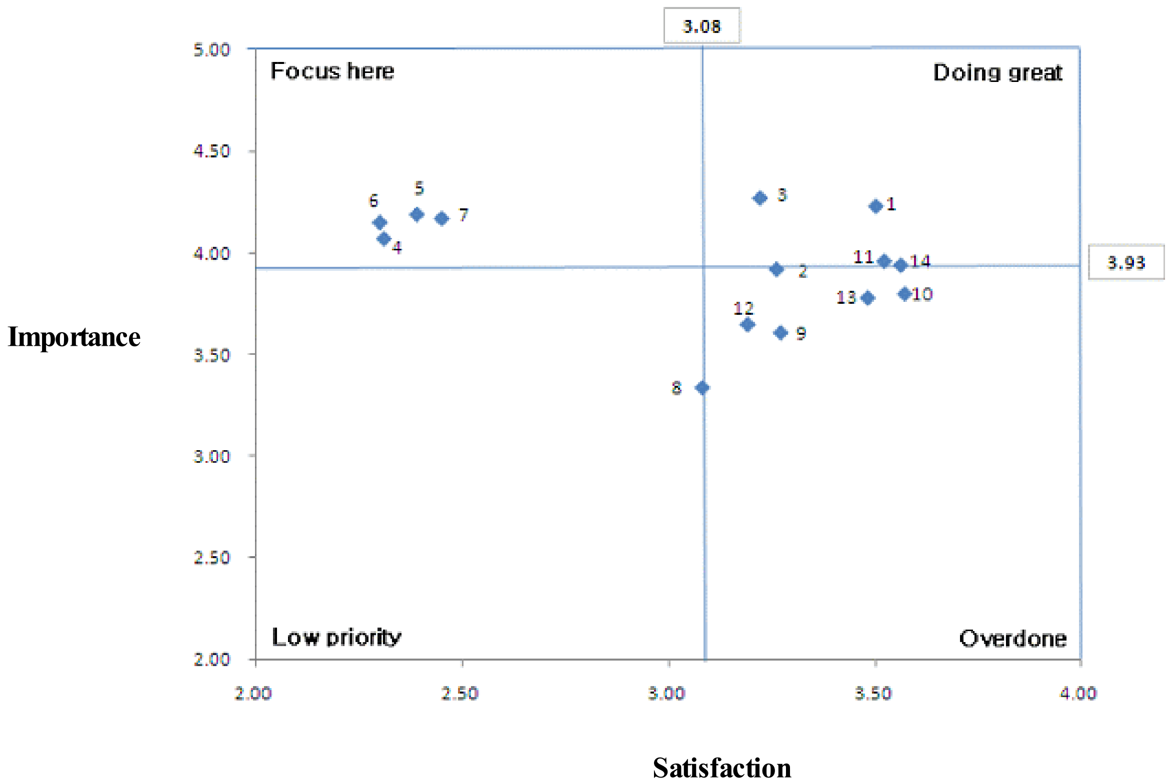

Figure 1. Importance-Satisfaction matrix of street vended food

CONCLUSION

There was no significant difference in importance and satisfaction of street vended food between three money attitude clusters. And the sanitary management of street vended food needs to be addressed immediately.

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CONSUMERS' PERCEPTION ON BRAND EQUITY OF COFFEE CHAIN STORES: 85℃ VS. STARBUCKS COFFEE

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As two coffee chain stores— 85℃ and Starbucks Coffee, this research primarily explores the difference of consumers' perception on brand equity between both of them, and the influence of brand equity on behavioral intention. Data were collected by means of a questionnaire distributed to the customers of 85℃ and Starbucks Coffee. By utilizing convenience sampling, in total 836 samples were obtained which include 471 samples of 85℃ and 365 samples of Starbucks Coffee. Statistical techniques employed include descriptive statistics, independent sample t-test, correlation analysis and regression analysis. The results suggest that perceived quality, brand awareness and brand image have significant effects on behavioral intention. There is significant difference on brand image between these two groups. Finally, theoretical and practical implications, direction of future research and research limitations are proposed.

Keyword:

brand equity, coffee, chain store, Starbucks, 85℃.

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DEVELOPMENT OF THE THEORY OF REPURCHASE DECISION-MAKING (TRD) IN A FULL-SERVICE RESTAURANT CONTEXT

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To accurately predict a wide range of customer intentions and behaviors, researchers have frequently utilized volitional components (Fishbein & Ajzen, 1975), non-volitional factors (Ajzen, 1985, 1991), and motivational and emotional elements as determinants (Perugini & Bagozzi, 2001). Indeed, one of the most widely adopted approaches for the comprehension of the complex customer decision-making process is the use of such socio-psychological theories as the Theory of Reasoned Action (TRA), Theory of Planned Behavior (TPB), and Model of Goal-directed Behavior (MGB). While questions regarding the efficacy of these theories have been repeatedly raised (Han et al., 2010; Oh & Hsu, 2001; Taylor et al., 2009), these models are generally thought to constitute a well-developed conceptual framework contributing to the understanding of the psychological processes of customers' decision-making, one that can adequately predict their intentions.

In this research, we particularly sought to understand the phenomenon of re-buying decision making based on the belief that inducing repetitive business is the key to a firm's long-term success (Han & Kim, 2010; Lewis & Chambers, 2000). Several efforts were made to apply the existing socio-psychological models to comprehend customers' repurchasing decision formation (e.g., Bansal & Taylor, 1999; Han & Kim, 2010), but such studies mainly consider volitional and non-volitional elements while disregarding the motivational element and affective/emotional aspects, which are central in repurchase decision-making (Han & Back, 2007). In addition, although motivational and affective/emotional elements were reflected in these models (e.g., Perugini & Bagozzi, 2001; Taylor et al., 2009), the appropriateness of the extension of the theories is questionable in that added conceptual variables in the models were simply based on literature reviews. In other words, only theoretical and conceptual justifications and approaches were employed for the development or extension of the model. The kind of exploratory approach that includes actual customers' opinions for their re-buying decisions-which was employed in the current study-was ignored in the previous studies. Further, belief constructs, which are critical parts of decision formation (Han & Kim, 2010; Lam & Hsu, 2006), were overlooked. Overall, the socio-psychological models extended or developed in the previous studies continue to lack comprehensiveness. Existing theories involving motivational and affective components generally targeted broad decision formation; they were not specifically designed to comprehend an individual's re-buying decision-making process.

This study fills these gaps in previous consumer-behavior studies by broadening and deepening the existing socio-psychological theory to better explain re-buying decision formation in a full-service restaurant setting. The present study pursued two main goals. First, this study attempted to identify factors contributing to the forming of a re-buying intention and obtain a new set of belief items and salient referents in a post-purchase decision-making process through an exploratory qualitative approach (Study 1). Second, this study aimed to develop a comprehensive Theory of Repurchase Decision-making (TRD) specifically designed to explain customers' post-purchase decision-making process (Study 2). In order to achieve a robust theory that more fully accounts for re-buying decisions, this study integrated beliefs constructs (behavioral, normative, and control) and essential variables for re-buying decisions from the qualitative approach into the MGB while taking its original variables into account.

STUDY 1

Two studies were conducted to test our predictions. In Study 1, a qualitative exploratory approach was employed to identify essential constructs in customers' re-buying intention formation. Another objective of the qualitative approach was to obtain a new set of belief items and salient referents. Research procedures followed Maxwell's (2005) recommended guidelines for qualitative research. A web-based survey was conducted to collect the data. The questionnaire was electronically distributed to 1,000 randomly selected general U.S. full-service restaurant customers by an online market research firm. A total of 112 usable questionnaires were completed for a usable response rate of 11.2%. The data collected through the open-ended survey were analyzed using units of analysis and categorization. Overall, this procedure provided nine categories of behavioral beliefs (i.e., particular quality foods, menu and food selections, quality facilities and atmosphere, reduced expense, good value for price, efficient and reliable service, clean and comfortable environment, comfortable interaction with staff, and special treatment and attention from staff), three categories of control beliefs (i.e., location, cost, others' preferences), and three categories of salient referents (i.e., family/relatives, friends, and co-workers/colleagues). This qualitative procedure also provided four major categories of reasons spurring re-buying decisions (i.e., satisfaction, switching costs, overall image, and commitment). More than 50.60% of the participants mentioned satisfaction (e.g., "My previous experience at this restaurant was satisfactory"), while monetary (e.g., "I have a membership; it will be costly to change") and non-monetary switching costs (e.g., "It would be inconvenient to search and find a better one") were mentioned by 38.32%. Image was mentioned by 20.90% (e.g., "The restaurant has a good image"), and commitment was described by 12.5% (e.g., "I just want to maintain a good relationship with this nice restaurant and its employees").

STUDY 2

The aim of Study 2 was to empirically test a proposed TRD particularly designed to explain customers' decision-making processes for repurchasing. The identified critical variables of explaining repurchase behavior (i.e., overall image, customer satisfaction, switching costs, and commitment) along with beliefs constructs were integrated into a unified theoretical model designed to explain re-buying decision formation for ensuring a sounder theoretical underpinning. Figure 1 presents the TRD.

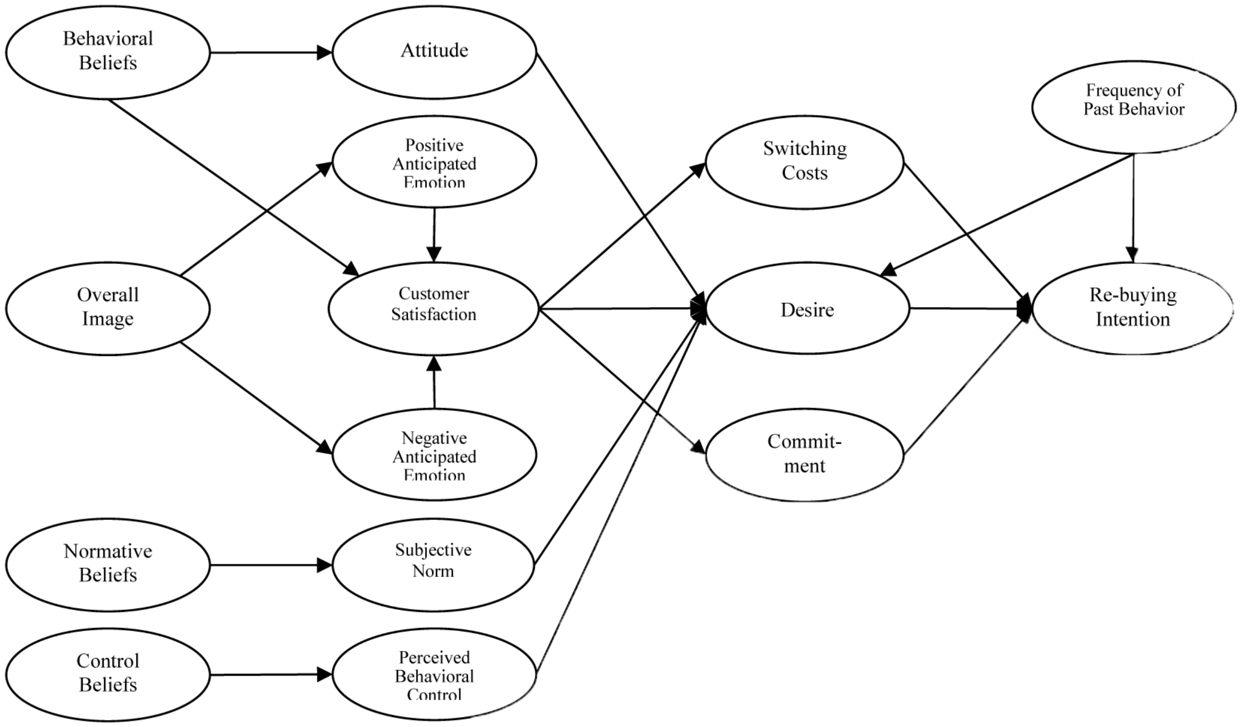

Figure 1. Theory of repurchase decision-making

To measure the study constructs, measurement scales validated in previous studies (e.g., Bansal & Taylor, 1999; Han & Kim, 2010; Han et al., 2010; Lam & Hsu, 2006; Oh & Hsu, 2001; Perugini & Bagozzi, 2001) were adapted and modified to fit the study setting. All constructs were measured using multiple items and 7-point Likert-scale. The questionnaire was pre-tested by academics in hospitality management. The questionnaire was also sent to restaurant managers and hospitality professionals to solicit opinions on the content and wording of the instrument to assess face validity.

A web-based survey was employed. The questionnaire was transmitted by e-mail to 3,000 general U.S. full-service restaurant customers randomly chosen from an e-mail list by an online market research firm. Survey participants were requested to indicate the name of the full-service restaurant that they had visited most recently and were asked to complete questions based on their experiences at the restaurant they had indicated. A total of 317 usable responses were received from the participants (response rate = 10.57%). A total of 53.5% of the respondents were female, and 46.5% were male. Their average age was 42.23 years. About 58.9% described experiences at a restaurant they had visited within the past week, and 77.9% had visited the restaurant within the last one month. The respondents' education level was relatively high. Approximately 86.0% of the participants had a higher-education degree.

A confirmatory factor analytic approach employing AMOS5 was used to assess the reliability and validity of the scale. The fit statistics of the measurement model showed an acceptable measurement model fit (χ^2 = 5099.369, df = 1444, p < .001, RMSEA = .076, CFI = .904, NFI = .890). The results supported internal consistency among the items for each construct as values for composite reliability ranged from .884 to .942, exceeding the suggested threshold of .60. All AVE values were greater than .50, providing evidence of convergent validity. Discriminant validity was established in that the squared correlation between a pair of constructs was found to be less than the AVE for each variable.

The structural model was estimated. Overall, the fit indices indicated an adequate fit (χ^2 = 5987.273, df = 1563, p < .001, RMSEA = .079, CFI = .900, NFI = .886). Findings indicated that behavioral beliefs exerted a significant influence on attitude (coefficient = .638, t = 7.226); normative beliefs significantly affected subjective norm (coefficient = .711, t = 11.213); and control beliefs had a significant impact on perceived behavioral control (coefficient = .779, t = 10.902). Overall image was found to be a significant predictor of positive (coefficient = .594, t = 8.030) and negative anticipated emotions (coefficient = -.333, t = -4.508). As expected, the results showed that customer satisfaction was a function of positive (coefficient = .265, t = 3.759) and negative anticipated emotions (coefficient = -.126, t = -1.997) and behavioral beliefs (coefficient = .444, t = 5.341). Desire was a positive function of attitude (coefficient = .141, t = 2.995), satisfaction (coefficient = .200, t = 3.887), subjective norm (coefficient = .329, t = 5.026), perceived behavioral control (coefficient = .370, t = 6.242), and frequency of past behavior (coefficient = .315, t = 2.872). Switching costs (coefficient = .560, t = 8.285) and commitment (coefficient = .689, t = 10.784) were significantly affected by customer satisfaction. As anticipated, re-buying intention was found to be a direct function of switching costs (coefficient = .301, t = 4.860), desire (coefficient = .254, t = 3.015), commitment (coefficient = .439, t = 6.003), and frequency of past behavior (coefficient = .247, t = 2.182). The variables in the TRD explained about 79.7% of the total variance in re-buying intention.

CONCLUSION

Capturing the considerable proportion of the variance in the intention to re-buy and satisfactorily fulfilling the conditions for the improvement of the socio-psychological model suggested by Ajzen (1991), the TRD (R^2 = .797) showed a greater predictive power than the MGB (R^2 = .632) (χ^2 = 1438.664, *df* = 381, $p < .001$, RMSEA = .078, CFI = .901, NFI = .887). To our knowledge, this study is the first to develop a comprehensive theory specifically designed for re-buying decisions by deepening and broadening the existing socio-psychological theory by employing an exploratory approach that exceeds a simple theoretical/conceptual approach for theory development and extension. The developed TRD may be applicable to a broad range of customer post-purchase decisions and behaviors in a variety of contexts, with modifications or extensions being made if necessary. Thus, this study has added considerably to the field of service/hospitality marketing and consumer behavior by providing a comprehensive framework for re-buying decision formation. In addition, the identified variables in Study 1 should be utilized as tools for restaurant managers to develop efficient marketing and retention strategies.

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LODGING WEBSITE SERVICE QUALITY PERCEIVED BY AGE COHORTS

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Today, many travel-service websites enable Internet users to access a wide range of travel-related services to plan their trips, from information searching to booking hotel rooms or airline tickets. This resulted in the Internet becoming one of the most important platforms for travel-related service businesses today (Ho & Lee, 2007). As the ubiquity of the Internet has accommodated travelers' attempts to search travel-related information from websites, electronic purchases of travel products and services have grown significantly, amounting to 52 percent of reservations made online in 2005 compared to 40 percent in 2004 (Kerner, 2005).

The Executive Report of TIA (2008) reported that four in ten (40%) e-travel customers are in Generations X and Y, while half (50%) are Baby Boomers. The report showed that Baby Boomers spent online for travel an average of $2,249, while Generations X and Y purchased online an average of $2,028. Generations X and Y are more experienced than Baby Boomers and Seniors in online travel planning. It was found that these age groups were different in their usage and opinions of travel websites. Demographic variables are closely related to level of the Internet usage using lifestyle factors in assessing Internet usage (Assael, 2005). Assael (2005) reported that although the demographic categories are not directly comparable, heavy users are younger than Internet users overall.

Although Internet users have been recently increased dramatically due to frequently updated Internet technologies, lack of research about Internet user behavior by age groups has been noted in the context of lodging website. Therefore, the main purpose of this study is to find if there were differences among major age groups in terms of their perception on lodging website service quality that affect to their behavior on websites (Kau, Tang, & Ghose, 2003). It will be meaningful to investigate the different perspectives of determining website quality based upon the characteristics of different generation groups such as Generation X, Y and Baby boomers.

Hence, the objectives of this study are: to investigate differences in perceptions of perceived website quality of a lodging website from generations' perspectives; to fill the gaps in the literature body of perceived website quality that is perceived differently by age groups in the context of lodging industry.

In order to examine perspectives of website quality by age cohorts, four different age groups were identified: Generation X, Generation Y, Baby Boomers, and Seniors. Three major dimensions were identified to determine the website service quality in the lodging context: website functionality; customer experiential aspects; and reputation of the lodging company.

Defining ages of Generation X, Y, Baby boomers, and Seniors vary by various studies. The age cohort group (born before 1946) is considered as Seniors. The Internet users of this group are not big but still growing (Computer shopper, 2004). Taulane (2008) defined Baby boomers as having been born between 1946 and 1964, and who value optimism, teamwork, loyalty to company, and going the extra mile. Generation Xers were born between 1965 and 1976 and value work-life balance, thinking globally, informality, flexibility, and independence (Taulane, 2008). A study entitled "The Census 2000 Ethnographic Study" (US Census Bureau, 2003) used the range of birth year of Generation X as those who were aged from 21 to 32 in 2003, that is, respondents born between 1968 and 1979. This categorization is different from that used in other studies.

As more and more Internet users are bypassing travel intermediaries and turning their attention directly to lodging websites for their travel planning (Jeong, Oh, & Gregoire, 2003), service quality on a lodging website is becoming a more important issue than ever. With a fast growing Internet user population, a number of studies (Barnes & Hinton, 2007; Childers, Carr, Peck, & Carson, 2001; Wolfinbarger & Gilly, 2003) have focused on the unique capabilities of the online medium that provides interactivity, personalized experiences, community, content, increased product selection and information.

Based upon aforementioned studies of website quality dimensions, three dimensions of website service quality were identified in this study as major elements affecting website: website functionality, customer experiential aspects, and reputation of a lodging company. Thus, it is hypothesized:

H1: Website functionality differently influences age cohorts on perceived service quality of website.

H2: Websites' experiential aspects differently influence age cohorts on perceived service quality of a lodging website.

H3: Reputation of a lodging company differently influences age cohorts on perceived service quality of a lodging website.

H4: Service quality of a lodging website is differently perceived by age cohorts.

In order to assess the differences of perception of website quality dimension were compared by age groups, survey questionnaire was developed and distributed. The questionnaire was constructed with two sections. First section contained two screening questions to distinguish respondents 1) whether they had experience of using a website to make room reservation(s) and 2) whether they had used a lodging website past six months. Consequently, only those who answered they had purchased hotel room(s) via a lodging website in the past six months were eligible to complete the survey.

A pilot study was conducted with the sample of 32 respondents, who actually used lodging websites to make their room reservations. A total of 725 respondents visited the web-based survey link but only 425 respondents answered that they had experience(s) to purchase hotel room(s) via Internet in the past 6 months. Among these 425 respondents, only 338 respondents met the qualification of study sample by answering that they had purchased hotel room(s) via lodging websites. Among them, a total of 292 respondents had completed the survey. Based upon the number of respondents who initially attempted to complete the survey (725), the response rate was yielded as 14.5%.

In order to test Hypothesis 1 through 4, comparison analysis was conducted using ANOVA. Based upon the theoretical review of literature, three dimensions of website quality were investigated to see differences among age groups: functionality (FUNC), customer experiential aspects (CE), and reputation of a lodging company (REP) as well as perceived service quality (PSQ). It was hypothesized that three dimensions of website service quality are differently perceived by age groups (Senior, Babyboomer, Gen X and Y).

Descriptive statistics showed that approximately 57% of the respondents were male and 43% were female from a total of 292 respondents, who were considered qualified Internet bookers and completed the survey. The biggest age group was Baby Boomers, between 45 and 63 years old, nearly 54% of the sample population. The age group for Generation X, between 33 and 44 years old, was nearly 21%, while Generation Y, between 27 and 32 years old, was around 17%. Seniors, those who were older than 63, were about 8%. Meanwhile, there was no one younger than 27 years old.

ANOVA was conducted to examine the differences of customers' perceptions of the website service quality by generations: Senior, Baby Boomer, Generation X, and Generation Y. The results of ANOVA indicated no significant differences among age groups in the perception of website service quality affecting perceived website service quality in the context of a lodging website. Only the variable REP (reputation) showed marginal difference ($p<.06$) among groups, which does not mean a significant difference. Based upon Bonferroni's post-hoc analysis, the different perception of REP between Generation Yers and Baby boomer was detected ($p<.03$). Overall, differences in perception of perceived website service quality among four age groups were not found significant in website funcationalty, customer experiential aspects as well as perceived service quality on a website. No differences among variables by generations were found, except for REP between Boomers and Gen Yers.

Therefore, Hypotheses 1,2 and 4 [H1: Website functionality differently influences age cohorts on perceived service quality of website, H2: Websites' experiential aspects differently influence age cohorts on perceived service quality of a lodging website. , H4: Service quality of a lodging website is differently perceived by age cohorts] were not supported, while Hypothesis 3 [H3: Reputation of a lodging company differently influences age cohorts on perceived service quality of a lodging website] only was supported.

Results of ANOVA indicated no significant differences in the perception of website service quality dimensions existing among four age groups – Seniors, Baby Boomers, Gen Xers, and Yers. Overall, there were no significant differences in the perception of website service quality dimensions among all age groups. This implied that regardless of age differences, people perceived the dimensions of website service quality in the same way.

Only the REP dimension showed a marginal significance in differences between Baby Boomers and Gen Yers. Based upon Bonferroni's post-hoc analysis, the different perception of REP was detected as significant ($p<.03$) between Generation Y and Baby Boomers. This implied that the reputation aspect of a lodging company was viewed different by Baby Boomers and Generation Yers. These two age cohort groups seem to be more affected by WOM with social web or social group and/or lodging company's advertisements than the other two age cohorts. The elements of REP included social influence and advertisements. Providing quality service to customers on the Internet may be helpful to spread out WOM, which is based on social influence to potential customers. It can be concluded that positive WOM and advertisements that coincide with service quality may affect customers' perception on website quality.

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FINDINGS ON FACEBOOK AND DIGITAL CAMERA IN HIGHER EDUCATION

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By virtue of rapid development and advancement of information and technology, social networking sites (SNS) have become widespread and prevalent social tools throughout the world. Research (Selwyn, 2007; Lenhart & Madden, 2007) indicated that today's students are significant users of this technology; in particular, the Mori (2007) investigation revealed that more than 95% of British undergraduate students are regularly using SNS. Due to students' spending notable amounts of lot of time on SNSs, Mazman and Usluel (2010) suggested that technological application of social networks in education could be potentially significant. Furthermore, social network tools could support education through active participation, interaction, collaboration, information and resource sharing, and integrated thinking (Ajjan & Hartshorne, 2008; Selwyn, 2007; Mason, 2006). Following this line of research, the purpose of the current study is to investigate the effect of the use of technology, in particular, Facebook and digital cameras in Taiwanese college.

A sample of thirty-nine junior college students registered in the department of culinary art in Taiwan is the dataset for the study. Twenty-three of the participants were male (59%) and sixteen were female (41%). The average age of participants was 18.33 (SD=.66). The study employs an experimental, 2 (with Facebook, without Facebook) x 2 (with digital camera, without digital camera) factorial design. The college courses with one week in-class teaching and a one week field trip at a restaurant both were the focus, and the study's methodology used a survey of questions to which the participants responded anonymously.

The study examined several constructs; the Big Five personality dimensions (the Big Five Inventory, BFI, John, Donahue, & Kentle, 1991), forty-four items; emotion (pleasure-arousal-dominance scale, PAD scale, Mehrabian & Russell, 1974), eighteen items; perceived usefulness for the course (Fu, Wu, & Ho, 2009), 3 items; subjective performance (Fu, Wu, & Ho, 2009), sixteen items; course evaluations (Denson, Loveday, & Dalton, 2010), eight items; and a check of manipulation check, three items.

In order to validate the reliability and the validity of the questionnaire's construct, Cronbach's α value tested each factor for internal consistency, and exploratory factor analysis explored the factors. The results of factor analysis identified two factors (subjective performance and course evaluations) that accounted for 69.11% of the total variance. The Cronbach' α value was 0.98 for subjective performance, 0.92 for course evaluations, and 0.79 for the check of manipulation.

The analysis used SPSS 18 statistical software package to first compute descriptive statistics and then calculate reliability and validity. Multivariate analysis of variance (MANOVA) detected significant differences among variables.

The post hoc test's results showed that the differences between four groups appeared for items, not for constructs. The four groups in the current study consisted of: Group 1 represented students who used both Facebook and digital cameras as learning tools; Group 2 represented students who used Facebook only; Group 3 represented students who used digital cameras only; and Group 4 represented students who used neither Facebook nor digital cameras. In the domain of subjective performance, the students in Group 2 considered their competences had progressed to a great degree in performance of menu design than other group(s), as which demonstrated by response to the item: "*The courseware helped improve my learning of the knowledge of menu design*" ($p < .05$, Group 2 > Group 1, Group 4), "*Motivated to do my best work*" ($p < .05$, Group 2 > Group 4), "*Greater confidence in expressing ideas*" ($p < .05$, Group 2 > Group 1, Group 3), "I*mproved ability to communicate clearly*" ($p < .05$, Group 2 > Group 1, Group 3, Group 4), and "*Enhanced problem-solving capabilities*" ($p < .05$, Group 2 > Group 1, Group 3). For another domain, course evaluations, Group 3 understood the course better than Group 4, from the statements: "*The aims of this course were clear to me*" ($p < .05$, Group 3 > Group 4), and "*I was given helpful feedback on how I was going in the course*" ($p < .05$, Group 3 > Group 4). The concluding sections of the study discuss applications, limitations, and suggestions for future research.

Keyword:

Facebook, education, digital camera, the Big Five Inventory, experimental design

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DEPRIVATION AND INTEREST TOURIST INFORMATION NEEDS: DOES IT RELATE TO TOURIST MEDIA HABITS?

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INTRODUCTION

Tourist information search and behavior in general have been widely researched due to the fact that it is during information search that a marketer can influence the potential tourist decisions (Murray, 1991). In the course of information search process by the tourists, several factors have been identified to influence the process that include previous experience and knowledge (Gursoy and McCleary, 2004), gender (Kim, Lehto and Morrison, 2007), culture (Gursoy and Umbreit, 2004), personality (Jani, Jang and Hwang, 2011). Despite information needs being the root of information behavior in general (Wilson, 1999), research that identified the needs that motivate potential tourists to seek travel and tourism information are lacking.

Some work that relate with tourist information needs include that of Vogt and Fesenmaier (1998), Nishimura, Waryszak and King (2006) and Wong and Liu (in press) that extended and tested Vogt and Fesenmaier's (1998) informational needs. Vogt and Fesenmaier (1998) categorized travel information needs into five main categories of functional, hedonic, aesthetic, innovation, and sign needs. Their categorization has taken a benefit perspective where that information is sought for a particular benefit and not psychological needs that are deeply ingrained in the individual. The psychological information needs include need for interest information (II) and deficiency information (DI) needs of liking and wanting information needs respectively (Litman, 2010). This study takes the psychological perspective of information needs that might inform the information behavior of tourist that are considered to be individual traits (Litman, 2010) as part of personality in general. The research questions that guided the study were: is there a relationship between the II and DI with the perception, preference, and use of media for tourist information? Do the II and DI relate with the use of different internet channel for tourist information search?

METHOD

A self-administered survey questionnaire for domestic tourists was distributed in one of the Korean metropolitan from 15th August to 26th August, 2010. Two research assistants distributed the questionnaire to conveniently selected tourists in three locations where the chances of finding a tourist were higher. In order to minimize possible bias, the research assistants were asked to distribute the questionnaire to all age and gender groups. As a result, a total of 306 questionnaires were returned of which 288 cases remained in the final data set after a cleaning process. The sample was slightly dominated by female (54.2%) and a substantial percentage of the respondents (74.3%) were at or below 39 years old while those 40 years old or over were 25.7% of the sample. In terms of education level, only 8.3% of the respondents had an education level of less than high school graduation.

The survey questions captured the two types of information needs (deficiency or deprivation and interest) using items that were adapted from Litman (2008) to suit the tourism context. Perception of media was measured using items for credibility, usefulness, and convenience of the different information media. Also the survey questionnaire included items for tourists' Internet-behaviour (Jani et al., 2011) that focused on the internet channels usually used in travel information search. With the exception of questions focusing on the internet channels used, all the questions were framed in a 5-point Likert-type scale (strongly disagree to strongly agree). An additional dichotomous question was included that served to indicate the preference and use of one information media that could be used in relating perception, preference, and media usage. A section capturing the respondents' demographic characteristics such as gender, age, marital status, and education level was included to serve as a description for the sample as well as elucidation of the demographic differences in information needs and behavior. The Cronbach alpha for the II and DI items were .832 and .752 that are considered to be reliable that was complimented with factor analysis that yield two corresponding factors.

FINDINGS

Correlation analysis between II and DI revealed a significant correlation of .362 (p value .000) that indicates the non mutual exclusiveness of the two needs. One way ANOVA test on categorized low–high II and low-high DI through median split as a cut off point was performed. The results are portrayed in Table 1 below. Results indicate the higher the II of the tourist related to a more positive perception of information from hotels (F-value 3.354, at p value .10). Those having higher DI indicated to have a more favorable perception towards information from newspaper, guidebooks, TV advertisements, hotel, and visited restaurants.

Table 1. II and DI information needs and perception of information sources

Perception of information source	Mean II Low	Mean II High	F-value	Mean DI Low	Mean DI High	F-value
WOM	3.811	3.847	.169	3.900	3.782	1.781
Travel agent	3.853	3.831	.063	3.770	3.889	1.722
Magazine	3.210	3.090	1.875	3.062	3.204	2.514
Newspaper	3.233	3.204	.109	3.106	3.294	4.552**
Guidebook	3.706	3.821	1.587	3.585	3.891	11.267**
Internet	3.928	4.046	1.522	4.011	3.976	.129
TV ads.	3.026	2.971	.372	2.937	3.037	1.186**
TV documentary	3.077	3.233	2.549	3.019	3.256	5.703
Brochure	3.245	3.352	1.066	3.247	3.339	.762
Hotel	2.844	3.013	3.354*	2.789	3.032	6.804**
Visited restaurant	2.688	2.806	1.626	2.615	2.843	5.867**

** Significant at .05 * significant at .10

Chi square was utilized to ascertain the relationship between travel information needs and the use of different internet channels. The results are presented in Table 2 below. It is clear that those who are higher in interest information needs tended to look for information from portal sites and blogs. While those who are after deprivation needs focused more on travel agents, search engines, newspaper/magazine and marginally on supplier's and portal websites.

Table 2: Internet channel and interest and deprivation travel information needs

Internet channel used	II Low	II High	X^2	DI Low	DI High	X^2
Travel agent website	10(13)	168(114)	2.267	40(42)	138(85)	4.236**
Supplier's website	9(14)	108(179)	.006	26(56)	91(132)	2.100*
Search engines	12(11)	181(101)	1.320	60(22)	133(90)	4.723**
DMO website	1(22)	37(245)	1.501	11(71)	27(196)	.094
Portal site	6(17)	132(150)	3.686**	43(39)	95(128)	2.342*
Newspaper/magazine	2(21)	44(238)	7.92	7(75)	39(184)	3.752**
KTO	2(21)	31(250)	.120	9(73)	24(198)	.002
Online community	1(22)	46(236)	2.335	9(73)	38(185)	1.692
Mini-homepage	2(21)	60(222)	2.078	15(67)	47(176)	.287
Blog	4(19)	136(146)	8.143**	37(45)	103(120)	.027

** Significant at .05 * significant at .10

CONCLUSION AND IMPLICATIONS

This study contributes both theory and practice. Theoretically the II and DI information needs have been validated as a reliable construct in the understanding of tourist media use. The observance of few means difference in the use of media implies tourism marketers have to have a broader media presence with respect to the two information needs. Nevertheless, marketers can focus on hotels as a source of information to motivate those who are likely to be interested information (II) as well those who are looking for a solution (DI) in planning their vacation. In facilitating tourist decision making that corresponds to the DI types, marketers can benefit by having a presence in newspaper, guidebooks, TV, and restaurants.

With regards to the internet, marketers can benefit by having a presence, monitoring or even facilitating blogs and portal websites to cater for II information needs; also travel agent, newspapers/magazine and search engines offers it potential in reaching the DI information needs. Through extension this study recommends tourism marketers to try to design message contents to reflect the different information needs for the different media. Future studies can compliment this by focusing on different cultural context as well as using longitudinal approach to ascertain if the II and DI are liable to change over the planning horizon of the tourists and other circumstantial variables. Further more by replicating the study with huge sample sizes will clarify more the relationship between tourist information habits and their information needs.

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HOTELS' MARKETING COMMUNICATIONS VIA SOCIAL MEDIA: A CASE STUDY OF HOTELS IN PHUKET

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INTRODUCTION

Internet, as arguably the most significant technological phenomenon today, provides completely new competitive opportunities to the tourist firms (Andrlic and Ruzic, 2010). The emergence of Internet marketing and new technologies has had a significant impact on the operations of marketers and consumers. Technology innovation has developed with the change of consumer behavior. The consumers are now seeking participation in which they can share and be a part of the communications (Larson, 2009).

The ways of communicating with customers have also changed significantly with the emergence of Social Media, also referred to as consumer-generated media (Mangold and Faulds, 2009). Social media are becoming increasingly important in today's marketing world. Individuals are using social media not only for networking but also for business purposes. Social media emphasize on building customer relationship rather than just direct sales and also make information easier to access at any time. Online social media offer the opportunity to connect with the audiences unlike traditional media (Brown, Broderick and Lee, 2007)

Increasingly more and more companies are using social media as one of their marketing channels to communicate with their customers, advertising and also selling products. Among others the hotel industry has also started to use this media as a tool for promoting and creating brand awareness (Astbury, 2011). Social Media are used as a channel to communicate with customers and at the same time promote their products, offer and keep up to date with customers. This study investigates further on how effective this marketing strategy is for the hotels in the island of Phuket, Thailand, a popular tourism destination which in 2010 had over 3.5 million visitors (OTD, 2011).

There are very few academic papers on marketing communications via social media, with limited previous literature on social networking marketing. Some exceptions are Mangold & Faulds (2009), Xiang & Gretzel (2009), and Hopps (2009). In addition, there is no previous literature discussing hotels' marketing communication in Phuket.

Therefore, the aims of this study are to identify how hotels use social media for their marketing communications and also to determine its effectiveness and importance on consumers' hotel selection process. The key objectives of this research are: (1). To identify how hotels use Social Media for their marketing communications. (2). To determine the importance of Social Media for the hotel selection process of different demographic groups. (3). To identify the importance and effectiveness of marketing communications through social media for hotels in Phuket.

METHODS

To achieve these objectives a mixed methods approach was adopted. Face-to-face interviews were conducted with relevant respondents from 15 hotels in Phuket. The interviews focused on the overall effectiveness of this marketing channel, and on the use Social Media for marketing communications.

An online survey was also posted in different social media such as Facebook, Twitter, LinkedIn, TripAdvisor and also in different online forums and blogs, such as Thaivisa.com, Expatblog.com, and Flyertalk.com. The survey questions were related to consumer behavior and the use of different kinds of social media in the travel decision-making process. The respondents were asked to assess the importance of the social media with relevance to their travels.

FINDINGS

This paper focuses only on the qualitative findings of this online survey. According to the survey, Facebook was found to be the most popular social media used mostly to connect with their friends, followed by TripAdvisor which was also the most used media when searching for travel related information. Lonely Planet was the second most used for searching for travel related information. The respondents were asked to rank the importance of factors influencing them in making travel decision: previous experiences were the most influential while friends/ relatives were the second most influential factors and comment reviews on sites ranked the third. Facebook was the most popular media that the respondents used to connect with their friends but not when searching travel related information; it is still the first place for the respondents to share or comment after their consumptions of the travel products, thus becoming a powerful word of mouth (WOM) tool. In addition, the respondents commented that social media are the most influential media for them to learn about the products or places as the reviews from previous customers were considered to be more reliable than advertisements. It is fast and in real time, good to gather information before making a decision, said one of the respondents.

Social Media are used by many consumers in gathering the information prior to their travels and selecting hotels based on the comments and reviews given by other travelers as that tend to be more reliable for the consumers. However, they are still many respondents who do not use this media when planning their travels and selecting the hotels due to privacy and reliability concerns.

Fifteen face-to-face interviews were conducted with hotels in Phuket. Most of the hotels promote their hotels via magazines, corporate websites, travel agents and lastly social media where Facebook is the most widely used, followed by TripAdvisor and Twitter. About three quarters of their customers come from agents, with few from direct booking and other sources. The marketing budget allocated for internet marketing was relatively low, although for some hotels it was as high as 40% of the total marketing budget. The hotels practice the social media marketing mostly to build image and to promote their hotels. The majority of the hotels update their Social Media pages on a regular basis with promotional offers, pictures, events and food and beverage offers. Most hotels engage with social media to respond to guests comments, for example by enhancing their PR activities on Facebook.

Almost every hotel mentioned that social media do not really help them to sell to their direct target market, however it acts as powerful word of mouth to connect between users. Most of the hotels in Phuket consider social media as the best channel to interact with the customers and also a very effective PR tools in order to promote and improve their hotel brands. Although it is still hard to really measure the effectiveness of this channel, some of the hotels come up with different campaigns to do so. To some hotels, social media are increasingly one of the channels for generating revenue. Only two hotels interviewed measured its effectiveness by ROI as they also invest in social media advertising.

CONCLUSION

Social media are starting to have an impact on hotels that are using them to attract new clients, maintain the existing ones and to boost their online presence. Hotels are also increasingly using Facebook to publicize new activities and offers and keep up to date with customers. This study revealed the perspectives of both the consumers and hotels on the emergence of social media as a marketing communication tool. Social Media are widely use for both leisure and business purposes by many companies. They are also used by many consumers in gathering information prior to their travels and selecting hotels based on the comments and reviews given by other travelers, such as in TripAdvisor, as that tends to be more reliable source for the consumers than corporate advertising. Additionally, the hotel industry is now seeing hotel booking rates being influenced by Facebook (Astbury, 2011). Hotels in Phuket are now starting to place more importance on social media with Facebook and TripAdvisor being the two most popular sites for enhancing their image and PR, followed by Twitter. Although Social Media are not yet directly revenue generating for most hotels, they are an increasingly effective WOM and PR tool for the hospitality industry.

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A MODEL OF INTEGRATED BEACH RESORT DEVELOPMENT

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INTRODUCTION

Among the many holiday destinations, beach resorts, especially those in exotic locations, have always been very popular. This strong demand has led to many entrepreneurs and organizations investing and building resorts to leverage on their popularity with the tourists. While there has been careful attention to planning and design for individual hotel projects, frequently there has been little effective control of overall resort growth. To curb problems pertaining to infrastructural developments and environmental issues, more Integrated Beach Resorts are being planned and built. Integrated Beach Resorts are planned environments with a number of hotels which share infrastructure, recreational features and other facilities [Smith 1992]. This allows for better control due to a central management system. Economies of scale can then be achieved and there is also a potential for coordinated and enhanced marketing of the resort as a whole. Careful planning and implementation of control measures towards the infrastructural developments and operations of beach resorts will be crucial as it will have a significant influence towards the community's economic and social sustainability. The main objectives of this research study are to identify the landuse pattern from which to develop a spatial model of Laguna Phuket and to compare this model with the Model of Integrated Resort Development (MIRD) that was developed from previous research undertaken at another Integrated Beach Resort in Nusa Dua, Bali [Smith, 1992]. Based on this comparison, a revised model of Integrated Beach Resort development will be proposed. This research focuses on Integrated Beach Resorts in developing Southeast Asian countries. The case study will focus on Laguna Phuket, a popular Integrated Beach Resort along Bang Tao Beach in Phuket, Thailand. The research study is based on primary data collected through the authors' field surveys and from secondary data such as printed materials, maps and websites about Laguna Phuket. These data will be analyzed to give a detailed understanding of the physical development of Laguna Phuket Beach Resort that allows for comparison with the MIRD.

RESEARCH METHODOLOGY

In order to test the accuracy and representability of the Model of Integrated Resort Development (MIRD), the Laguna Phuket, a popular Integrated Beach Resort located in Phuket, Thailand was selected for detailed analysis. A landuse study, consisting of a site surveys and interviews, was conducted. The authors walked and rode motorbikes around the area to observe and record the landuse as well as collect images of the landscape. Interviews with relevant personnel also allowed the authors to enhance understanding of the Laguna Phuket's layout. This information serves as our primary data. Previous research, in particular Smith [1992], has been used as a point of reference for this research. Published brochures and materials, relevant statistics from Tourism Authority of Thailand (TAT) and appropriate Internet websites were used as our secondary data. The components of both the landuse plan and the MIRD were specifically adopted for comparison with the observations found.. Further evaluation was then made to identify the similarities and the differences between the two study areas.

CONCLUSION

This study has allowed the authors to develop a revised Model of Integrated Resort Development (MIRD) that contains more details such as differentiating the business district into Residential Business District (RBD) and Commercial Business District (CBD) and the inclusion of golf course and second homes that were not mentioned in the earlier MIRD. The study also allows greater understanding and may aid further research in the development and operation of Integrated Beach Resorts. Additional research should be conducted on more Integrated Beach Resorts in different countries of Southeast Asia and around the world to test the model's validity and enhance the MIRD.

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THE INDICATORS FOR DEVELOPMENT OF GREEN SUPPLY CHAIN MANAGEMENT IN TOURISM INDUSTRY

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INTRODUCTION

Global warming is being inevitably the most important issue in the 21st century. Green supply chain management in the manufacturing sector-encapsulated the trend instead of supply chain management, which was enthusiastic over the past two decades and thus is becoming an essential part for long term business development which depends not only on individual, industry but also government, and nation (Christopher, 2005). Meanwhile, tourism, traditionally recognized as chimney-free industry, is playing a significant role in the global economy and has been one of the global economic stories in the past years which caused severe impact onenvironment (IKEDA, 2009; Bohdanowicz, 2005; Bob,1993).Cooket al. (1992) pointed outthat business in the travel industry was required to adapt to new environmentalrealities and to implement environmental policies and strategies. But nowadays there is still limited research on the topic of supply chain in tourism literaturenonetheless the research of green supply chain. Studies of typical examples included such as tourism supply chain, tourism supply chain collaboration and sustainable supply chain form Fort, Tapper, Schwartz and Kornilaki (2004, 2008), Piboonrungroj(2009), Zhang and Song (2009), Rusko, kylanen and Saari (2009), Keating (2008), and Schwartz, Tapper and Font (2008).

In order to facilitate environment considerations in tourism development, it is urgent to adopt green components simultaneously in the traditional supply chain in which social and economic impacts of business activities are taking into account.WTO(2009)also point out that "the industry contributes to enriching social and economicdevelopment across the world, contributing to the sustainable livelihood of ourglobal community and successfully decoupling growth from increased energy useand resulting greenhouse gas emissions".

Presumably, a health tourism green supply chain (HTGSC) comprises the suppliers of all the goods, services, and delivery of tourism products to consumers. Tourism industry contained six categories of suppliers including food service, accommodation, transport, activities,craft producers, and health. Apart from these suppliers, government and customers are more essential in playing driving forces (Zhang& Song, 2009) and we should take them into consideration. Companies do this way that highlight their environmental status to consumers, increase product reputation. For these companies, going green is a sound investment that can pay off.

Therefore, the objectives of this study are to:

1. Find out the green supplier performing criteria from a sound literature reviews and survey form the experts.
2. Establish an elementary review list of aspects and indicators for HTGSC supplier, and provide with the guidanceto health tourism entrepreneurs for establishing goodenvironmental protection in tourism industry.

METHOD

Measurement development

To develop a measurement scale for the HTGSC, seven tourism sectors of HTGSC (Figure 3) were developed form review of numerous study results such as Schwartz et al. (2008), Font et al. (2004, 2008), Piboonrungroj(2009), and Zhang and Song (2009). Accordingly, several aspects and indicators were associated with each tourism sector.

The food service sector contains three environmental aspects and twelve indicators; Sector 2 for accommodation includes six environmental aspects and twenty-one indicators; sector 3 for local transport have two environmental aspect and six indicators; Sector 4, activities/excursions/destination, has three environmental aspect and twelve indicators; Sector of craft producers involves two environmental aspect and six indicators; Sector for common items were represented by one environmental aspect and two indicators; Sector 8 of drivers has two environmental aspect and five indicators. To establish the environmental aspects and indicators for HTGSC, we developed a candidate list of environmental aspects associated with necessary indicators. The survey responses were designed with a five-point Likert scale (e.g. 1=not at all important, 2= not important, 3= not thinking about it, 4= important, 5= extremely important) to represent the extent to which they perceived their implementation of their companies for each of the dimensions of HTGSC practices.

Data collection

There are 2 phases for data collection including a pilot test and a convenience-sampling survey, in which the results were eventually aggregated.

1. Pilot test: We initially conducted a pilot test to validate and refine the measurement instrument. The pilot test was conducted for experts form travel agent practitioners. Based on the suggestions from the respondents, some minor wording modifications to the survey questionnaire were made.
2. Convenience-sampling survey: The second stage involved the application of a convenience survey. To minimize the possibility of bias in the survey,experts from a convenience sampling in the tourism industry were drawn. All the respondents were also interviewed by investigators. Within this stage, a total of 105 usable responses from academic community (tourism-related major) and practitioners (travel agent)were received.

CONCLUSION

Recently studies have shown that a majority of the manufacturing have been flourishing with the development of green supply chain management. But there is still limited research on this topic in tourism industry in which the resultant rapid economic growth relied on extensive expansion of tourism product that had correspondingly high consumption of energy and natural resources and accordingly caused severe environmental impact. Increasingly companies have realized that environmental management is a key strategic issue (Zhu and Sarkis, 2006). Tourismsystems are highly complex and dynamicphenomena, of varying spatial coverageand displaying a pronounced opennesstowards the environment.

Fort, Tapper, Schwartz and Kornilaki (2004, 2008), Piboonrungroj (2009), Zhang and Song(2009), Rusko, Kylänen and Saari (2009), Keating (2008), as well as Schwartz, Tapper and Font (2008) all showed that tourism sector and environment aspects issues are highly connected. There is scope for the application of HTGSC in tourism industry.

HTGSC offers a suitable approach to the effort to enhance the environment hot issues, and also helps to effectively green the construction health tourism supply chain. The proposed HTGSC have seven sector labeled as food service, accommodation, local transportation, activities/excursions/destination, craft producers, health and medical, and drivers. These seven tourism sectors contain seventeen environmental aspects and sixty-seven indicators. The detailed possible indicators for each aspect were depicted in Table 9. It is believed that this research would provide the tourism industry with a possible blueprint to implement green supply chain management, and fulfill the objectiveof saving the earth while still developing tourism.

MAPPING TOURISM ATTRACTORS ON THE SILK ROAD: IN THE FIVE CENTRAL ASIAN STATES

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INTRODUCTION

The Silk Road, misled by its name, is in fact an extensive network of the world's most ancient trade routes linking the East and the West for centuries which runs between and across a wide range of Eurasian countries covering a distance of no less than 12,000 kilometres (UNESCO, 1998; UNWTO, 2006). Travel on the Silk Road, such as for the purpose of trade, religion and politics, was very prosperous in the ancient times, as symbolised by the travels of Marco Polo and the various Chinese monks and diplomats (Bonavia, 2008; Ma, 1998; Polo, 1993). However, due to regional conflicts, political changes and the popularity of the Maritime Silk Road, the prosperity of the Land Silk Road diminished and travel along it suspended for a long period of time. After the dissolution of the Soviet Union in 1991, there was a restoration of interest in the Silk Road because of the opening of the previously-closed borders and the transitional economic situations experienced in the former Soviet republics located in Central Asia, which constitutes the centrality of the Silk Road (Airey & Shackley, 1997; UNWTO, 2001). International agencies, in particular the United Nations World Tourism Organization (UNWTO, formerly WTO), expected tourism to play a leading role in the social and economic re-development of the five newly independent Central Asian States (CASs) of Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan and Uzbekistan (UNWTO, 1999; Yalcin, 2007).

However, marketing the CASs in the global tourism marketplace is difficult. In addition to intrinsic reasons such as the lack of infrastructures and hospitality facilities; inadequate facilitation of travel, visa complication and an unfavourable image perceived by potential tourists (I. Rahim, Personal Communication, April 6, 2009), one CAS alone is not distinctive enough to attract international visitors because of their geographical remoteness from the source markets and the similarity between these CASs may potentially lead to competition for tourism demand in the region. These could be the reasons why tourism in this region has been underdeveloped with international tourist arrivals reached only over 6.3 million in 2009, compared to the world's 877 million international tourist arrivals in the same year (UNWTO, 2010a). Therefore, it is argued that an unprejudiced collaboration between the CASs is necessary to capture their full development potentials and to minimise the obstacles in the development process. Among all the collaborative approaches, the CASs agreed that cooperative destination marketing and branding of the Silk Road should be of the highest priority (UNWTO, 2010b). Branding and marketing a cluster of destinations is not a novel concept. Previous research suggested that destination co-branding helps balance the tourism development of different countries, enhance image of the region, diversify tourism products, prolong tourists' stay, increase tourists' expenditure and enhance mutual learning (Apostolopoulos & Sönmez, 2000; Jackson & Murphy, 2006; Wong, Bauer, & Wong, 2008). These would ultimately increase the competitiveness of the region in the global marketplace. One of the best examples is that of the European Union which positions itself as "a set of attractive tourism destinations" in the overseas market (Commission of the European Communities, 2006) with very strong marketing partnerships between and within its member states. Other successful demonstrations of cooperative destination branding among different countries, states or even cities in the same region are the Caribbean, the Mediterranean and Victoria, Australia. The Caribbean, although consists of more than 20 destinations, is always considered as a single destination group internationally projecting an image for romance holidays and honeymoons (Jayawardena, 2002).

This paper is part of a broader study investigating how collaboration along the Silk Road, especially between the CASs by pulling together their core tourism attractors and management competence, would enhance the overall competitiveness of the Central Asian region. An analytical framework has been developed to guide the study in which tourism attractors of each of the CASs, which are the comparative advantages of these countries, are put together to turn into the competitive advantages of the whole region, via means of collaboration and stakeholder involvement. In this extended abstract, the component of tourist attractors will be initially examined and discussed, which assists in forming the basis for further marketing and branding initiatives.

METHODS

This study took the form of an exploratory applied research approach as little knowledge has been known on the tourism provisions of the Silk Road and findings of this research can help tourism marketers in the CASs to formulate better-informed marketing strategies. Content analysis was utilised to study the Silk Road tour brochures provided by the tour operators in the five CASs. This is because content analysis, being a commonly-used sociological technique, was found useful in examining objects of social communications (Anuvia 200l; Weber, 2000) and has been gaining its importance in the study area of measuring destination images (Finn, Elliott-White & Walton, 2000; Jenkins, 1999). Another advantage of using content analysis in this study was the freedom granted by the characteristics of content analysis for the researcher to investigate and discover what the units being studied revealed and to interpret the data embedding on the real-world situation which increased the practicality of the research (Jennings, 2001). Non-probability judgmental sampling technique, with its advantage of high appropriateness to the research objectives (Jennings, 2001), was used to select the samples. Tour brochures were collected at the international tourism fair of ITB on 10 March 2011 and from the Internet, and subsequently 29 itineraries were identified. Instead of using a deductive approach with pre-set attributes, the current study adopted the inductive approach which meant no categories were formed before the data were analysed. Themes or categories were then grounded from pictorial and textual analyses of the data. The results were triangulated with the primary data collected via six elite interviews, conducted in December 2010 and January 2011, coupled with personal communications between the Silk Road tourism stakeholders and the researchers.

FINDINGS AND IMPLICATIONS

After reviewing the brochures and web pages on the 29 itineraries of the Silk Road provided by the tour operators, it is noticed that the information tends to thickly describe the experience of the tours and the use of pictures is comparatively less important than brochures on other destinations. This phenomenon is particularly distinctive with the web pages. Perhaps it is because a thick description of the itineraries and experience would reduce the perception of uncertainty by the travellers in view of the alternativeness of Silk Road travel (Blain et al., 2005). However, the underutilisation of images or destination icons for newly established destinations, like the Silk Road, is unusual, contradictory to their need to reinforce brand identity (Pritchard & Morgan, 1996).

Analysis on the pictures, actual itineraries and emotional wordings presented in the brochures and on the web pages revealed the major components of the itineraries to be heritage attractions and natural sceneries. To reflect these itinerary components, images of heritages and natural sceneries are most frequently used. However, pictures of the local people are as well popularly used despite the fact that they are not always emphasised in the itineraries. It may appear to the marketers that local people and lifestyles of the CASs could be an appeal to the potential travellers. The themes that used to create emotional links between the Silk Road and the travellers are dominated by fascinating stories of the ancient explorers as well as the emphasis of a memorable lifetime experience. It could be concluded that the images of the Silk Road projected by the tour operators focus on heritage, religion and natural scenery. Moreover, the ancient "marketers" of the Silk Road, such as Marco Polo and the other explorers, are proved to have influence over the emotional links of the travellers in constructing the image of the Silk Road even until today.

Traditional Silk Road tours going to Central Asia primarily include oasis cities like Samarkand, Bukhara in Uzbekistan and Ashgabat in Turkmenistan. Even for those itineraries that go to Kazakhstan, they only skirt the southern bits of the country. Therefore, it is important to distinguish the unique selling propositions of these CASs before cooperative marketing could be effective. For instance, Kazakhstan has launched various tourism projects for the year 2010-2014 with the aim to establish Kazakhstan as the tourism centre for winter sport, resorts and entertainment. For Kyrgyzstan, because 95% of her land are mountains, rivers, lakes and waterfalls, she is regarded as the "Switzerland of Central Asia"; and hence, Kyrgyzstan prefers to concentrate tourism planning and marketing on her adventure, nature and ecotourism, as well as the strategic development of a heritage tourism product because it has the potential to be used as a tool for nation building and fostering cohesion between ethnic groups. Tajikistan focuses her tourism development on mountain tourism and national parks. Turkmenistan, in addition to the historic Silk Road cities, plans to establish a spa zone along the eastern coast of the Caspian Sea. The tourism attractors of the respective counties are to be mapped and discussed in the full study. To conclude, primary findings of the study indicate that tourism attractors of these CASs can in fact form a tourism jigsaw of the Central Asian region. Instead of competing on the same tourism products, the CASs may consider specialising in their strengths and market themselves collectively, hence, increase the tourists' length of stay and expenditure in the region.

LIMITATIONS

Like any other research studies, this study has several limitations. Due to the political sensitivity in the CASs, respondents could be sceptical in answering some of the questions that were asked during the interviews, especially when commenting on the other countries or stakeholders involved. In addition, access to reliable and accurate information related to the CASs' tourism is relatively difficult. Last but not least, it is important to note that development of tourism along the Silk Road as a whole from Nara in Japan to Venice in Italy or development of Silk Road tourism in other parts on the Silk Road should not be neglected and to which future research studies are directed.

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SPILLOVER OF PROMOTION: SPATIAL DEPENDENCE AMONG ATLANTIC CITY CASINOS

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BACKGROUND

Echoing the success of Atlantic City casinos that first opened in 1978, there has been a recent surge in the number of casinos both in the US and worldwide. Casinos are usually justified by their impact on the local economy, (Walker, 2007) as politicians have seen the legalization of casinos as a 'painless' way to offer tax cuts to residents and increase government budgets (Gazel, 1998). Yet, the benefits are not without losses. Adverse externalities created by casinos, such as high crime rates, have been also noted (Friedman et al., 1989). Consequently these casinos, which induce sizable tourist spending at the sake of residents' well-being, are usually contained within a particular area.

This regulation-driven concentration of casinos constitutes an interesting case for examining theories on firm location. In essence, the location of a casino is not the outcome of an individual casino's profit-maximizing behavior with respect to agglomeration benefits and/or spatial competition, but rather is a structural factor. As a result, interaction among casinos is inevitable, while the net effect of this concentration remains in doubt.

Meanwhile, the actual effects of casino promotions are often questioned within academia. Research on the effectiveness of stimulating gambling demand through promotional efforts, such as complimentary rooms, food and beverages, travel expenses, gifts, and parking, has found mixed results. For example, Marfels (2010), O'Donnel et al. (2009), and Gu (2001) did not find that promotions had a significant effect on casino revenues, while only McGown and Brown (2009) reported a positive effect from promotions.

These mixed results may be explained by examining the problem of 'unbound' gamblers. Palmer and Mahoney (2005) reported that the loyalty of gamblers contingent on promotions or reward programs is very low. Hendler and LaTour (2008) argued that the recipients of such complimentary offerings may seek better deals. Simply put, the promotions may attract the gamblers to the area, but not necessarily to the casino that is rewarding them.

Based on this line of reasoning, we suspect that casinos' promotional efforts have a certain 'spillover' effect within the spatial system. Although the promotional allowances and expenses may lead potential gamblers to visit, these gamblers may not necessarily 'drop' their money in the casino that offered the complimentary goods. In order to test this hypothesis, however, a spatial model is indispensible. We attribute the insignificant results obtained by prior studies to the use of a-spatial models and instead tested our hypothesis using a sample of Atlantic City casinos as follows.

METHOD

Monthly casino data on total handle (bets made by gamblers), promotional allowances and expenses, and win percentages (the percentage of bets retained by a casino: equal to the casino's revenue) were retrieved from the website of the New Jersey Casino Control Commission. The descriptive data of variables for respective casinos is shown in Table 1. Total handle is a demand variable (Thalheimer and Ali, 2008). Promotional allowances and expenses, along with the win percentages for table and slot machines respectively, are independent variables in the spatial two-way fixed effects model

(Elhorst & Freret, 2009) of the following form:

$$y = \rho Wy + X\beta + \alpha + \mu + \lambda + \varepsilon \qquad (1)$$

where y is total handle, W is the spatial panel weighting matrix (t diagonals of spatial weighting matrix WN, where the weights are inverse distance of neighbors within 2 kilometers), X is the matrix of independent variables: promotional allowance, expense, and table and slot win percentages, μ and λ are the space and time fixed effects, and ε is the random disturbance.

Table 1. Descriptive Statistics of Data (n: 11; t: 36; n x t: 396)

Casino	Sort	Handle	Allowance	Expense	Table Win%	Slot Win%
Atlantic City Hilton	Mean	36.5	6223.9	727.4	12.7	8.5
	SD	8.3	1653.1	489.7	1.9	0.3
Bally's Atlantic City	Mean	77.6	12482.0	592.4	16.6	9.2
	SD	11.5	1460.0	163.5	1.2	0.3
Borgata	Mean	137.0	17736.7	2534.2	14.2	8.1
	SD	16.9	2568.2	423.3	1.5	0.4
Caesars	Mean	94.9	11055.5	1900.9	15.5	9.3
	SD	12.9	1528.3	640.9	2.7	0.3
Harrah's Atlantic City	Mean	49.6	13851.4	1276.5	15.7	8.7
	SD	6.9	1905.7	324.0	1.6	0.2
Resorts	Mean	29.0	5452.2	1141.0	14.0	8.6
	SD	6.2	968.3	547.9	1.7	0.2
Showboat	Mean	30.4	10169.3	251.6	15.1	10.1
	SD	5.8	1459.7	57.4	2.1	0.3
Tropicana	Mean	47.4	9443.8	880.9	15.6	8.9
	SD	7.1	1202.3	346.9	1.9	0.3
Trump Marina	Mean	22.8	4486.7	791.1	15.8	8.8
	SD	9.2	766.0	323.9	2.6	0.3
Trump Plaza	Mean	37.5	5171.2	1196.9	14.1	8.6
	SD	9.0	897.7	318.3	1.9	0.2
Trump Taj Mahal	Mean	80.4	11410.1	1921.9	15.2	8.5
	SD	15.6	1725.7	461.7	3.4	0.2

Handle in millions of US dollars; Allowance and Expense in thousands of US dollars
Table win and Slot Win in percentages

In order to remove the time and space-specific fixed effects, Baltagi's (2005) demeaning procedure was used while model (1) was estimated without an intercept. The log-likelihood function to maximize becomes:

$$L = T \times \ln |IN - \rho WN| - ½ NT \times \ln(\pi\sigma\varepsilon 2) - \varepsilon'\varepsilon/2\sigma\varepsilon 2 \quad (2)$$

and $\varepsilon = y^* - \rho Wy^* + X^*\beta + \varepsilon \qquad (3)$

where the asterisks denote the demeaning transformation by Baltagi (2005). The variables with dollar values were log-transformed for estimation by a log-linear model.

FINDINGS

Table 2 shows the results of estimation. As observed, the spatial correlation parameter ρ is considerably large (=0.461) and highly significant. Promotional allowance and expenses both had a significant effect on casino demand, while promotional allowance was greater in magnitude. This is intuitive as the average promotional allowance is approximately 7 times the average expense; the coefficient estimates were comparable as that of allowance is roughly (0.466/0.068) ≈ 6.85 times greater than that of expense. Table win percentage did not have a significant effect, while the slot win percentage had a significant effect on casino demand. Increasing the slot win percentage by one percent (from the sample mean of 4.6%) decreased the total handle by .054%, which is consistent with previous studies (Thalheimer and Ali, 2003).

Table 2. Estimation Results

Variable	Estimate	SE	t-value	Pr(>|t|)	Sig
Wy	0.461	0.041	11.296	0.000	***
Allowance	0.466	0.043	10.843	0.000	***
Expense	0.068	0.018	3.858	0.000	***
Table Win%	0.001	0.002	0.348	0.728	
Slot Win%	(0.054)	0.021	(2.586)	0.010	**

***-p<0.01, **-p<0.05

Log-likelihood: 368.0962 AIC: -726.1924

From the results, we concluded that the promotional efforts made by Atlantic City are effective in generating casino demand. However, the effect is not constrained to the casino that offers the complimentary items. The spatial spillover of demand is sizable and significant, and the effect on neighboring casinos is almost equivalent to the effect from the casino's own promotional allowance.

IMPLICATIONS

To date, the a-spatial models used to estimate the effects of casino promotions on demand have provided inconclusive results. Thus, the actual effects of complimentary offerings have remained in question. The authors suspect that the spatial spillover of such promotional efforts creates a distortion in estimation. Accordingly, the current study used a spatial lag model with two-way fixed effects to jointly determine the significance of the effects from promotions and spillover on casino demand.

Since locations of casinos are legally bound, spillover is inevitable. With such spillover problems casinos will be reluctant to increase promotional allowances and expenses, which would benefit the system as a whole rather than the individual casino exclusively. This may well be the reason behind the sluggish promotional programs of respective casinos (Marfels, 2010).

In this regard, some feasible approaches can be outlined: government or third-party coordination of joint-promotion programs among casinos in the region, enhancing the effectiveness of promotions for individual casinos by developing more 'binding' measures, or differentiating amongst casinos with respect to service quality and other intangible product attributes.

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INVESTIGATION OF DETERMINANT ATTRIBUTES OF CASINO CUSTOMER SATISFACTION: APPLYING IMPACT-RANGE PERFORMANCE AND ASYMMETRY ANALYSES

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This study aims to assess the important determining attributes of overall casino customer satisfaction and their asymmetric relationships in Korean casino settings as a case study, using the impact range performance analysis (IRPA) and is the impact asymmetry analysis (IAA). Results validated the rigor of IRPA and IAA over importance-performance analysis for identifying key determining factors and assessing magnitude among various casino services attributes. The theoretical and practical implications of this study's findings are included to enrich both academicians' and casino industry professionals' understanding of customers' perceptions of and attitudes toward casinos, and development of a marketing strategy.

Keyword:

Casino Service Quality, Casino Customer Satisfaction, Impact-Range Performance Analysis (IRPA), Impact Asymmetry Analysis (IAA)

EXAMINING THE ROLE OF MULTI-DIMENSIONAL VALUE IN UNDERSTANDING CONVENTION ATTENDEE BEHAVIOR

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INTRODUCTION

The notion of perceived value surfaced in conceptualizing the business phenomena of 1990s and has still gained substantial research interest (Sánchez-Fernández & Iniesta-Bonillo, 2007) in the literature of hospitality and tourism as well as marketing. Nonetheless, the concept of value has often been conceptualized unclearly and misused in the social science (Khalifa, 2004), as indicated by the lack of agreement on various definitions of value (Holbrook, 1999; Monroe, 1990; Sweeney & Soutar, 2001; Zeithaml, 1988). The most commonly used concept is uni-dimensional value proposed by, for example, Monroe (1990) and Zeithaml (1988). In uni-dimensional stream, consumers evaluate value by comparing what they receive to what they give, focusing on functional/economic aspect alone in value. However, other researchers criticize that uni-dimensional approach is narrow and cannot capture the intricacy of customers' perceptions toward value as value is a complex and multi-faceted construct (Holbrook, 1994, 1999; Mathwick, Malhotra, & Rigdon, 2002; Sinha & DeSarbo, 1998; Sweeney & Soutar, 2001; Woodall, 2003). They postulate that value comprises multi-dimensions, such as functional/utilitarian, emotional/hedonic, social, epistemic, and other values.

As research interest of multi-dimensional value has been growing in the marketing literature, hospitality and tourism researchers have been testing the concept of multi-dimensional value (Lee, Lee, & Lee 2007; Park 2004; Williams & Soutar 2009; Sánchez et al. 2006), although only a handful of studies have been conducted in the hospitality and tourism literature. Their studies are commendable in examining measurements, antecedents, and consequences of multidimensional value, contributing to the understanding of the notion of multi-dimensional value. However, little research has delved into the understanding of what causes individuals to perceive low or high multi-dimensional value (MDV). The understanding of distinction between low and high MDV customers enables service providers to learn how to offer high MDV from their products/services, thereby building up loyalty and competitive edge.

This study addresses such a research gap by examining psychographic and demographic profiles by different-tiered MDV convention attendees. In other words, the current follow-up research is designed to answer research questions, such as (1) "what discriminates different-tiered MDV attendees the most and the least?", (2) "what are psychographic and demographic characteristics by different-tiered MDV attendees?", and (3) how do convention planners cultivate high MDV?". In pursuit of this objective, derived from a perceived value scale (PERVAL) by Sweeney and Soutar (2001), this study adopts MDV, made up of functional, emotional, and social values, to test convention attendees' perceptions of MDV on the following grounds. First, emotional value is considered essential to the assessment of convention as convention attendees experience and cherish emotional and psychological benefits (e.g., excited and pleased to learn and exchange knowledge). Second, social value is also critical in rating convention value as attendees are motivated to develop their social networking with others and gain peer recognition. Finally, functional value (price/value for money) is included since attendance decision involves substantial travel cost. Moreover, using cluster and multiple discriminant analyses, this study identifies different-tiered MDV attendee groups, reviews psychographic and demographic profile of each MDV group, and investigates what discriminates the MDV groups. In examining psychographic profiles of convention attendees, this research adopts six convention quality dimensions (accessibility, extra-convention opportunity, site environment, social networking, professional education, and staff service) and two behavioral intention dimensions (revisit intention and word-of-mouth).

METHOD

To secure the better representation of the population characteristics, 815 data are initially collected from three international academic conventions: two different medical conventions and one IT & engineering convention. A survey is conducted on the last day of each convention, ensuring that respondents have a full experience with the conventions. During the process of data refining, outliers are identified and deleted, and all partial responses are removed. The data is finally reduced to 508 valid responses for analysis.

FINDINGS

Cluster analysis (Table 1) clearly identifies low, mid, and high MDV attendees. As multiple discriminant analysis (Table 2) suggests, high MDV attendees evaluate convention quality dimensions and behavioral intentions more favorably than low and mid MDV attendees. The potency index (It will be provided in a full paper due to a limited space.) and discrimiant analysis indicate that functional value discriminates the three groups the most, followed by emotional value, social value, word-of-mouth, education, social networking, revisit intention, site environment, staff service, extra convention opportunity, and accessibility. Also, as centroid and discriminant loading suggest, high MDV attendees positively evaluate MDV dimensions, convention quality dimensions, and behavioral intentions, whereas low MDV attendees negatively perceive them. Mid MDV attendees are positioned neutrally between low and high MDV attendees in terms of evaluative perceptions.

Table 1. Cluster Analysis: Means of MDV Factors

MDV factors	Cluster I Low MDV (N = 171)	Cluster II Mid MDV (N = 192)	Cluster III High MDV (N = 145)	F-ratio	Sig.
Emotional value	4.29	5.55	6.41	325.39	.000
Functional value	3.42	4.59	5.87	453.09	.000
Social value	3.82	4.90	5.86	295.50	.000

Table 2. Discriminant Function Loading

Group Centroid	Function 1	Function 2
Low MDV	-2.217	.118
Mid MDV	.199	-.223
High MDV	2.351	.156
Factors (Discriminant Loading)		
Functional value	.740	.470
Emotional value	.626	-.501
Social value	.599	-.016
Word-of-mouth	.559	-.190
Professional education	.433	-.177
Social networking	.406	-.127
Revisit intention	.386	-.133
Site environment	.301	-.001
Staff service	.283	-.023
Extra convention opportunity	.278	.157
Accessibility	.188	.508

CONCLUSION

The three MDV dimensions are ranked as the top three discriminating factors for low, mid, and high MDV attendees. This is well expected since the three groups are derived from MDV dimensions. Functional value is found to best explain three groups, followed by emotional and social value. This implies that three groups are more characterized by functional value (value for money) than emotional and social values. In other words, convention attendees rely more on cognitive, economic trade-off between what they have received and paid in judging multi-dimensional value. Also, high MDV attendees are perceived to be willing to spread positive word-of-mouth communication, whereas low MDV attendees tend to generate negative referrals. Word-of-mouth is a powerful behavioral intention in affecting future purchase decisions, especially when the service experienced (e.g., convention experience) arouses high perceived risk for the customer (Sheth, Mittal, & Newman, 1999). While convention-specific quality and site-specific quality have been considered critical factors in the convention literature, little research has been done to examine their relative roles in determining multi-dimensional value. The finding exhibits that convention-specific quality dimensions play a more significant role than site-specific quality dimensions in judging multi-dimensional value. An understanding of different-tiered MDV attendees enables a convention planner to better comprehend their distinct evaluative perceptions and features and to thus learn how to cultivate and sustain high multi-dimensional value that results in loyalty and profit. Since multi-dimensional value, comprised of functional, emotional, and social values, is found to be effective in understanding convention attendee behavior, subsequent research is encouraged to adopt the concept of multi-dimensional value in the study setting evoking emotional and social exchange.

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PERCEPTION OF SHANGHAI AS AN INTERNATIONAL CONVENTION DESTINATION: MEETING PLANNERS VERSUS MEETING ATTENDEES

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INTRODUCTION

The conventions and meetings industry has experienced tremendous global growth since the 1960s (Spiller, 2002). As convention visitors, who participate in meetings often stay longer or make repeat visits to a destination, it produces potential tourism imports that contributes significant economic benefits to the destination, because of this effect, lots of tourism authorities throughout the world are keen to attract convention visitors to their destinations, therefore, the convention industry has rapidly grown to be an important segment in the tourism industry, and today it is spreading throughout all over the world.

The Asian region has been recognized as an expanding region for international meetings and conventions especially in recent years. According to the International Congress and Convention Association (2008), the Asian region accounted for approximately one fifth of the global association meetings market (18.6%) in 2008. Within this context of meeting market potential, China, had a growth in number of hosting meetings from 69 meetings in 1999 (Rank 19) to 223 meetings in 2008 (Rank 11) globally, which represented a dramatic increase of 70% comparing with ten years ago (ICCA, 2008).

Shanghai, as one of the economic centers in China, has been recognized as an expanding destination for international meetings and conventions especially in recent years. However, although the city offers lots of specialized meeting facilities, the development for meetings industry is still in its early stage. In order to provide insights for marketers to further understand and better manage convention industry in Shanghai, this study assessed the performance of Shanghai as an international convention destination as perceived by both meeting planners and meeting attendees. Specifically, the purpose of this study is identified into threefold: first, to determine which site selection attributes international meeting planners and attendees consider most important in Shanghai; second, to measure how well Shanghai performs in delivering these important attributes based on meeting planners and attendees' perceptions; third, to determine the similarities and differences between meeting planners and attendees' perception of Shanghai as an international convention destination.

METHODS

Figure 1 illustrated the framework of the proposed research involved two stages: qualitative research stage and quantitative research stage.

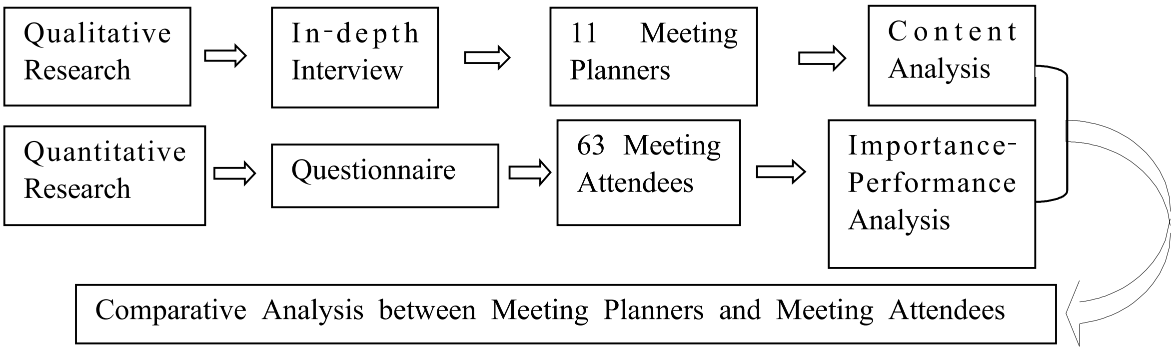

Figure 1. Framework of the Research

Based on the literature review of meeting planners and meeting attendees' perceptions of convention destination selection factors, in-depth interviews were developed to 11 meeting planners who had experiences in organizing meetings in Shanghai; while questionnaire was conducted by applying the Importance-Performance Analysis (IPA) approach for the targeted population as meeting attendees who had experiences in participating in meetings in Shanghai, finally, a total of 63 questionnaires were returned.

Afterwards, qualitative content analysis was applied to analyze the results from in-depth interview, meanwhile, the questionnaire results were analyzed by applying Importance-Performance Analysis (IPA) approach. Furthermore, with the method of content analysis and IPA, meeting planners and meeting attendees' perceptions of Shanghai as an international convention destination were compared.

FINDINGS

According to the results of in-depth interview, the findings pointed out that Shanghai had five strengths: first, Shanghai has sufficient and advanced meeting facilities for selection; second, Shanghai has high security; third, Shanghai is easy to access; fourth, the ground transportation system in Shanghai is good, especially after Expo 2010; fifth, the diversity of culture in the city makes Shanghai accept more meeting participants from different countries. However, it also has two major weaknesses as lack of meeting talents and low meeting service quality that prevent Shanghai to develop convention industry.

The results of questionnaire revealed two major findings, meeting attendees considered Shanghai had high performance of city security but low performance of ground transportation system. Besides, meeting attendees were satisfied with some important attributes such as the quality of meeting facilities, hotel rooms and F&B, the service quality in hotels and convention centers, ease of access and ease of any travel formalities that inhibit travel, availability of high-tech support equipment in convention centers. However, according to results of open-ended question posted to meeting attendees, low performance of foreign language skills in Shanghai is a problem that marketers should concentrate on.

Comparing the results between meeting planners and meeting attendees, overall, both groups agreed that Shanghai was in high security and easy to access, besides, Shanghai had sufficient and advanced meeting facilities, hotels and restaurants. Regarding the differences, meeting planners perceived meeting service quality in Shanghai was low whereas it effectively met the preferences of meeting attendees, in contrast, meeting attendees perceived the ground transportation system should be concentrated on and improved in Shanghai while meeting planners indicated that Shanghai was working well in terms of this factor.

IMPLICATIONS

The findings of the research provide some implications for Shanghai to gain a competitive edge in international meeting and convention market by addressing to improve the weaknesses. First of all, lack of meeting talents and low performance of meeting service quality indicate it is urgent for relevant authorities to apply trainings or further education programs for meeting providers in Shanghai, to enhance their sense of providing excellent service to customers, as well as to make sure they are professional enough to serve both meeting planners and attendees, and for long-term, in order to develop a pool of competent human resources and ensure the convention industry grows successfully in Shanghai, it is a must for conducting industry practices for university students who are studying at the major of “Event Management”. Secondly, the Chinese government should play an important role in controlling the ground transportation flow in order to avoid the traffic congestions, or setting up more taxi stations for visitors. Thirdly, poor language skills of local people implies that Shanghai should improve its overall language skills by conducting foreign language education to the meeting relevant residents, such as meeting service people, hotel staffs, taxi drivers, and so on. Finally, developing more meeting venues that can accommodate more than 1000 attendees, as well as building more hotels to make sure the hotel capacity is large enough in high demand season are both important for Shanghai to further develop convention industry in the future.

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RELATIONSHIP BETWEEN HOME-DELIVERED MEAL SATISFACTION AND QUALITY OF LIFE IN OLDER ADULTS USING STRUCTURAL EQUATION MODELING APPROACH

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INTRODUCTION

Home-delivered meal programs are performed to help older adults live independently in their own community (Gollub and Weddle, 2004). The concept of quality of life is a fundamental indicator both of health condition and medical action, while retaining a complex conceptual and operational definition (Fassino et al., 2002). This study was examined relationships between activities of daily living, food security, food enjoyment, home-delivered meal satisfaction, and quality of life in older adults using structural equation modeling.

METHOD

Research model and hypotheses.

The hypotheses of this study are shown in Figure 1.

H1: The activities of daily living significantly influence the home-delivered meal satisfaction in older adults.
H2: The food insecurity significantly influences the home-delivered meal satisfaction in older adults.
H3: The food enjoyment significantly influences the home-delivered meal satisfaction in older adults.
H4: The activities of daily living significantly influence the quality of life in older adults.
H5: The food security significantly influences the quality

of life in older adults.

H6: The food enjoyment significantly influences the quality of life in older adults.

H7: The home-delivered meal satisfaction significantly influences the quality of life in older adults.

Methodology. A survey was developed based on previous research (Vailas, 1998; Gollub & Weddle, 2004) to collect data from older adults (aged 65 and over) provided with home-delivered meal residing in Seoul. 162 surveys used for statistical analysis. Confirmatory factor analysis (CFA) and structural equation modeling (SEM) were performed using AMOS version 5.0.

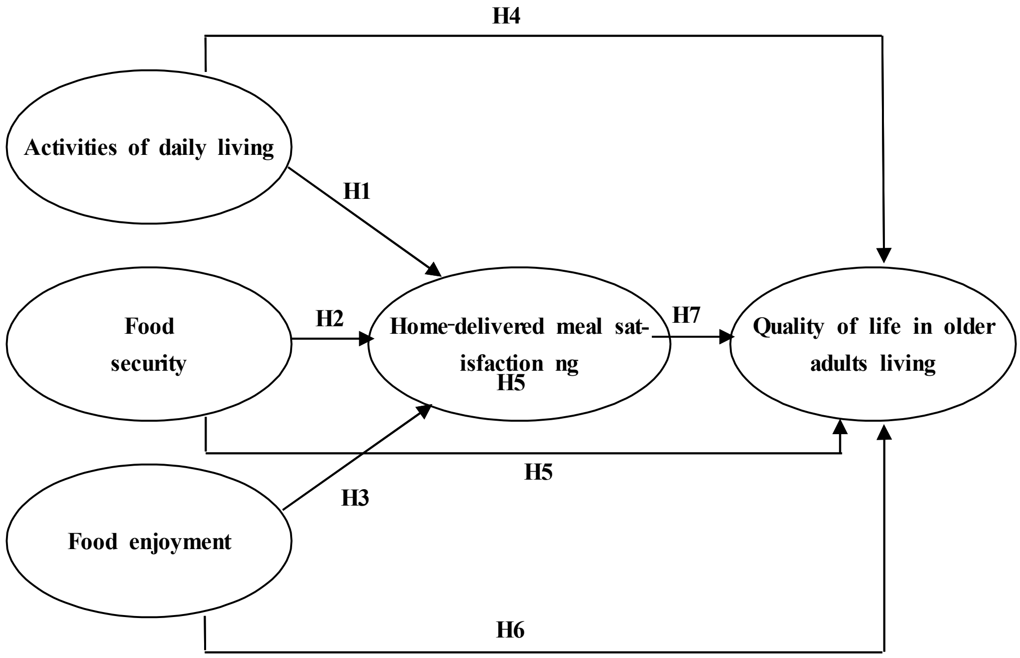

Figure 1. The research model

FINDINGS

The confirmatory factor analysis (CFA) was conducted with maximum likelihood estimation. Before analyzing the structural model, the validity of the measurement model was examined. The measurement model offered an acceptable fit to the data ($\chi 2$ = 25.72, GFI = 0.96, AGFI = 0.84, IFI = 0.96, NFI = 0.95, SRMR = 0.04).

Results of the model analysis are presented in Figure 2. The results of the model indicated fit indices: $\chi 2$ = 25.72, GFI = 0.96, AGFI = 0.84, IFI = 0.96, NFI = 0.95, SRMR = 0.04. The chi-square result was not significant, the GFI, the IFI, and the NFI were higher than recommended level (>0.90), and the RMR was lower than recommended level (<0.05). The adequacy of the structural equation models was evaluated on the criteria of overall fit with the data. Therefore, the overall model fit measures indicate that this model is acceptable.

The effect of activities of daily living on home-delivered meal satisfaction was significant ($p<0.05$). Therefore, H1 was supported by the data. The effect of food security on home-delivered meal satisfaction was significant ($p<0.01$). Therefore, H2 was supported by the data. The effect of food enjoyment on home-delivered meal satisfaction was not significant. Therefore, H3 was not supported by the data. The effect of activities of daily living on quality of life in older adults was significant ($p<0.05$). Therefore, H4 was supported by the data. The effect of food security on quality of life in older adults was significant ($p<0.01$). Therefore, H5 was supported by the data. The effect of food enjoyment on quality of life in older adults was significant ($p<0.01$). Therefore, H6 was supported by the data. The effect of home-delivered meal satisfaction on quality of life in older adults was not significant. Therefore, H7 was not supported by the data.

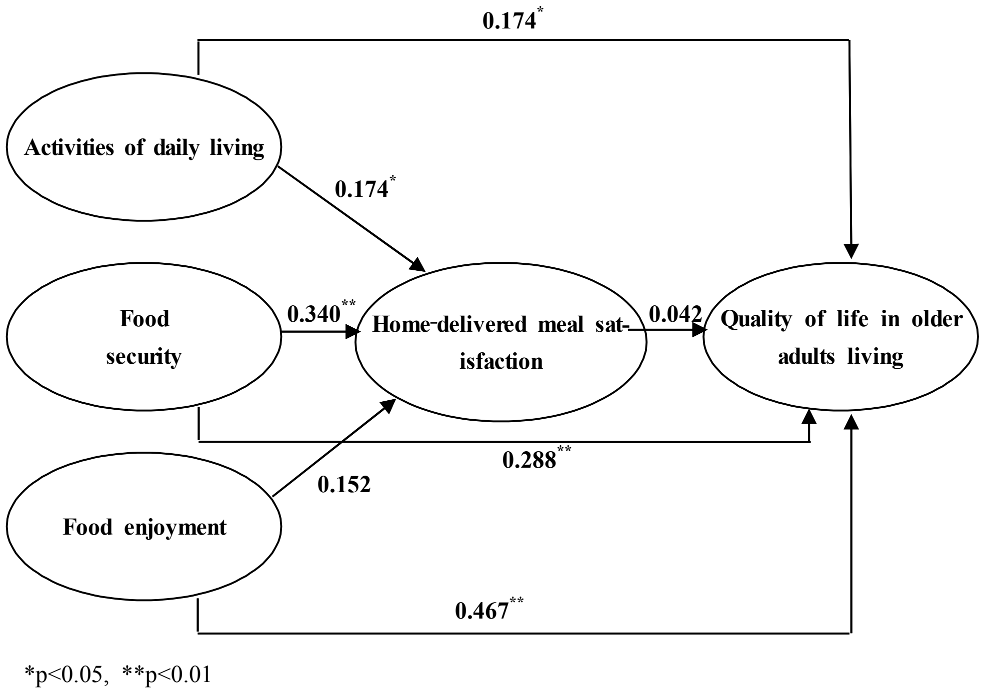

Figure 2. Results of the model analysis using AMOS

CONCLUSION

Activities of daily living and food security positively influence home-delivered meal satisfaction in older adults. Activities of daily living, food security, and food enjoyment positively influence quality of life in older adults. However, the effect of home-delivered meal satisfaction on quality of life in older adults was not significant. Therefore, home-delivered meal program for older adults need to manage systematically to improve quality of life.

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EFFECTS OF WORK STRESS ON JOB SATISFACTION, TASK PERFORMANCE, AND INTERPERSONAL CITIZENSHIP BEHAVIOR

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INTRODUCTION

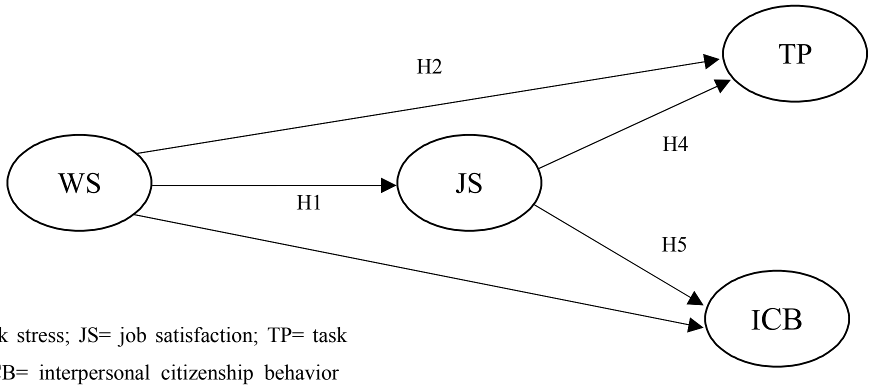
To maintain and promote employee health and well-being, organization and management in the work place have to be considered. An effective work environment can be lost when there has been insufficient attention paid to job design, work organization and the employees' morale. One common result is stress in the work place (Ganster & Schaubroeck, 1991). When work demands of various types exceed a person's capacity such as their skills and knowledge, work related stress arises. Stress could result in high levels of sickness absence, high turnover rates and other indicators of organizational underperformance (Maslach & Leiter, 1997). Therefore, having a stress free work environment will help achieve employees' goals and improve their performance in their work place. Nevertheless, there are few studies that deal with work stress in the hospitality industry. Therefore, the aim of this study is to develop a theoretical model to reveal how work stress affects employees' task performance and organizational citizenship behavior through its effect on employees' job satisfaction in the hospitality setting.

LITERATURE REVIEW AND HYPOTHESES

Health and Safety Executives (2009) defined work stress as "the adverse reaction when people have excessive pressures or other types of demand placed on them at work". Stress is not considered an illness but when stress becomes too excessive, mental and physical illness can develop. Work itself can be a great source of pressure if it is not well designed. On the other hand, job satisfaction is a state that is derived from how one experiences work in a work place. The social psychology literature states that when people are put in a good mood by an event, they tend to be more altruistic and more likely to help others (Karl & Peluchette, 2006). Further, such altruistic and helping behaviors will satisfy customers as well so that employees can provide better customer service (Berg, 2001; Karl & Peluchette, 2006). Doing so is a core task performance in the hospitality industry. Although the causal relationship between job satisfaction and task performance is inclusive in the literature, the causal effect of job satisfaction on task performance has its own evidence and logical background; attitudes lead to behavior (cf. Judge, Thoresen, Bono, & Patton, 2001). When it is a team-based task, such behaviors may include ICBs as well in that helping others would enhance teamwork and provoke reciprocal helps from others about one's own tasks even in a short term. Taken all together, this study examines the following hypotheses (figure 1).

Hypothesis 1: Workplace stress has a negative effect on job satisfaction.
Hypothesis 2: Work stress has a negative effect on task performance.
Hypothesis 3: Work stress has a negative effect on interpersonal citizenship behavior.
Hypothesis 4: Job satisfaction has a positive effect on task performance.
Hypothesis 5: Job satisfaction has a positive effect on interpersonal citizenship behavior.

Figure 1. Structural Equation Model



Note: WS= work stress; JS= job satisfaction; TP= task performance; ICB= interpersonal citizenship behavior

METHODOLOGY

To measure the constructs in the proposed model, validated scales will be borrowed from the literature; work stress (35 items) (The Health and Safety executives, 2002), job satisfaction (2 items) (Cammann, Fichman, Jenkins, & Klesh, 1983), task performance (4 items) and ICB (5 items) (Williams & Anderson, 1991). All items will be assessed on a five-point Likert scale ranging from 1 ('strongly disagree') to 5 ('strongly agree'). The initial questionnaire will be modified after a pretest is conducted. Then, a pilot test will be conducted with undergraduate students in the same program. The self reported questionnaire from hospitality industry employees in the U.S. will be randomly distributed by an online market research company. To test the hypotheses, each item will be factor analyzed and then put into the AMOSS, SPSS program, to prove relationship between variables.

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NEW COMPETENCIES REQUIRED FOR MANAGERS: A STUDY OF PRIVATE CLUB INDUSTRY IN U.S.

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INTRODUCTION

The Club Managers Association of America (CMAA), a professional association for managers of membership clubs, has grown substantially in recent years. CMAA represents more than 3,300 private clubs with approximately 7,000 members across all classifications. CMAA offers a comprehensive menu of professional development opportunities to its members. In the last ten years, CMAA has updated their certification process to incorporate trends within the private club industry. These changes have been based on an understanding of what managerial competencies club managers need to succeed (Kent & Perdue, 1989). Managerial competencies refer to skills, knowledge and behaviors to be demonstrated at a specific level of proficiency by managers (Evers, Rush, & Berdrow, 1998).

According to Sandwith (1993), there are five domains that make up the competency domain model: conceptual/creative, leadership, interpersonal, administrative and technical. Previous studies on club manager competencies have examined the importance and frequency of use of administrative and technical domain competencies but have neglected the remaining domain competencies (Perdue, Woods, & Ninemeier, 2001; Perdue, Woods, & Ninemeier, 2002). These skills have been identified in other professions as some of the most important and most frequently used skills by organization leaders (Kotter, 1990; Levinson, 1980; Oss, 2003; Thomas & Sireno, 1980). This study attempts to fill this gap by examining Sandwith's five domain competency model as applied to the private club industry. The primary purpose of the present study is to identify a set of competencies currently used by private club managers to perform their job. The study attempts to measure the importance of managerial competencies to private club managers as well as how frequently they use these competencies. An additional purpose of the study is to develop a valid, reliable and updated managerial competency model for private club managers.

Management competencies have been used to address trends, challenges and developments within the service industry including hotels and resorts, food and beverage operations and the private club industry. Since each segment is unique, management competencies are needed to address knowledge, skills and abilities needed by successful managers and leaders within each segment of the hospitality industry. As Geller (1985) noted, developing industry specific competencies can be difficult and should be as specific as possible in order to properly document roles, activities and functions that are expected of managers and leaders. Numerous studies have examined management competencies in the lodging industry and the restaurant industry but only a few examined those in the club industry.

COMPETENCY USE IN THE PRIVATE CLUB INDUSTRY

Two studies conducted by Perdue *et al*. (2000, 2001) examined competencies required for club managers. The intent of these studies was to examine the importance and frequency of use of management competencies in the private club industry. The first study looked at 127 competencies in seven clusters asking the respondents to rate each of them for importance and frequency of use. Many of these competencies were obtained from a CMAA certification task force which developed an original 111 competencies that they believed club managers needed for success (Perdue *et al*., 2000). Afterwards, aggregate scores combining the overall importance and frequency were computed. The findings indicated that among the ten most important and frequently used competencies, two came from the accounting and finance cluster, one came from the club management cluster, three came from the food and beverage cluster and the remaining four came from the human and profession resources cluster. This study laid the ground work for other competency studies in the private club industry. It also addressed two of Sandwith's competency domains (administrative and technical) and helped evaluate professional development programs and certification standards for CMAA.

Later, Perdue *et al*. (2001) asked private club managers to rate the importance and frequency of use of management competencies that should be important for the year 2005. They added two new clusters to their original model used in 2000 study. In this study, the competency list was expanded to 144 and there were a total of nine clusters. The results showed that the club managers expected competencies in the accounting and finance, human and professional resources and the food and beverage clusters to be the most important and frequently used competencies in the future. On the other hand, these club managers perceived competencies in external and governmental influences, sports and recreation and building and facility management would be the lowest priority competencies in the future. When compared to the previous study (Perdue *et al*., 2000), it was found that managers did not differ much as to which managerial competencies would be needed to address trends and industry developments in the future. The same five competency clusters, namely accounting and finance, human and professional resources, food and beverage management, management and club governance ranked as the top five competency clusters in both studies.

Other studies in private clubs have addressed marketing issues (Pellissier, 1993; Pellissier, 1994), while a study conducted by Sherry (1992) examined legal issues in relation to the membership selection process. Cannon *et al*. (1998) looked at external and governmental influences while examining the prevalence of sexual harassment in private clubs. Yim (1983) examined sex discrimination in private clubs indicating that managers needed to be up to date with legal issues that could affect their private clubs. Others have examined management styles and job tenure factors in private clubs (Graff, 2000; Robinson, 2005). It is these studies along with the Sandwith competency domain study that provides the basis for the current study. Previous literature on managerial competencies in businesses, hotels, restaurants and private clubs was used to develop a survey instrument that would include competencies in all five of Sandwith’s (1993) competency domains. Other literature was included to develop a master list of competencies in each of Sandwith’s five domains. A panel of industry experts and academics were invited to evaluate and test the survey instrument for clarity, conciseness and validity.

METHOD

This study utilized a survey of CMAA managers. The survey had three sections. The first section contained both club and manager demographics and the second section included 151 managerial competencies for club managers to rate regarding importance and frequency of use. In addition, each domain as well as a cluster within a domain was also rated on importance and frequency of use, bringing the total number of questions for this section to 163. Competencies were put into five domains according to Sandwith’s (1993) competency domain model, namely conceptual-creative, interpersonal, leadership, administrative, and technical. Each competency was rated on importance using a five point Likert scale where five (5) is "critically important" and one (1) is "no importance." Each competency was also rated on a three point scale for frequency of use where three (3) is "always used" the competency and one (1) is "never used" the competency. The third section of the survey asked respondents to rate each competency domain on a five point Likert scale where five (5) is "strongly agree" and one (1) "strongly disagree" on how well each domain prepares the manager to do their job (ability) and on how important club managers believed each domain is to success in the club industry.

IMPLICATIONS

Numerous studies have documented the advantages of industry specific competency models for managers in a specific business environment (Chung-Herrera *et al*., 2003; Dalton, 1997; Hurd & McLean, 2004; Jirasinghe & Lyons, 1995; Koustelios, 2003; Thomas & Sireno, 1980). An advantage of the club manager competency model created in this study is that it can be adopted by club managers, human resource managers and club boards of directors as a foundation to creating an organization specific competency model in which human resource functions of hiring, training and developing procedures can be developed (Dalton, 1997). In addition, there are numerous practical implications relating to this study. First, the results will help the education department at CMAA evaluate their educational offerings as well as their certification exam. Results from this study can also help managers develop skills in young club managers in lower managerial positions. Job descriptions and training programs for future club managers can be tailored around measurable competency statements identified in this study. Managerial competencies play an integral part in managers' success and their employee's success on the job. This study will provide a framework for educational and training programs that will help managers and future managers realize what competencies are important for club management and how they can work to improve competencies in which they are weak at. This study will further help educators at the university level who are teaching club management courses as the study will help educators hone in on important managerial functions that need to be addressed in the classroom. Since clubs differ on what they require of their managers, this industry specific competency model will help managers explain their role to their members as well as their board of directors who might not understand the role of the general manager or chief operating officer of the club. Finally, this study could also be used as a template for industry specific competency studies in other segments of the hospitality industry such as hotels, resorts, spas, meeting planning and restaurants.

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ASSESSMENT OF THE FOOD SAFETY POLICIES OF SELECTED CATERING COMPANIES IN TWO PHILIPPINE CITIES

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INTRODUCTION

The maintenance and adherence to a high standard of food safety in the food service industry is of increasing importance. This is meant to prevent the incidence of food borne diseases, which remained one of the most prevalent public health problems in the modern world. Outbreaks of food poisoning can be attributed to poor food safety practices. They also demonstrate a weakness in the control of the supply chain and operations of a company (Sun & Ockerman, 2005). These incidents can adversely affect the company's reputation and consequently, its profitability (Société Générale de Surveillence, 2009). The catering industry continues to grow every year, and with this growth, the clients' food service expectation and demand for wider choice and better food quality. In the Philippines, the catering industry is doing well because a growing number of Filipinos are now inclined toward worry free celebrations (De Vera, B. 2009). Currently, there is a predominance of small independent businesses in the catering industry where 75 to 85 percent of the businesses are likely to be owner–managed. However, owners often enter the industry with little or no prior knowledge of food safety or hygiene training. Lack of structured food safety communication channel and advanced preparation of large food quantities contribute to a large amount of foodborne illnesses attributable to the catering establishments (Griffin, 2000). Thus, this study aimed to assess the food safety policies of selected catering companies. Specifically, it sought to identify the food safety policies of the catering companies, determine the food safety knowledge, attitudes and practices of the employees, and evaluate the effectiveness of the companies' food safety policies.

METHODOLOGY

The study used the qualitative and quantitative approaches to gather data using the survey research method. These involved personal interviews, actual audits of the catering establishments and FGDs. It sought to describe how food safety policies are being applied in the selected catering establishments that are located in two cities, one in Metro Manila and another, in Bulacan province, north of the Philippines. The respondents of the personal interviews comprised managers/supervisors and workers of two catering companies. Three sets of FGDs were also conducted for managers and supervisors, food servers and food preparers of a third catering company. A modified government inspection checklist was used to monitor the actual implementation of the policies by the employees and food handlers. It also aimed to validate the responses obtained during the interviews. The results of the interview of the managers and supervisors were analyzed using descriptive analysis while the interview of the employees and food handlers were analyzed using Fishers Exact Test. An α value of 5 per cent was used to indicate the significance of the data. The result of the audit was analyzed using the standard grading system for sanitary audits by the Municipal Health Departments to establish the companies' adherence to food safety policies. The results of the FGD were also analyzed to establish common trends with that of the results of the interview.

FINDINGS

Respondents for this study were managers, supervisors and rank and file employees from selected catering companies, aged 31 to 40 years old. The respondents worked for the company from five to ten years. Most of the managers, supervisors and rank and file employees obtained a college education. The result of the survey interviews indicated that the catering companies lacked written food safety policies and thus, conveyed these only to employees through verbal communication.

On the participants' KPA on food handling, proper cleaning of equipment and utensils and pest management were not consistently followed. In-house food training sessions were not also conducted. The result of the Fishers exact test indicated an association between age and educational attainment and the need to have a health permit for employment in food service establishment. The number of hours spent on a certain job also showed an association to the age of an individual.

The result of the FGD showed the catering company's recognition of the value of food safety policies for its continued operation. The employees' KPA on food handling showed the importance that the company gave on the protection of food from contamination, on the workplace' cleanliness, and advanced and organized food preparation. The result of the audit using showed that the management and employees of caterers A and B have been following the food safety policies because both received passing marks. However, both recognized the need to improve their efforts to address food safety problems, sanitation and hygiene in the workplace.

CONCLUSIONS

The study indicates that the food safety policies that are being implemented by caterers A and B are presence of sanitary permit and of policies on some food processes namely: purchasing, receiving, storage, hot and cold holding, waste management, transportation and verification of food safety practices. Caterer B implemented the following food safety policies: cleaning of food preparation and cooking areas, and equipment and utensils, pest management, and evaluation of the knowledge on food safety practices. Assessment of the of the respondents' KPA on food safety policies showed their awareness on their companies' food safety policies, practices and procedures. The assessment also showed the respondents' recognition of their importance. However, their knowledge and attitude did not necessarily translate to practice. Violations were caused by lack of knowledge, lack of authority figure to encourage compliance to food safety practices, improper design or lack of facilities, lack of resources and inadequate training program on food safety. The results of the audit showed that caterer A obtained a satisfactory rating while caterer B, a very satisfactory rating. These results indicate that proper maintenance, cleaning and use of facilities, equipment and utensils are important. In general, strict implementation of the companies' food safety policies and practices are also essential.

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CONSUMERS' MOTIVATIONS AND VARIETY-SEEKING BEHAVIOR IN EATING-OUT

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INTRODUCTION

The objectives of this study are to explore the effects of several consumer motivations on customer loyalty in eating-out context and to explore the concept of variety-seeking behavior. Consumer motivations focused on this study are subjective well-being, deal proneness, in addition to atmospheric, hedonic values, and utilitarian values. Furthermore examined were the relationship between variety-seeking behavior and eating-out motivations and effects of variety-seeking behavior on consumer loyalty behavior.

Customer values of diners' consist of both hedonic and utilitarian dimensions, which both contribute to loyalty behavior (Babin et al., 2005). In addition, the ambient dimension of stimuli influences consumers' satisfaction and behavioral intentions (Ryu and Jang, 2007). Subjective well-being refers to emotional and cognitive evaluations of one's life and their satisfaction within various life sub-domains (Lee et al., 2002). In particular, studies identify healthy eating habits and menus as one of the major trends in the restaurant industry. Furthermore, the restaurant industry has widely used several different forms of consumer deal to attract new customers and encourage repeat purchase (Myung et al., 2006). Prior research reveals a strong presence of variety-seeking among restaurant consumers that is derived from intrinsic motivations (Van Trijp, 1995). Beldona et al. (2010) empirically validate the roles of involvement and variety-seeking as the primary attitudinal constructs pertinent to eating-out behavior. In accordance with the Optimal Stimulation Level (OSL) theory, consumers engage in variety-seeking behaviors to attain a satisfactory level of stimulation from internal and external sources from the environment. The significant decrease of revisit intention to the recent restaurant in related studies (e.g., Kim et al., 2010; Kwun and Oh, 2004) supports the deviation from recent purchase to avoid satiation and seek the OSL.

METHOD

The constructs were all measured using the 5 point Likert scales, ranging from *strongly disagree* (1) to *strongly agree* (5). A total of 20 measurement items were developed to measure eating-out motivations. Basic demographic information was included in the questionnaire such as household income, education, and eating –out expenditure. The data were collected via self-administered online survey from a total of 500 people living in the capital city of South Korea and its sub-urban areas. They were selected using a stratified random sampling method in order to have even distribution in gender and age.

FINDINGS

The result from an exploratory factor analysis classified eating-out motivations into six major factors: hedonic value, utilitarian value, well-being, deal proneness, variety-seeking behavior, and atmospheric. Based on these factors, multiple regression analyses were used to explore the relationships between eating-out motivations and customer loyalty. As indicated by the regression coefficients shown in Model 1 (R2 = 0.37), hedonic value (*b* = .38), well-being (*b* = .14), and atmospheric (*b* = .17) had positive effects on customer loyalty. In addition, interaction effects of variety-seeking behavior and hedonic value (*b* = -.16) as well as variety-seeking behavior and well-being (*b* = .10) had significant effects on customer loyalty. On the other hand, the results showed no significant main effects of deal proneness, utilitarian value, and variety-seeking behavior on customer loyalty.

Table 1. Regression Analyses Results

Loyalty [b]	[Model 1 - R^2 = 0.37 [a]] Interaction Effects		[Model 2 - R^2 = 0.28 [a]] High VS Group [c]		[Model 3 - R^2 = 0.36 [a]] Low VS Group [c]	
	Std. Coefficient	t-Value	Std. Coefficient	t-Value	Std. Coefficient	t-Value
Hedonic	0.38	7.90*	0.32	5.11*	0.45	6.13*
Well-Being	0.17	3.98*	0.23	3.78*	0.12	1.82
Atmospheric	0.14	2.80**	0.09	1.40	0.20	2.62**
Deal Proneness	0.07	1.55	0.13	2.12**	0.04	0.55
Utilitarian	-0.08	-1.85	-0.08	-1.45	-0.12	-1.72
Variety-Seeking (VS)	-0.02	-0.13				
VS x Hedonic	-0.16	-3.32*				
VS x Atmospheric	0.01	0.12				
VS x Utilitarian	0.05	1.17				
VS x Well-Being	0.10	2.21*				
VS x Deal Proneness	0.04	0.25				

a. F < .01
b. Dependent Variables
c. Low Variety-Seeking (VS) Group: ≤ 3.33 (Median Score), N=202
High Variety-Seeking (VS) Group: > 3.33 (Median Score), N=199
* p<.01
**p<.05

In addition, results from an independent sample t-test revealed that mean scores for all moitvation variables, except that of utilitarian value, were statistically higher among high variety-seeking consumers than low variety-seeking consumers. Although the results show no significant differences (p > .05) in gender and age between those two groups, high variety-seeking respondents had significantly higher mean scores in average household income, eating-out expenditure per month, and eating-out frequency. Regression analyses in Models 2 and 3 compare the effects of eating-out motivations and customer loyalty between high (N=199) and low (N=202) variety-seeking groups, which was divided by the median score of 3.33. For the high variety-seeking group, hedonic value (b = 0.32), well-being (*b* = 0.23), and deal proneness (b = 0.13) each appeared to have significant effects on customer loyalty (Model 2, R2 = 0.28). On the other hand, the results showed no significant effects of atmospheric and utilitarian value within the high variety-seeking group. While the regression model explained a larger amount of variance in Model 3 (R2 = 0.37) for low-variety seeking groups compared to its counterpart, only hedonic value (*b* = 0.45) and atmospheric (*b* = 0.20) significantly affected customer loyalty. The results indicate no significant effects of well-being, deal proneness, and utilitarian value in low variety-seeking group. Notably, utilitarian value had no significant effects on customer loyalty in both groups.

CONCLUSION

The results of Model 1 highlight the vital role of broad-spectrum of consumption motivations such as, hedonic value, well-being, and atmospheric, on customer loyalty. The inconsequential main effect of variety-seeking behavior in Model 1 entails that expanding a menu with wide range of variety may not be effective and needs to be carefully planned. However, the positive interaction effect of variety-seeking and well-being toward customer loyalty implies further efforts are needed from restaurant managers in considering healthier menu option for their consumers. Interestingly, variety-seeking was more prevalent among affluent consumers who had high expenditure and frequency in eating-out. As shown in Model 2, consumers with high variety-seeking considered that hedonic value, well-being, and deal proneness were significant factors for customer loyalty. Only hedonic value and atmospheric were significant among those with low variety-seeking propensity. In addition, hedonic value in eating-out was significant in both low and high variety-seeking groups. Conversely, utilitarian value was not significant in any of the regression models.

The concepts of variety-seeking communicate a need for further investigations. The results implies that consumers with a high need for variety try to maintain their optimum stimulation level by eating new menus and/or by rotating among preferred restaurants. Correspondingly, the result of deal proneness showed positive effect among consumers with high variety-seeking behaviors in Model 2. That is, affluent consumers with higher household income and eating-out experiences are more likely to look for deals, indicating that it could encourage repeat purchase within those preferred and rotated restaurants. This is especially important for restaurant corporations that are operating multiple brands in their brand portfolios. Although this study was exploratory in nature and account for restaurant consumers in a specific country, it provides a foundation for several managerial implications and directions in future research. This study contributes to foodservice research by incorporating several emerging trends in eating-out motivations and variety-seeking behavior, which have received somewhat limited attention. The results of this study are based on the general spectrum of eating-out behaviors and customer loyalty and call for further research. In particular, the proposed model should receive more rigorous tests by including other pertinent eating-out motivations within several restaurants that consumers rotate.

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THE EFFECT OF MESSAGES ON OURCEART OF ELABORATION LIKELIHOOD MODELEALTHY MENU ITEMS: AN ELABORATION LIKELIHOOD MODEL PERSPECTIVE

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INTRODUCTION

Due to the prevalence of health problems in the U.S., people pay a great deal of attention to their heath, and consequently eating healthy food has become an inevitable trend. The National Health and Nutrition Examination Survey (NHNES) reported that more than 33% of U.S. adults were obese in 2007-2008. According to the Centers for Disease Control and Prevention (CDCP) (2011), 8.3% of U.S people and particularly 26.9% of elder citizens (over 65 years old) had diabetes in 2010. CDCP (2011) also indicated that diabetes is a major cause of heart disease, and the seventh leading cause of death in the United States.

Concomitant to these health problems, the U.S. government has started to regulate food labeling in menus. For instance, the U.S. Food and Drug Administration released guidance on federal menu labeling requirements to aid customers in choosing foods (2010). In addition, the Obama administration passed the Patient Protection and Affordable Care Act of 2010 that requires chain restaurants with 20 or more locations to display calories on menus by law. As a result, restaurateurs are now faced with legislation mandating the provision of nutrient information in menu items (Burton, Howlett, & Tangari, 2009). Thus, these customers' concerns about health problems and significant market changes have led managers in restaurants to focus on menu promotions of healthy food.

Menu promotions are used broadly in the restaurant industry to create new customers or increase their intention to purchase the promoted menu items (Angelo & Vladimir, 2007). As customers' health concern increases, the restaurant industry has paid more attention to menu promotion of healthy food, and some researchers have examined the effects of menu promotion of healthy items on customer choices (Kozup, Creyer & Burton, 2003; Licata, Gillham, & Campbell, 2002). Specifically, previous studies have endeavored to identify the effect of a promotional campaign on healthy menu items (Fitzgerald, Kannan, Sheldon, & Eagle, 2004), and to determine the prevalence of heart-healthy choices (Jones, Krummel, Wheeler, Forbes, & Fitch, 2004). In spite of these research efforts, however, the heart-healthy menu promotion study reported that the campaign did not show statistically significant effects on sales of healthy menu items.

The Elaboration Likelihood Model (ELM) was proposed by Petty and Cacioppo in 1986 as a dual-process theory of attitude formation and attitude change. Under the ELM, "persuasion can act via a central route or a peripheral route and personal attributes (i.e. ability, motivation) determine the relative effectiveness of these processes" (Angst & Agarwal, 2009). In addition, the elaboration levels in the routes are used to understand how people deal with persuasive massages (Chen & Lee, 2008). While people experience a central route of persuasion and focus more on issue-related information based on logic when elaboration is high, people use simple cues such as celebrity endorsements, charisma, or the attractiveness of the source for decision-making in the peripheral route when elaboration is low (Angst & Agarwal, 2009). The ELM has been widely employed to examine attitude change through persuasion, particularly the persuasion of consumers by advertising messages (i.e. Chebat, Charlebois, & Gelinas-Chebat, 2001).

Recognizing the importance of message effect on menu promotion of healthy food and the wide applications of ELM in persuasion study, this research examines the effects of messages about healthy food on menu promotion. More specifically, two different types of menu descriptions based on either cues or logic are used to measure the effects of menu promotion of health food through pre-post test of customer attitude changes. In order to investigate this question, the purposes of this study are: (1) to identify customers' attitudes toward healthy food, (2) to measure people's ability and motivation that dichotomize dual mind sets (i.e., central vs. peripheral route), and (3) to identify the message effects of menu promotion of healthy food on people's attitude and intention considering these two mind sets in ELM.

LITERATURE REVIEW

Attitude toward healthy food

Within the context of health message study, attitudes have mainly been employed to examine health problems resulting from unhealthy eating habits. Pawlak and Colby (2009) discussed perceived benefits of and barriers to eating healthy foods. Participants felt that the price of healthy food was most significant barrier to eating healthy foods, and that the benefits of eating healthy food include helping participants feel better. In addition, according to Sun's study of attitudes toward healthy eating (2008), "healthy concern of consuming too many calories from food, food choice motives of health, price, and natural content and ethical concern could significantly predict attitude toward healthy eating".

In this study, measuring attitude toward healthy food plays a significant role because (1) it can be used to compare to previous studies related to healthy food due to the rapid change of trends in healthy food, and (2) it will be a criterion to measure attitude change before and after seeing the messages in menu items. For this reason, this study employs identifying attitude toward healthy food as a preliminary study to measure the effect of messages in menu items.

The Elaboration Likelihood Model

Petty and Cacioppo (1984) proposed the Elaboration Likelihood Model which provides a framework for understanding the basic processes underlying the effectiveness of persuasive communications. The ELM describes two different conditions for engaging in issue-relevant thinking about information related to persuasive issues. The first type of persuasion, the central route to persuasion, results from high elaboration. It requires a great deal of thought, and persuasion is achieved via the receiver's thoughtful examination; as a result, attitude change in the central route depends on argument quality. On the other hand, persuasion through the peripheral route relies on peripheral cues presented in persuasive messages. The peripheral route does not require high issue-relevant thought, and elaboration often relies on environmental characteristics of the message such as source credibility, quality of the way in which it is presented, and attractiveness of the source (Chen & Lee, 2008).

This study's assumption in investigating attitudes toward health food is that when customers decide to purchase healthy foods, they do not always think in a systematic way. Since the customers' decision-making process is directly connected with the effects of persuasive messages, this study employs the ELM to identify which type of decision-making process customers use when they think about healthy food before measuring the effects of messages. In order to categorize these two decision-making routes, this study employs two factors (i.e. motivation and ability), which can affect elaboration about healthy food. (See figure 1).

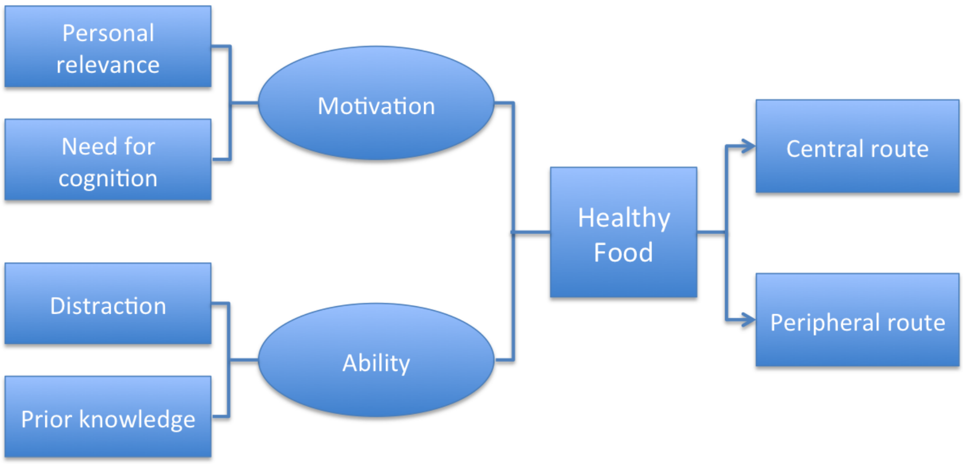

Figure 1. Modified ELM model in the study

Factors affecting ELM

The factors of motivation for engaging in ELM are personal relevance of the topic and need for cognition. Research on the personal relevance of an issue has found that an increase in personal involvement is associated with persuasion (Sherif & Hovland, 1961), and that when a given topic becomes personally relevant to a receiver, his or her motivation increases (O'Keefe, 2002). Another factor influencing receivers' elaboration motivation is the level of need for cognition. Whereas receivers who are high in need for cognition enjoy effortful cognition, receivers who are low in need for cognition engage less often in cognitive undertakings (Cacioppo & Petty, 1982).

This study employs the presence of distraction in the persuasive setting and prior knowledge about the persuasive topic as two factors of ability for engaging in elaboration. One experiment found that while distraction increases the effect of a counterattitudinal message including a weak argument, it decreases the effect of a counterattitudinal message including a strong argument (Petty, Wells, & Brock, 1976). Prior knowledge about the persuasive topic increases issue-relevant thoughts, argument strength on persuasive effects, and decreases the influence of peripheral cues (Wood, 1982).

The proposed research framework

This study focuses on investigating customers' attitudes toward health food, and identifying the effects of persuasive messages in menu items. The effects of persuasive messages will be measured by pre-post test which can measure attitude change and the change of intention to purchase health menu items. In addition, two groups who use the two types of decision-making process described by ELM (i.e. central route and peripheral route) based on the result of study 1 will be employed. The proposed research framework in the study is shown in Figure 2.

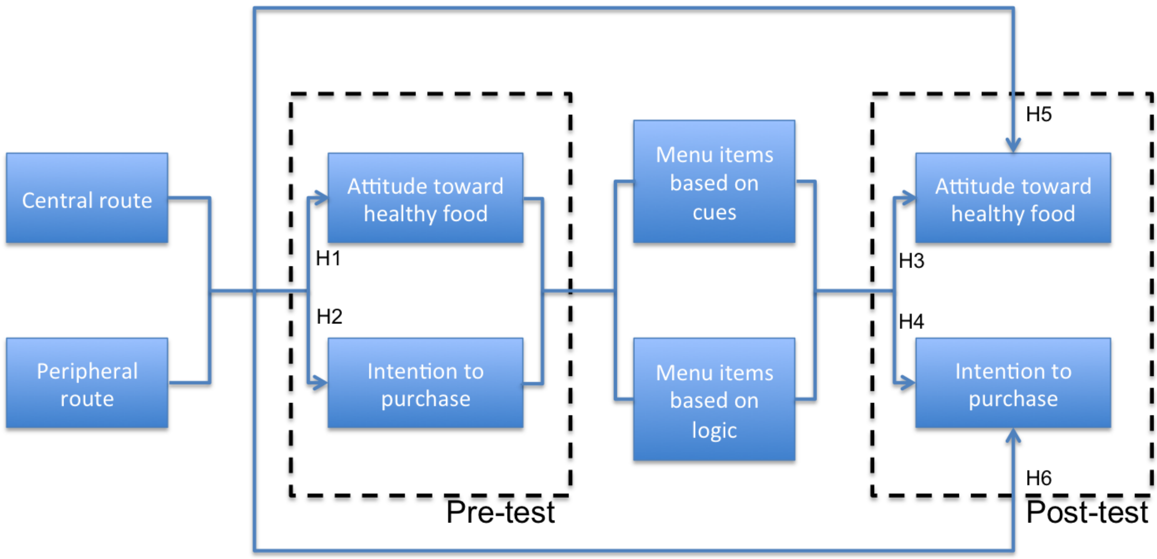

Figure 2. Proposed research framework in the study

The hypotheses of this study are shown below:

H1: Attitude toward healthy food will be different between two groups, customers who think in the central route and customers who think in the peripheral route

H2: Intention to purchase healthy food will be different between two groups, customers who think in the central route and customers who think in the peripheral route

H3: There will be differences between cue-based and logic-based messages in terms of customers' attitudes toward healthy food.

H4: There will be differences between cue-based and logic-based messages in terms of customers' intention to purchase healthy food.

H5: Attitude changes (i.e., pre and post) toward healthy food will vary depending on the type of messages (i.e., cue vs. logic).

H6: The change of intention to purchase healthy food (i.e., pre and post) will vary depending on the type of messages (i.e., cue vs. logic).

RESEARCH METHOD

Sample

A questionnaire design will be employed in order to measure customers' attitude toward healthy food, and to identify how people deal with messages about healthy food, and identify the effects of persuasive messages in menu items. A total of 250 undergraduate students will be recruited from a university in the Midwest area of the U.S. to serve as subjects. Participants will be instructed to take an on-line survey with real menu promotions manipulated, and a questionnaire based on a scenario will be provided to help respondents understand the situation in the restaurant and answer accurately.

Research instrument

The questionnaire was developed based on a review of related research studies, including the perception of healthy food, the Elaboration Likelihood Model, menu promotion, and attitude and behavior inconsistency. Respondents were asked to rate each item on a dimension (i.e., the perception of health food) on a scale from 1 "strongly agree" to 5 "strongly disagree." In addition, in order to measure the perception of health food, nineteen questions developed from Pawlack & Colby's study (2009) were employed and modified to match the aims of this study. The survey instrument also included questions on other variables which may influence the effect of healthy menu promotion, such as ability and motivation. Furthermore, this study will also employ questions of motivation (i.e. personal relevance and need for cognition) and ability (i.e. distraction, prior knowledge), which can affect elaboration about healthy food. The scale to measure the personal relevance of health food is: "I personally have reasons to like healthy food", and the scale of need for cognition is: "I really enjoy a creative advertisement about healthy food". In questions to measure ability, the scale of distraction is: "The desire to eat delicious food distracts me from eating healthy food", and the scale of prior knowledge is: "I have a lot of knowledge about healthy food".

Anticipated Implications

This study is expected to contribute updated data on customers' attitude toward healthy menu items. In addition, based on the results of this study, managers can design more effective menu promotions of healthy food. Finally, managers can forecast customer behavior by investigating customers' attitude toward and intention to purchase healthy menu items. Further specific results, discussions, implications, and limitations will be addressed in the final paper.

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THE EFFECTS OF PRICE DISCOUNT LEVELS ON CONSUMERS' PERCEIVED VALUE AND WILLINGNESS TO BUY IN RESTAURANT LIFE CYCLES

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This study analyzed different restaurant life cycles from an acquisition-transaction utility theory perspective in order to investigate the effects of price discount levels on perceived value and willingness to buy at different stages of the restaurants' life cycles. The subjects participated in the study which considered 4 scenarios for the 4 restaurant life cycles (introduction, growth, maturity, and decline), each of which included 3 price discount levels (15%, 25%, and 50%), and factorial experimental design with the between-subjects completely randomized. The hypothesis was tested using a two-way ANOVA or regression analysis with scenarios treating life cycles and price discount level conditions as the independent variables, and the respondents' perceived dimensions of transaction value, acquisition value, and willingness to buy as the dependent variables. We therefore recruited 420 adults for the present study from two northern universities and many local communities in Taipei. The study sample thus comprised a cross-section of people from diverse educational backgrounds, income groups, and socioeconomic groups. The results showed that the higher a price promotion discount level was, the more likely consumers were to be willing to buy within the restaurants' life cycles. Furthermore, the perceived transaction and acquisition value of the price discount information was significant enough to predict a consumer's willingness to buy.

Keyword:

Restaurant life cycle; Price discount level; Perceived transaction value; Perceived acquisition value; Willingness to buy

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DEVELOPING BUDDHISM-THEMED HOTELS: WHAT DO BUDDHIST CUSTOMERS WANT?

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Since the implementation in 1949 of an open-door policy by Deng Xiaoping (a major influence in the Communist Party of China), the Chinese hotel and tourism industry has been experiencing unprecedented growth. After three decades of development, the total number of international tourist arrivals increased 71.9% from 1.8 million in 1978 to 130 million in 2008 (CNTA, 2010). The domestic tourism industry displayed a similar growth, with over 1.3 billion domestic trips recorded in 2008 compared to 200 million domestic trips in 1984 (CNTA, 2010). The rapid development of the tourism business has driven the development of hotels in China. The total number of hotels in China in 2009 was 300,000, and 5% of them were star-rated hotels.

With the support of the government for tourism development, various forms of special interest tourism have emerged in China. Religious tourism is one of the special interests. The demand for this form of tourism comes mainly from the domestic market. The demand might be related to the long-established history of Buddhism in China. Buddhism was introduced to China during the Han Dynasty and has been promoted in China ever since. The four most famous Buddhist sites in China are Mount Jiuhua in Anhui, Mount Putuo in Zhejiang, Mount Emei in Sichuan and Mount Wutai in Shanxi. In light of the demand for Buddhist tourism from domestic travelers, some hotels have expressed interest in developing Buddhism-themed hotels. Given the lack of studies on the topic, this study aims to explore the needs of Buddhist travelers for hotel design and services, and to recommend how hotels can meet such needs.

Religious tourism is defined as a type of tourism that consists of tourists traveling for religious reasons (Lefebvre & Vukonic, 1996). Travelers involved in religious tourism include both religious and nonreligious people. Griffin (2007, p.17) refers to these nonreligious travelers as “accidental” religious tourists “who intentionally travel for reasons related to religion or spirituality in their quest for meaning.” Since religious tourists are the majority of travelers in religious tourism and are the target customers of religious-themed hotels, they are the focus of current study. Although religion is the main motivator for religious tourists, travelers involve themselves in not only religious activities, but also some traveling activities such as sightseeing, entertainment, and recreation (Mu et al., 2007).

Scholars have different interpretations of religious attractions. While some refer to religious attractions as shrines (e.g., Pavicic, Alfirevic, & Batarelo, 2007), others have classified religious attractions into different categories. For instance, Shackley (2003) developed five classifications for religion-based attractions, including natural phenomena, buildings and sites originally constructed for religious purposes, buildings with religious themes, special events, and secular sites. In their definition of religious attractions, Nolan and Nolan (1992) included pilgrimage shrines, structures or sites with religious importance, and religious festivals. In summary, religious attractions can be divided into three categories: 1) buildings directed at religious purposes; 2) sacred sites with a religious theme; and 3) religious events.

Sherratt and Hawkins (1972) noted that religion possesses an unseen force in which believers cannot be manipulated in an ordinary way. Therefore, the mindset of religious tourists may differ from other travelers. Hotels targeting religious tourists should pay extra attention to their customers' needs for hotel design and services. Given a lack of understanding on such needs, the specific objectives of this study are:

1. To understand Buddhist travelers' expectations toward Buddhism-themed hotels.
2. To rank the importance of Buddhist travelers' expectation items toward Buddhism-themed hotels.
3. To make recommendations about how a Buddhism-themed hotel in Mount Putuo should be designed and managed to meet Buddhist travelers' needs.

RESEARCH METHODS

Mount Putuo in Zhejiang was used as a case study to investigate the study topic. Mount Putuo is located east of Hangzhou Bay and is one of the four sacred Buddhist mountains in China. Mount Putuo is also an important National Scenic Site that attracts large Buddhist crowds every year. During various Guanyin (a bodhisattva) festivals on different lunar calendar days such as February 29, June 19, and September 19, Buddhists from all over the country come to visit Mount Putuo, worship Guanyin, and attend meetings. In 2005, Mount Putuo won the bid for hosting the first International Buddhism Forum. Mount Putuo has also held many large events such as the Mount Putuo Guanyin Cultural Festival and the Mount Putuo International Buddhism Product Expo. During those events, various activities were organized, including big fellowship meetings, Buddhist musicals, worship events, the Lotus Light Festival, cultural seminars, and Buddhist culture travel product exhibitions that aim to attract Guanyin believers, Buddhists and other tourists.

The study consists of two phases. In Phase 1 during 2010, semi-structured and face-to-face interviews were conducted to understand Buddhist travelers' needs during their hotel stays. The intent of the interviews was to gain insight into Buddhist travelers' expectations of hotel services. The items generated from the interviews were further evaluated for their importance in Phase 2. Convenience sampling was applied in this preliminary study. An interview protocol, which is a list of predetermined questions and topics to be asked, was used. Open-ended questions were asked in the interviews to generate insightful information from respondents. Participants included the vice chairperson of the Zhoushan Visitor Bureau and four Buddhist practitioners from Zhoushan where Mount Putuo is located. The average length of each interview was about an hour.

In Phase 2, the Delphi method was applied to evaluate the relative importance of Buddhist travelers' expectations about a Buddhism-themed hotel. A questionnaire was designed based on the 50 expectation items generated from the interviews. A five-point Likert scale (1=least important, 5= most important) was used to rank the importance of each item. A panel of 30 experts was formed to perform the Delphi exercise. The participants included 10 Buddhists, 10 Buddhism practitioners, and 10 tourism professionals. All participants had an understanding of Buddhism and previous experiences staying at hotels. Two rounds of surveys were conducted in the Delphi exercise. The first round of surveys was conducted via email. A follow-up phone call was made with each participant after sending out the e-mail to clarify any confusion on survey questions.

The second round of surveys was conducted with the same panel of experts and yielded a 67% response rate (20 out of 30). Because consensus seemed to be reached among the experts after the second round of surveys, no further rounds of surveys were conducted.

EXPECTED FINDINGS

Since the project is still at the beginning stage of data analysis, the exact study results cannot be provided at this time. However, three major outcomes are expected at the time of project completion. The outcomes of this study will include:

1. A list of Buddhist travelers' expectations of Buddhism-themed hotels.
2. The relative importance of each item related to expectations of Buddhist travelers toward Buddhism-themed hotels.
3. Recommendations about how the Buddhism-themed

hotel in Mount Putuo should be designed and managed to meet Buddhist travelers' needs.

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PURCHASING DECISION FACTORS: FULL-SERVICE AND LIMITED-SERVICE HOTELS

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INTRODUCTION

This study investigated factors that influence consumer purchasing decisions for two hotel segments: full-service and limited-service.

Hotel selection and attributes that are important to travelers have been extensively researched using a variety of methods (Callan, 1995, 1998; Chu & Choi, 2000; Clow et al., 1994; Dolnicar, 2002). After reviewing 21 studies related to hotel attributes, Dolnicar and Otter (2003) categorized the attributes into the following areas of the hotel: (1) image, (2) price/value, (3) hotel, (4) room, (5) services, (6) marketing, (7) food and beverage, (8) others, (9) security, and (10) location. They found that some attributes were included in nearly every study and that cleanliness was the top priority, followed by hotel location. Service items were the most frequently studied hotel attributes and marketing was the least studied area. Service was also the strongest factor in research by Cobanoglu at al. (2003), followed by price and value, security, extra amenities, technology, room comfort, and food and beverage.

It can be noted that the above studies did not include any attributes related to sustainability or green hotel practices/policies. Following Dolnicar and Otter's review, which covered studies through 2000, the current authors reviewed the same research and business journals from 2001 to the present. Many additional attributes were discovered, including some directly related to a new category - the environment.The following sustainable hotel attributes were identified: the use of dispensers for soap/lotion, water and energy saving programs, recycling and towel re-use programs, visible communication about green practices, use of environmentally friendly suppliers and purchase of “green” products, communication and training about sustainability. An additional new category was created, “corporate responsibility,” which includes sustainability as well as a new attribute found in the literature, a firm’s “employee rights record.” In a study that specifically addressed sustainability, Millar and Baloglu (2008) found that policies such as changing sheets upon request and installing energy saving light bulbs in guest rooms were most important for hotel guests.

Relatively few studies have segmented customers or products in relation to purchase decision factors. Business and leisure travelers were compared in a study by Chu and Choi (2000), which found that the two segments were quite similar in the rated importance of hotel selection factors, with the exception of business facilities, which were naturally more important to business guests. Differences between business and leisure travelers in perceptions of value for a hotel stay were obtained in research by Kashyap and Bojanic (2000). For business travelers, room quality was not a significant predictor of value, whereas quality of public areas was. For leisure travelers, quality of public areas and quality of staff and services did not significantly influence value perceptions, whereas price and room quality did. Seven hotel factors were identified by Choi and Chu (1999): staff service quality, room quality, general amenities, business service, value, security, and IDD (International Direct Dial) facilities. All of these attributes were significantly more important to patrons of "High-Tariff" (i.e., higher priced) hotels, compared to "Medium-Tariff" hotels. Staff service quality and room quality were the most important attributes for high-tariff guests, while security was most important to medium-tariff guests, followed by room quality and service quality.

METHOD

Subjects were obtained from an online sample purchased from Zoomerang.com, an online survey research company. The survey company sampled randomly from its online respondent panel in four geographic U.S. regions: North, East, South and West. In order to participate in the survey, subjects were required to be at least 18 years of age and to have stayed in a hotel at least twice in the past 12 months. A total of 535 subjects met the requirements and submitted questionnaires with complete data. The sample contained 306 respondents whose primary lodging choice was full-service hotels and 229 subjects who primarily stayed at limited-service hotels. A quota sampling procedure was used to ensure there were adequate samples in each group for subsequent analyses conducted separately for the two lodging types.

The instrument was administered in an online format by Zoomerang.com. Respondents who opened the survey link were first presented with a standard University Consent form. Those who agreed were taken to a second question asking if they had stayed at a hotel in the past 12 months, and those who responded "yes" were asked how many trips they had taken in the past 12 months where they stayed at a hotel. Respondents who checked "0-1" trips were excluded from the survey, as were those who did not agree to the consent form or who answered "no" when asked if they had stayed at a hotel in the past 12 months. The original version of the instrument was pilot tested on a sample of 60 subjects recruited through Zoomerang.com and administered with the same procedure. Based on the results, minor modifications were made to produce the final questionnaire.

FINDINGS

The 38 ratings of attribute importance were analyzed using exploratory factor analysis in SPSS 16.0. A Principal Components analysis with Varimax rotation and Kaiser Normalization was utilized. The KMO measure of sampling adequacy was .943 and Bartlett's test of sphericity yielded a χ^2 of 13,375.40, p <.0001, with both measures indicating that factor analysis was highly appropriate for the data. Table 1 presents the results of the analysis, showing all factors with eigenvalues greater than 1 ranked by variance explained. The analysis produced seven factors that together explained 65.82% of the variance for full-service and 66.15% of variance for limited-service in the data.

Table 1. Purchase Decision Factors

Factor	Components	Segment	Full Service	Limited Service
Green Factor	Participation in green practices	F,L	15.43%	16.32%
	Waste recycling procedures	F,L	(.951)	(.951)
	Water conservation features	F,L		
	Energy efficient devices	F,L		
	Environmental certification	F,L		
	Solar-based energy use	F,L		
	Towel re-use program	F,L		
Utility (F.S.)	Speed and efficiency of service	F-U, L-S	22.15%	13.60%
Service (L.S.)	Friendliness of hotel staff	F-U, L-S	(.923)	(.893)
	Service quality	F-U, L-S		
	Check-in/check-out process	F-U, L-S		
	Attractiveness of décor	L-S		
	Attentiveness of hotel staff	F-U, L-S		
	Guestroom comfort	F-U, L-S		
	Cleanliness	F-U, L-S		

Factor	Components	Segment	Full Service	Limited Service
Utility (F.S.)	Location	F-U, L-C		6.73%
Convenience (L.S)	Convenience	F-U, L-C		(.791)
	Safety and security	F-U		
	Prior experience, familiarity	F-U		
	Brand reputation	F-U		
	In-room amenities	F-U		
	Consistency across locations	F-U		
Loyalty	Consistency across locations	L	7.76%	8.47%
	Reward program membership	F,L	(.785)	(.796)
	Prior experience, familiarity	L		
	Brand reputation	F,L		
	Personal commitment to brand	F,L		
	Prestige/status	F		
Image	Customer reviews	F,L	7.47%	8.07%
	Recommendations from others	F,L	(.774)	(.794)
	Star rating	F,L		
	Hotel website	F,L		
	Prestige, status	F,L		
	Print or television advertising	F		
	Building design and architecture	F		
Amenity	Free extras (newspaper, breakfast, etc.)	F,L	7.56%	7.16%
	In room amenities	F,L	(.757)	(.691)
	Property facilities	F,L		
	In-room technology	F,L		
	Dining options	F,L		
	Business services	F		
Price	Value for the money	F,L	5.46%	5.81%
	Price	F,L	(.782)	(.699)
	Availability of special discounts	F,L		
Total Variance Accounted For			65.82%	66.15%

*Cronbach's alpha in parentheses

Initials indicate segment for which the item had a loading of .45 or higher (L= limited, F=full).

Service (S) and Convenience (C) were separate factors for limited-service, while they combined into a single Utility (U) factor for the full service analysis. Initials are used to show the items contained in each factor.

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OPTIMIZING ROOM CAPACITY IN GUANGDONG: AN INVENTORY MODEL APPROACH

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INTRODUCTION

Guangdong Province (Guangdong, hereafter) has long been the gateway between Southern China and the outside world. The importance of its gateway role increased substantially in the recent decades, particularly after a series of administrative policy implementations such as the establishment of three Special Economic Zones (i.e., Shenzhen, Zhuhai and Shantou) in the early 1980s and the introduction of the Individual Visitor Scheme (IVS) under the Closer Economic Partnership Agreement (CEPA) in July 2003. The Hong Kong-Zhuhai-Macau Bridge under planning is expected to further help facilitate economic activities and tourism development of Guangdong, apart from those of Hong Kong and Macau. To support promising economic and tourism growth in Guangdong, a healthy hotel industry, in terms of a reasonable room capacity, can be of immense importance in providing adequate accommodation for businessmen and tourists alike.

From the hotel room supply side, the number of star-rated hotel rooms in Guangdong increased from 41,194 in 1992 to 151,948 in 2007, representing an annual growth rate of about 9.1%; since 2001 the annual growth has been showing a higher rate of 15.2% (National Tourism Administration of the People's Republic of China (CNTA, hereafter), 1992-2008). Recent update from Horwath HTL (2007) shows that there are at least 100 new hotel projects under construction in the Central and South regions of China, in which Guangzhou and Shenzhen are driving the new supply growth. It indicates that hotel room capacity will continue to expand in Guangdong in the next few years and part of this future expansion probably can be attributed to the 16th Guangzhou Asian Games to be held in 2010, in addition to its booming MICE industry (Guangzhou.gov.cn, 2005). From the perspective of the hotel room demand in Guangdong, the occupancy percentage, on the other hand, does not seem to catch up with the growth of hotel rooms. Between 1992 and 2005, only in 1992 and 1993 Guangdong had seen an average occupancy rate of higher than 70%; other years' occupancy rates fluctuated in the neighbourhood of 60% (CNTA, 1992-2005). While the absolute numbers of rooms occupied have increased along with the growth of room inventory during the period discussed above, the occupancy percentage has not shown a promising upward trend in Guangdong's hotel industry. Unoccupied rooms could translate into loss of revenue and probably a waste of capital investment.

The overbuilding of hotels since the mid 1980s in the U.S. brought about a gloomy period for U.S. hotel industry with disappointing occupancy levels and Guangdong could certainly learn from the lesson. The oversupply of hotel rooms in the U.S. in the late 1980's, coupled with the 1990-1991 economic recessions, distressed most of the hotels and motels operating below breakeven. Two-thirds of the nation's hotels went bankrupt (Romeo, 1997). To maintain healthy growth and decent profitability, the hotel industry in Guangdong needs to carefully plan its capacity based on demand. While over-capacity may bring about cutthroat competition and declining profits, under-capacity could lead to substantial opportunity losses. Neither over-capacity nor under-capacity is desirable. The purpose of this study is, therefore, to examine the optimal hotel room capacity in Guangdong using a single-period inventory model approach, and will only look at the star-rated hotels.

METHOD

Annual room nights available, a commonly used capacity measure for hotels, will be used as a proxy for the hotel capacity in Guangdong. In particular in this study, we will only examine star-rated hotels as CNTA publishes relevant data annually. The optimal quantity of room nights available, or Q*, for Guangdong occurs when the expected loss (EL) of building one additional room is equal to the EL of not building one additional room, or EL (Q*+1) = EL (Q*). In measuring the expected loss of an ordering status, namely over- or under-ordering, we can multiply the probability of the ordering status by its unit cost. Mathematically, the model can be expressed as: Co P(demand ≤ Q*) = Cu [1- P(demand ≤ Q*)], where Co is the cost of over-ordering and Cu the cost of under-ordering. Q* can then be identified from the demand function that predicts annual room nights sold or demanded from 2010 to 2012 with a probability distribution. Furthermore, Cu and Co can be estimated to derive the ratio of Cu / (Cu+Co), which represents the probability that room demand is less than the optimal quantity.

Dielman (2005) suggests that a researcher can identify patterns in historical data and extrapolate these patterns into the future for forecasting purposes using an extrapolative regression model that only requires past value as dependent variable. Annual room nights sold from 2000 through 2007 were utilized to estimate the trend regression model for predicting room demand. SPSS regression was used to identify the trend regression line that best fits the data set. One assumption to note for the regression line is that the dependant variable is normally distributed with constant variance (Kleinbaum, Kupper & Muller, 1988). When employing a regression model in predicting future demand Y, the model-estimated Y is essentially the mean of future demand; the standard error of the predicted Y is the estimated standard deviation from the mean (Webster, 1998). Therefore in this study, the regression model established not only can predict the mean of the future hotel room demand but also provides the probability distribution around the mean.

Co, or cost of over-ordering, representing the cost of ordering one additional unit and later finding that it cannot be sold, is defined as fixed cost per room night available because fixed cost occurs whether or not a room is sold. The unit cost of under-ordering, Cu, is defined as the opportunity loss of not ordering one additional unit and later finding that it could have been sold if ordered (Anderson et al., 2001). Earnings before taxes (EBT) per room night sold, representing the foregone profits or unit opportunity loss, was used as a proxy for the cost of under-ordering. Using the most current Guangdong hotel operating statistics of 2007, rather than an average of several previous years, would provide conservative yet realistic estimates for the cost ratio of Cu / (Cu+Co) and the optimal capacity.

The ratio of Cu / (Cu+Co) in this study is therefore the ratio of EBT per room night sold to the sum of fixed cost per room night available and EBT per room night sold. Combining the derived cost ratio with the future demand and probability distribution estimated from the regression model, the optimal hotel room capacity Q* for Guangdong for each year from 2010 to 2012 could thus be determined.

FINDINGS

With the calculated Cu of RMB104.12 and Co of RMB184.17, we find the probability of over-ordering, or the probability that room demand is less than optimal room capacity should be, 104.12 / (104.12 + 184.17) = 0.3612. Using the trend regression analysis and the probabilistic demand function, the annual optimal room capacity for Guangdong during 2010 – 2012 was determined to be (205,066; 220,002; 234,939) as shown in Table 1.

Table 1. Room statistics in Guangdong (2000-2012)

Year	Room count	Occupancy (%)	Earnings before taxes (in thousand RMB)	Room nights occupied	Optimal room nights count Q*
2000	63,779	62.8	440,302.2	59,472	-
2001	64,975	62.45	639,647.2	74,409	-
2002	88,485	62.13	706,840.0	89,345	-
2003	95,032	55.61	1,286,458.5	104,282	-
2004	134,218	60.58	1,337,114.5	119,219	-
2005	144,598	63.7	2,181,567.4	134,155	-
2006	150,967	60.83	4,157,730.0	149,092	-
2007	151,948	60.74	3,507,367.5	164,028	-
2010	-	-	-	208,838**	205,066
2011	-	-	-	223,774**	220,002
2012	-	-	-	238,711**	234,939

Note: ** represents predicted room nights demand.

CONCLUDING REMARK

This research applied a single-period inventory approach to identify the optimal room capacity for Guangdong Province during 2010-2012. Whether over- or under-capacity exists in Guangdong hotel industry can be determined if future hotel construction information is available (We are in the process of searching for such information). Hotel owners, management companies and government agencies should find our study helpful in assisting them in making informed decisions on future hotel room supply. More details on the calculation and implication will be provided in the full paper.

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MODELING BRAND EQUITY AND CONSUMER BEHAVIOR: AS HOTLE CHAINS IN TAIWAN

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Based on brand equity and the theory of planned behavior (TPB), this study developed a model for the customers of hotel chains. The hypothesized model was examined by taking the customers of hotel chains in Taiwan as the objects. This quantitative study implemented a questionnaire survey and literature review to design brand equity and TPB scales. A total of 547 valid samples were obtained. Structural equation modeling (SEM) was then used for model fitting and verification. The analytical results indicated that the model fits the data well. Regarding the effects of all relationships, it is found that brand equity has direct effect on TPB module, but with no direct effect on behavioral intention. And, the direct effect of TPB module on behavioral intention is also found. With respect to indirect effects, the effect of brand equity on behavioral intention mediated by TPB module is proved. According to the results, this study addressed theoretical implications and proposed practical suggestions for hotel industry. Finally, the limitations of this study and proposed future research directions were also presented.

Keyword:

Brand equity; Theory of Planned Behavior; hotel; consumer behavior.

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EXPLORING THE LEARNING OF WORKING HOLIDAY TRAVELERS: A QUALITATIVE APPROACH

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With increasing popularity for the working holiday that could provide many learning benefits for working holiday travelers. However, very little research about this issue has been conducted. In order to fill this gap, the purpose of this study is to explore the learning of working holiday travelers using deep interviews and focus group discussion. Through the content analysis, the study result revealed four learning themes were emerged: learning about personal character, learning about interpersonal interaction, learning about local environment, and learning about working attributes. Theoretical and practical implications are discussed with future research recommendations.

Keyword:
Working holiday, learning, qualitative methods.

RELATIONSHIP AMONG EXPECTATION, MOTIVATION, AND INTENTION OF CHINESE CRUISE TRAVELERS

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INTRODUCTION

The cruise industry is the fastest growing category in the entire leisure market with an average annual passenger growth rate of approximately 7.4% per annum (Florida Caribbean Cruise Association, 2010). China's cruise line market is small but hopeful (Wei, 2004). In 2009, one million cruise travelers were from Asia, of which 200,000 were from China. It is predicted that cruise travelers from Asia will reach two million by 2015 (Cruise Lines International Association, 2010). Many researchers believe that the number of Asian cruise travelers will increase because over 85 million Chinese have the ability to take international vacations (Josiam, Huang, Spears, Kennon, & Bahulkar, 2009). Thus, this study was to explore the expectation, motivation and intention of Mainland China residents on cruise travel and examine the correlation among expectation, motivation, and intention by building the Expectation, Motivation and Intention (EMI) Model.

METHODOLOGY

Both qualitative and quantitative research methods were used to obtain information. For the qualitative research, a focus group interview was conducted to obtain and evaluate attributes of expectation, motivation, and intention. For the quantitative research, a questionnaire was designed to collect primary data.

In this study, the target population was potential outbound cruise travelers in China. The distribution of questionnaires was conducted in universities, parks, coffee shops, restaurant waiting areas, and company offices in both Beijing and Shanghai between 23rd November and 17th December 2010. After being explained the purpose of the study, participants were asked to fill out the questionnaire on-site. In total, 250 questionnaires were distributed and 242 completed questionnaires were collected back. The response rate was 96.8%. All respondents had never taken an outbound cruise before (2 of them have taken domestic cruise before).

FINDINGS AND DISCUSSION

There were more female (54.7%) than male (45.3%) respondents. Over half of the respondents were at the age of 25 or below, 32.8% were 26-35 years old, followed by 36-45 (7.3%), and 46- 65 (4.7%). In terms of marital status, 72.8% of respondents were single, 18.5% were married with child(ren), and 8.6% were married without child(ren). For the family size, most respondents had a 3-person family (43.5%). The majority of respondents had college diploma or university degree (64.1%), and postgraduate or above education (33.2%). The majority (76.9%) had an annual household income less than RMB 150,000, and near 10% of the respondents (9.6%) had an annual household income higher than RMB 300,000.

Descriptive statistics was used to obtain the mean value of each item under expectation, motivation and intention. The top expectations were "See some beautiful sceneries" (M= 6.54), "Spend time with friends and family" (M= 6.50), "Relax" (M= 6.41), "Have fun" (M= 6.17), "Experience different culture" (M= 6.06) and "Experience different cuisines" (M= 6.05). The result is consistent with earlier research done by Hsu, Li and Cai (2009). The lowest rating of expectation was "Not be bored" (M= 5.22), followed by "Not get seasick" (M= 5.26), and "Build networking and social activities" (M= 5.29).

The highest mean score of motivation was "Enjoy beautiful environment and sceneries" (M= 6.36), followed by "Experience attractive routes and destinations" (M= 5.99), "See and experience new culture" (M= 5.98), "Visit different places in one trip" (M= 5.86), and "Travel to place friends/ relatives have not visited" (M= 5.73). This result showed a great difference from that in mature cruise markets such as North America (Hung & Petrick, 2011). The lowest ranking of motivation was "Enjoy casino experience" (M= 2.81), followed by "Enjoy health and exercise" (M= 4.28) and "Visit friends or relatives who live in the destination" (M= 4.54). For intention to cruise, "I am interested in cruise travel" received the highest rating (M= 5.47), and "I intend to cruise in the next three years" had the lowest (M= 4.53) means.

A factor analysis was conducted to reduce items measuring the expectation. Eleven items were retained in forming two factors, with all factor loadings greater than 0.5. These two factors were labeled as Active Pursuit and Serenity, which explained 58.06% of the total variance. Active Pursuit included "Not get seasick", "Not be bored", "Have fun", "Have good facilities", "Experience different ways of traveling", "Get value for money", "Experience different cuisines", and "Enjoy attractive routes and destinations". These variables represented the expectation to actively approach different activities on board to have fun. Serenity included "See some beautiful sceneries", "Spend time with friends and family", and "Relax". This factor showed that respondents expected to have a peaceful and relaxing journey on cruise.

For factor analysis of the motivation items, 22 items were selected and grouped into five factors and explained 61.60% of the variance. They were labeled as Relaxation & Family, Discovery, Enjoyment, Wellness & Network, and Social / Esteem Need. The highest variance factor is Relaxation & Family (15.20% of variance), consisting of "Reduce stress", "Get spiritual purification and moral enlightenment", "Escape from routine of work and daily life", "Have family gathering", and "Accompany the family members who want to cruise".

Referring to the definition of push and pull motivations (Crompton, 1979; Dann, 1981), five motivation factors obtained can be concluded into three pull factors (Discovery, Enjoyment and Wellness & Network) and two push factors (Relaxation & Family and Social/ Esteem Need).

By conducting T-Tests and ANOVAs, Active Pursuit (expectation factor) was rated differently by different genders. Enjoyment (motivation factor) was rated differently by different age groups and travel group sizes. Wellness & Network (motivation factor) was different among different age groups. Intention was different among different traveling group sizes. All the other factors were shown no significant differences among groups. For expectation, Active Pursuit was significantly different between male and female groups (T-value= -2.000, $P<0.05$). Significant differences among different age groups for motivation factors Enjoyment and Wellness & Network were found.

In terms of the EMI model (Figure 1), motivation and intention are partial related. Between expectation and motivation, Active Pursuit has positive relations with all five motivation factors. Serenity positively affects Relaxation & Family and Discovery. Between motivation and intention, Relaxation & Family and Enjoyment have positive relations with intention. Between expectation and intention, Active Pursuit is positively related to intention.

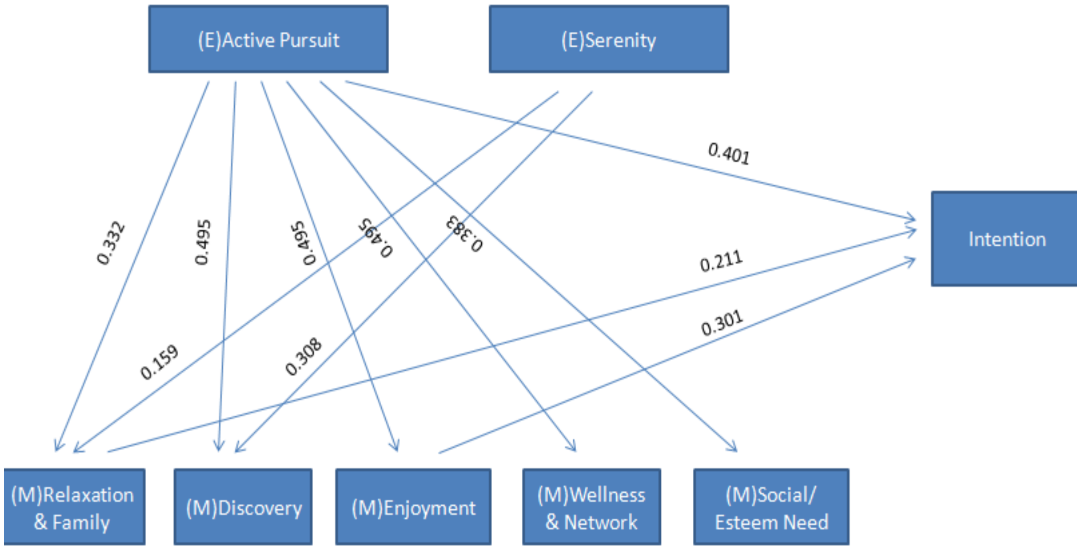

Figure 1 Expectation, Motivation and Intention (EMI) Model

CONCLUSION & IMPLICATIONS

This research is one of the first attempts to develop and empirically tests a model on cruise travel expectation, motivation and intention using data collected from potential cruisers in Mainland China. This study also shows possible ways for cruise liners to increase cruise travel intention. Specifically, Active Pursuit is the most important factor to impact intention, since it can affect intention directly and indirectly via affecting Relaxation & Family and Enjoyment. To strengthen the cruise intention, cruise operators can both increase consumers' Active Pursuit expectation before cruise and promote motivation factors Relaxation & Family and Enjoyment to them.

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THE IMPACT OF RECOVERY FROM SERVICE FAILURE ON SATISFACTION AND LOYALTY: THE CASE FOR FOREIGN PACKAGE TOUR

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INTRODUCTION

Travel disputes between consumers and travel agents seem to be on the rise in Taiwan recently. In 2010, 903 cases of travel disputes were collected by Travel Quality Assurance Association (TQAA). 5,129 people were involved in various travel-related disputes. Compared to the cases in 2009, the total increased by 222 or 32.6%, and the number of people involved increased by 545 or 11.9%. Among these disputes, pre-trip cancellation ranked first (21.9%), followed by ticketing problem (12.9%), and flaws in the itinerary (12.6%). Many disputes were highly correlated with package tour because it is the major mode of outbound travel for Taiwan tourists. According to The Annual Survey Reports on R.O.C., 64% of outbound trips were taken in the form of group package tour in 2009. A typical all-inclusive group package tour covers air fare, accommodation, meals, ground transport, day tours, local attractions, tour guides and taxes. People prefer the group package tour because travel arrangements and day-to-day planning can be taken care of in one single price. And most importantly, customers can save a great deal of money. However, if the travel package was far from what it was specified or what consumers had expected, complaints or even claims by customers against the tourism organization would occur.

Even though tourism organizations may consider customer satisfaction as a major goal, not all tourist experiences are satisfactory from the consumer perspective (Ennew & Shoefer, 2003). Mattila & Cranage (2005) and La & Kandampully (2004) suggest that although customers and organizations increasingly seek a flawless delivery of core and supplementary services, this is virtually impossible in a service setting due to human involvement in service production and consumption. In addition, the inseparable and intangible nature of services also gives rise to service failures (Palmer, *et al*., 2000). Service failures arise when customers experience dissatisfaction because service was not delivered as originally planned or expected (Smith *et al*., 1999). Service failures can, and often do, occur.

In fact, service failure isn't necessarily a disaster for a company. If the service recovery is handled well, then customer satisfaction, trust and loyalty can actually increase (Boshoff, 1997; Tax *et al*., 1998; Weun *et al*., 2004). On the other hand, if customer's expectations are not met by the organization, not only he/she could perceive a loss as a result of the failure (Patterson *et al*. 2006), but also engage in multiple responses to unsatisfactory experience (e.g. complaining and negative word of mouth), or even switch to competitors (Hart et al., 1990; Hart, et al., 1990; Keaveney, 1995; Smith *et al*., 1999). Service recovery is the actions taken in response to the failure (Grönroos, 1988). It not only attempts to rectify service failure (Zemke and Bell, 1990), but also tries to attract customers back to business (Mattila, 2004). As a result, developing an effective service recovery policy has become an important focus of many customer retention strategies (Smith *et al*., 1999) and has been identified as a key ingredient for achieving customer loyalty (e.g., Tax and Brown, 2000). If service failures cannot be avoided then organizations must have clear strategies in responding to service failure and minimizing the adverse impact of customer complaints. And even more, to achieve the phenomena of the service recovery paradox which states that with a highly effective service recovery, a service or product failure offers a chance to achieve higher satisfaction ratings from customers than if the failure had never happened (Magnini *et al*., 2007).

RESEARCH PROBLEMS

Service failures are often inevitable and likely to occur to any organization, possibly leading to dissatisfied customers. Organizations can, however, attempt to maintain and even enhance customer satisfaction by recovering from service failures effectively. Although service failure and recovery have received considerable research attention, previous studies in the tourism context has mainly focused only on a few industries, such as airlines, hotels, and restaurants. Research on service failure and recovery for package group tour travelers has rarely been found. Only a limited research has investigated customer satisfaction with regard to tour leaders (e.g., Mossberg, 1995; Wang *et al*., 2002). The package group tour, which is usually provided by a travel agent, was chosen for this study; as it is particularly susceptible to the problem of service failure due to the service processes employed in service delivery. In the case of package tours, the travel agency is not a direct supplier of tourist services; instead, it serves as a middleman who assembles various tourist services together into a vacation, over which the organization can have no control over things such as flight delays, or bus breakdown en route. This characteristic reflects that different types of failures can occur in different combinations of services, all within one package vacation experience and in different time stages (Holloway, 2004; Oun-Joung Park *et al*., 2008). Therefore, this uniqueness of a tourist services highlights the importance of and justifies the need for examining the different dimensions of service failure in industry sectors, preferred compensation types for service recovery, and the influence of service failure and recovery on customers' relationships with tourism organizations. Therefore, this study intends to investigate how service failure and recovery encounters influence customers' overall assessments (ex. satisfaction and loyalty) in general, within a package group tour setting. For managers, answers to these research questions provide insight into whether effective service recovery leads to valuable returns in terms of customer retention.

METHODOLOGY

This study employed a scenario-based, 3×3 between-subject factorial design. The two factors were service failure and service recovery. Service failure includes three levels: service system failure, failures in implicit or explicit customer requests, and unprompted and unsolicited employee actions. And service recovery includes three levels: apology, assistance, and compensation. These nine service scenario scripts were devised based on in-depth interviews with travel package providers and customers, as well as cases involving travel dispute resolution through the Republic of China Travel Quality Assurance Association (TQAA).

These scenarios are suitable for studying customer reactions to service failure and recovery encounter for following reasons. First, scenarios provide more convincing evidence of causal relationships than other designs (Cooper and Emery 1995). Second, scenarios overcome the issue of having to search for the appearance of variables in "real-world" business, where some occurrences would be too infrequent for statistical analysis. Third, the use of scenarios reduces biases from memory lapses, rationalization tendencies, and consistency factors, which are common in results based on retrospective self-reports (Smith *et al*., 1999).

A self-administered questionnaire was distributed to those who were waiting in international airline departure lounges at Kaohsiung International Airport of Taiwan. They were first asked by trained fieldworkers to ensure that they had prior experience of taking a foreign group package tour in the past two years. Each subject was randomly exposed to one of above nine scenarios describing a service failure and a recovery effort in a package tour setting, and then he/she was instructed to complete a questionnaire measuring the customer satisfaction and loyalty at that scenario setting. Questionnaires were distributed during mornings, afternoons and evenings to ensure a variety of respondents traveling to various destinations with different airlines are interviewed. Data were collected until the target sample size of 50 for each scenario was reached.

FINDINGS

Of the 450 respondents, 58.9% were female and 41.1% were male with a mode age of 31-50 years. Most had personal monthly income under NT$50,000 (68.44%). The majority had college degree of education level (75.8%). Many respondents were in service sectors (28.9%), followed by business and industrial sectors (14.9% & 14.9%). The tourist destinations they visited the most were South Asia regions (36.2%), followed by Mainland China (21.8%).

For customer satisfaction, the result of between-group ANOVA revealed that the main effect of service recovery [F=11.237, *p*=0.000] and the interaction between service failure and service recovery [F=4.755, *p*=0.001] on satisfaction were statistically significant. The test of simple main effect revealed that under any type of service failure, satisfaction was significantly higher for assistance than that of apology and compensation. For customer loyalty, both main effects of service recovery [F=8.520, *p*=0.000] and service recovery [F=3.911, *p*=0.021] on loyalty were statistically significant, while the interaction between service failure and service recovery were not statistically significant. Post hoc test indicated that customer loyalty was statistically higher in a service system failure than that in a failure in implicit or explicit customer requests of unprompted or in a failure of unsolicited employee actions regardless the type of service recovery. Post hoc test also indicated that customer loyalty was statistically higher for assistance than that of apology and compensation regardless the type of service failure.

IMPLICATIONS AND DISCUSSIONS

This study suggested that when customers encountered an unsolicited employee action of service failure, assistance was a better strategy in increasing both customer satisfaction and loyalty, compared with apology and compensation. However, when customers encountered either a service system failure or a failure in implicit or explicit customer requests, customer satisfaction and loyalty remained the same despite any recovery action taken.

This study has revealed that assistance is a better strategy in increasing both customer satisfaction and loyalty in a service failure. In addition, this study has provided a pioneering examination of service failure and recovery in the setting of a package group tour. Discussions and Implications of the research results are also provided in this study.

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EXAMINING CONNECTION SERVICE OF TAIPEI MRT TO SONGSHAN AIRPORT USING THE DEMATEL MODEL

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The purpose of this study is to use DEMATEL (decision-making trial and evaluation laboratory), the technique of MCDM (multiple criteria decision making) method, to examine the dependent relationships among various dimensions and criteria of the connection service from the Taipei MRT to the Sonshan Airport and to ultimately present optimal improvement strategies. The result of visual NRM (network relation map) illustrating the influential relationship provides significant strategies and implications for both practitioners and researchers and for those destinations attempting to expand the urban setting with tourism development.

Keyword:
transport and tourism, DEMATEL (decision-making trial and evaluation laboratory), MCDM (multiple criteria decision making), NRM (network relation map)