

# The 3rd Advances in Hospitality and Tourism Marketing & Management Conference



**The Grand Hotel, Taipei, Taiwan**  
**25th June- 30th June, 2013**

## Host and Co-hosted by:



National Chia-Yi University



National Taiwan Normal University



National Chin-Yi University of Technology



Washington State University



Alexander Technological Institute of Thessaloniki

## Supervisory Organizers:



National Science Council

## Partner University-Sponsors:



National Changhua University of Education

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# Conference Information

The 3<sup>rd</sup> Advances in Hospitality and Tourism Marketing & Management is co-organized by:  
The Graduate institute of leisure, recreation and tourism management of the National Chia-Yi University, **Taiwan**

The Graduate Institute of Hospitality Management of the National Taiwan Normal University, **Taiwan**

The Department of Leisure Industry Management of National Chin-Yi University of Technology, **Taiwan**

The School of Hospitality Business Management of the Washington State University, **USA**

The Department of Tourism Marketing of The Alexander Technological Institute of Thessaloniki, **Greece**

The conference will take place at the Grand Hotel, retaining the elements of classic Chinese architecture in its building. It is not only the most splendid landmark of Taiwan, but representative of contemporary palatial architecture.

This challenging conference includes a state-of-the-art program comprising of: a) a high quality scientific research track with refereed paper presentations, b) cutting-edge keynote speakers and roundtables from the industry, the academia and the public sector, c) an exciting Doctoral Colloquium (Graduate students workshop), d) unforgettable social activities, including excursions and field tours...

## Venue

Azure sky, beautiful sea surrounding the land and convenient public transportation give Taipei that Taiwan Strait charm. And the island is known as “Formosa”. Taipei has many commercial and economic areas, interesting tourism attraction and arm museum inclusive of abundant cultural relics. In addition, Taipei is not only a capital in Taiwan, but a symbol of flourishing in Taiwan. There are a lot of gorgeous buildings and night markets included famous delicious food and beverage in Taipei. In 2009, The 21st Summer Deaflympics was held in Taipei city. In 2010, Taipei has also held “Taipei International Flora Exposition”. Taipei Information Website <http://www.taipeitravel.net/en/>  
The Grand Hotel was established in 1952. Supported by red columns and with golden roof tiling, the Grand Hotel stands midway up Yuanshan. The Grand Hotel, structured through western construction methods, is decorated with elegant classical Chinese details. This fusion of East and West makes the hotel a fine expression of Chinese art upon a foundation of modern western architecture. No matter if

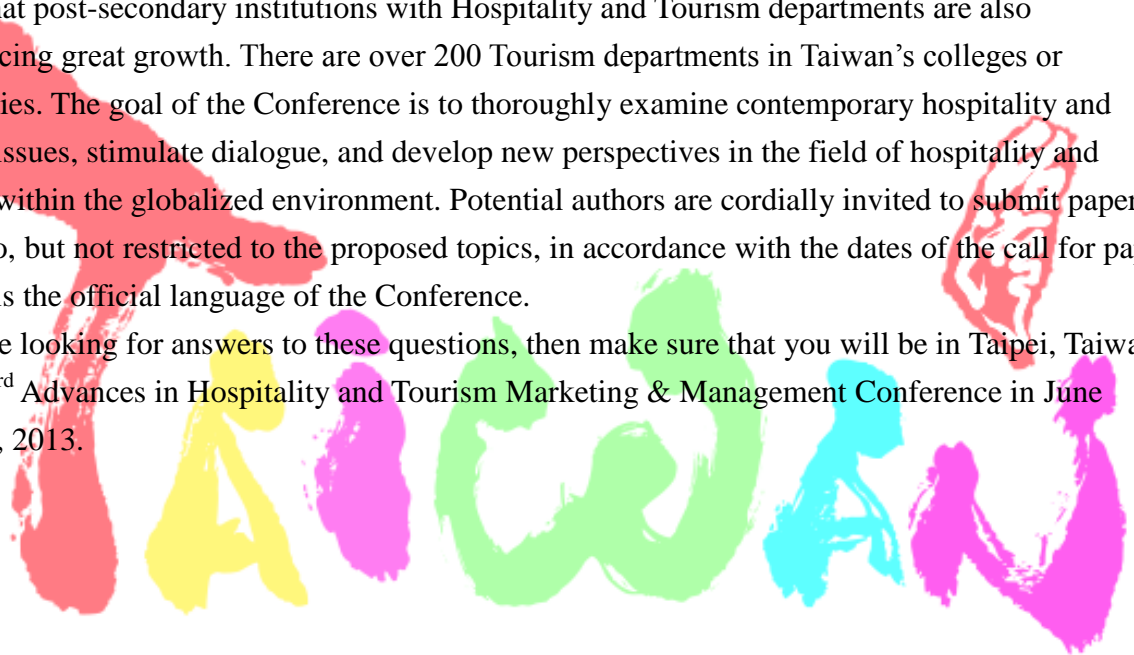
visitors are tourists or business men; all those who stop by and marvel at the architectural beauty of the hotel would no doubt want to reserve for themselves a wonderful stay.

<http://www.grand-hotel.org/main/Default.aspx?lang=en-US>

# Conference Theme

The tourism industry contributes to national development and therefore fostering its development is essential. Taiwan's tourism industry continues to flourish. The Taiwan Tourism Bureau launched the "Tour Taiwan – touch your heart," and "Taiwan, the Heart of Asia" campaigns to appeal to sightseers and to bring international visitors to Taiwan. More than 6 million travelers came to Taiwan in 2011 as a result of this policy. In addition, the three cross-strait three links have doubled the number of tourists from Mainland China who come to Taiwan. The booming tourism industry in recent years means that post-secondary institutions with Hospitality and Tourism departments are also experiencing great growth. There are over 200 Tourism departments in Taiwan's colleges or universities. The goal of the Conference is to thoroughly examine contemporary hospitality and tourism issues, stimulate dialogue, and develop new perspectives in the field of hospitality and tourism within the globalized environment. Potential authors are cordially invited to submit papers related to, but not restricted to the proposed topics, in accordance with the dates of the call for papers. English is the official language of the Conference.

If you are looking for answers to these questions, then make sure that you will be in Taipei, Taiwan for the 3<sup>rd</sup> Advances in Hospitality and Tourism Marketing & Management Conference in June 25<sup>th</sup>-30<sup>th</sup>, 2013.



*Touch Your Heart*

## *Submission of Abstracts*

The research track of the conference will be exploring the overall theme of “Advances in Hospitality and Tourism Marketing & Management”, and will focus on a wide range of topics, including (but not limited to) the following:

- ✓ Analyses of environmental, social, cultural economic impacts and technological trends/change
- ✓ Case studies on successful leisure/hospitality marketing promotional programs
- ✓ Consumer buying/organizational buying behavior and marketing trends
- ✓ Assessing the effectiveness of leisure/hospitality marketing efforts
- ✓ Leisure/Hospitality product development and management
- ✓ Research and innovations in leisure/hospitality marketing
- ✓ Development of conceptual models and constructs
- ✓ Sociology of food studies and food security and hotel & food service quality engineering
- ✓ Market segmentation and management to establish trends or business strategy
- ✓ Ethical concerns in marketing and management
- ✓ Operational/ Financial/ Marketing management
- ✓ International issues and cross-cultural research
- ✓ Ecotourism, and attraction development
- ✓ Leading education and training
- ✓ Gambling tourism
- ✓ Decision-making processes
- ✓ Leisure recreation and sports
- ✓ Forecasting

## *AHTMMC 2013 Conference Committees*

### **Co-Chairs of the Scientific Committee:**

**Prof. Tzung-Cheng Huan 黃宗成, AHTMM 2013 Conference co-Chair**

**Prof. Christine Yu-Hua Sun 孫瑜華, AHTMM 2013 Conference co-Chair**

**Prof. Brendan T. Chen 陳泰衡, AHTMM 2013 Conference co-Chair**

**Prof. Dogan Gursoy, AHTMM 2013 Conference co-Chair**

**Prof. Evangelos Christou, AHTMM 2013 Conference co-Chair**

**Prof. Marianna Sigala, AHTMM 2013 Conference co-Chair**

**Prof. Christina Chi, AHTMM 2013 Conference co-Chair**

## *International Scientific Committee Members*

**Prof. Andreas Zins, Editor-in-Chief of International Journal of Culture, Tourism and Hospitality Research, MODUL University Vienna, AUSTRIA**

**Prof. Anette Therkelsen, Co-Editor of Scandinavian Journal of Hospitality and Tourism, Aalborg University, Denmark**

**Prof. Agustin Santana, Editor-in-Chief of PASOS -Journal of Tourism and Cultural Heritage, La Laguna University, Spain**

**Prof. Alan A. Lew, Editor-in-Chief of Tourism Geographies, Northern Arizona University, USA**

**Prof. Allan Yen-Lun Su 蘇衍綸, National Pingtung University of Science and Technology, Taiwan**

**Prof. Bill Bramwell, Co-Editor of Journal of Sustainable Tourism, Associate Editor of Journal of Ecotourism, Resource Editor of Annals of Tourism Research. Sheffield Hallam University, UK**

**Prof. Billy Bai, University of Nevada Las Vegas, USA**

**Prof. Bryan H. Chen 陳信憲, National Changhua University of Education, Taiwan**

**Prof. Bruce Tracey, Editor-in-Chief of Cornell Hospitality Quarterly, Cornell University, USA**

**Prof. Cafer Topaloglu, Mugla Sitki Kocman University, Turkey**

**Prof. Cathy Hsu, Editor-in-Chief of the Journal of Teaching in Travel and Tourism, Polytechnic University, Hong Kong**

**Prof. Catheryn Khoo-Lattimore, Taylor's University, Malaysia**

**Prof. Chris Ryan, Editor-in-Chief of Tourism Management, the University of Waikato, New Zealand**

**Prof. Cihan Cobanoglu, Editor-in-Chief of Journal of Hospitality and Tourism Technology, University of South Florida Sarasota-Manatee, USA**

**Prof. Clark Hu, Temple University, USA**

**Prof. Chang-Hua Yen 顏昌華, National Taichung University of Science and Technology, Taiwan**



Prof. Chia-Kai Su 蘇家愷, Southern Taiwan University of Science and Technology, Taiwan  
Prof. Chin-Hsien Hsu 徐欽賢, National Chin-Yi University of Technology, Taiwan  
Prof. Chih-Ching (Chris) Teng 鄧之卿, FuJen Catholic University, Taiwan  
Prof. Chia-Chang Chang 張家昌, National Changhua University of Education, Taiwan  
Prof. Ching Li 李晶, National Taiwan Normal University, Taiwan  
Prof. Ching-Sung Lee 李青松, Fu-Jen Catholic University, Taiwan  
Prof. Eli Avraham, University of Haifa, Israel  
Prof. Fevzi Okumus, Editor-in-Chief of International Journal of Contemporary Hospitality Management, University of Central Florida, USA  
Prof. Frank Lindberg, University of Nordland, Norway  
Prof. George Fenich, Editor-in-Chief of Journal of Convention and Event Tourism, East Carolina University, USA  
Prof. Goyakla Apache, Editor-in-Chief of Youth First: The Journal of Youth Sports, University of Nevada Las Vegas, USA  
Prof. Hailin Qu, Editor-in-Chief of Journal of Quality Assurance in Hospitality & Tourism, Oklahoma State University, USA  
Prof. Han-Hwa Juang 莊翰華, National Changhua University of Education, Taiwan  
Prof. Homer C. Wu 吳忠宏, National Taichung University of Education, Taiwan  
Prof. Hsiao-Ming Chang 張孝銘, Chienkuo Technology University, Taiwan  
Prof. Irfan Arikan, IMC University of Applied Sciences Krems, Austria  
Prof. John Tribe, Editor-in-Chief of Annals of Tourism Research & Editor-in-Chief of Journal of Hospitality, Leisure, Sport & Tourism, University of Surrey, UK  
Prof. Jen-Son Cheng 鄭健雄, National Chi Nan University, Taiwan  
Prof. Jing-Shoung Hou 侯錦雄, Tunghai University, Department of Landscape Architecture, Taiwan  
Prof. John Fletcher, Editor-in-Chief of International Journal of Tourism Research, Bournemouth University, UK  
Prof. Jui-Chi Chang Ricky 張瑞奇, Providence University, Taiwan  
Prof. Kaye Chon, Editor-in-Chief of Asia Pacific Journal of Tourism Research & Editor-in-Chief of Journal of Travel & Tourism Marketing, Hong Kong Polytechnic University, Hong Kong  
Prof. Lin-Hwa Wang 王苓華, National Cheng Kung University, Taiwan  
Prof. Li-Yia Feng 馮莉雅, National Kaohsiung University of Hospitality and Tourism, Taiwan  
Prof. Margaret Deery, Co-Editor-in-Chief of the Journal of Hospitality and Tourism Management & Regional Editor for the International Journal of Event and Festival Management, Curtin University, Australia  
Prof. Michael Hall, Co-Editor of Current Issues in Tourism, Co-Editor, Rutledge Critical Studies in Tourism, Business and Management, Associate Editor for Asia and the Pacific, Tourism Geographies, University of Canterbury, New Zealand

Prof. Ming-Ching (Tony) Yang 楊明青, National Chi-Nan University, Taiwan  
Prof. Mike Robinson, Editor-in-Chief of Journal of Tourism and Cultural Change & Associate Editor of Scandinavian Journal of Hospitality and Tourism, University of Birmingham, UK  
Prof. Mike Weed, Editor-in-Chief of Journal of Sport & Tourism and of 'Sport & Tourism, Canterbury Christ Church University, UK  
Prof. Murat Hancer, Co-Editor, Journal of Travel and Tourism Research, Oklahoma State University, USA  
Prof. Muzaffer Uysal, Editor-in-Chief of Tourism Analysis, Virginia Polytechnic, USA  
Prof. Meng-Lei (Monica) Hu 胡夢蕾, Jinwen University Science and Technology, Taiwan  
Prof. Ming-Hsiang Chen 陳明祥, National Chung Cheng University, Taiwan  
Prof. Mei-Hua Chen 陳美華, National Changhua University of Education, Taiwan  
Prof. Ozgur Ozer, Konya University, Turkey  
Prof. Po-Ju Chen, University of Central Florida, USA  
Prof. Ping Yu 余嬪, National Kaohsiung Normal University, Taiwan  
Prof. Rajagopal, Editor-in-Chief of International Journal of Leisure and Tourism Marketing & Editor-in-Chief of International Journal of Business Competition and Growth, EGADE Business School, Editor-in-Chief of International Journal of the Built Environment and Asset Management, Mexico  
Prof. Reidar Mykletun, Editor-in-Chief of Scandinavian Journal of Hospitality and Tourism, University of Stavanger, Norway  
Prof. Richard Perdue, Editor-in-Chief of Journal of Travel Research, Virginia Polytechnic, USA  
Prof. Ru-Jer Wang 王如哲, Vice President, National Academy for Educational Research National Taiwan Normal University, Taiwan  
Prof. Robert T. Y. Wu 吳天元, Jinwen University of Science & Technology, Taiwan  
Prof. Seyhmus Baloglu, University of Nevada, Las Vegas, USA  
Prof. Stanislav Ivanov, Editor-in-Chief of European Journal of Tourism Research, International University College, Bulgaria  
Prof. Sheng-Jung Ou 歐聖榮, National Chung Hsing University, Taiwan  
Prof. Soon-Eng Tan 陳詢榮, National University of Kaohsiung, Taiwan  
Prof. Su-Hsin Lee 李素馨, National Taiwan Normal University, Taiwan  
Prof. Su-Yen Liu 劉淑燕, National Chung Cheng University, Taiwan  
Prof. Heng Tsai 蔡衡, National Changhua University of Education, Taiwan  
Prof. Lung-Ming Tsai 蔡龍銘, Chinese Culture University, Taiwan  
Prof. Tang-Chung Kan 甘唐冲, National Kaohsiung University of Hospitality and Tourism, Taiwan  
Prof. Teng-Yuan Hsiao 蕭登元, National Kaohsiung University of Hospitality and Tourism, Taiwan  
Prof. Tsung-Chiung(Emily) Wu 吳宗瓊, National Dong Hwa University, Taiwan  
Prof. Tsung-Hung Lee 李宗鴻, National Yualio University of Science & Technology, Taiwan  
Prof. Tzu-Ping Lin 林子平, National Chung Hsing University, Taiwan

Prof. Yi-Chung Hsu 許義忠, National Dong Hwa University, Taiwan

Prof. Youcheng Wang, Co – Editor of Journal of Destination Marketing & Management, University of Central Florida, USA

Prof. Zin-Zong Lin 林晉榮, National Chung Cheng University, Taiwan

## *Organizing Committee*

Prof. Brendan T. Chen, Organizing Chair

Prof. I-Shen Chen, National Chin-Yi University of Technology, Taiwan

Prof. Chin-Hsien Hsu, National Chin-Yi University of Technology, Taiwan

Prof. Yun-Tsan Lin, National Chin-Yi University of Technology, Taiwan

Prof. His-Tien Chen, National Chin-Yi University of Technology, Taiwan

Prof. Chun-Min Kuo, National Chin-Yi University of Technology, Taiwan

Prof. Yu-Chih Lo, National Chin-Yi University of Technology, Taiwan

The image features a complex abstract design. On the left, there are several overlapping, flowing shapes in shades of yellow and orange, resembling liquid or smoke. These shapes are interspersed with small squares in white, grey, and yellow. On the right side, a large, faint grid pattern is visible, consisting of a series of small squares. The text 'Co-Chair' is positioned in the middle-right area, written in a bold, italicized serif font. At the bottom center, there is a small page number '- 9 -'.

***Co-Chair***

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# *Conference Co-Chair*

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Professor & Dean, College of Management  
National Chiayi University  
580, Shin-Ming Rd., Chiayi, Taiwan 60054  
Phone: 886-5-2732801 (Office)  
Fax: 886-5-2732805 (Office)  
Mail: tchuan@mail.ncyu.edu.tw



*Dr. Tzung-Cheng (T.C.) Huan*

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## *Welcome Message from the*

### *2013 AHTMMC Organizing Committee*

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On behalf of the 3rd AHTMMC organizing committee, I am honored and delighted to welcome you to Taipei, Taiwan for the 3rd conference of Advances in Hospitality and Tourism Marketing & Management. AHTMMC 2013 is a major event in the hospitality and tourism industry bringing together experts and academics from around the world the conference venue, the Grand Hotel, is a famous landmark with significant history and architectural features.

Our program is rich and varied. There are three keynote speeches and invited talks. About 95 papers are presented. These are in 16 parallel oral sessions and 2 poster sessions each day. We expect to provide technical demonstrations, and numerous opportunities for informal networking.

As a conference chair of the 3rd AHTMMC, I know that the success of the conference depends ultimately on the many people who have worked with us in planning and organizing both the program and supporting social arrangements. Specifically, I would like to thank our co-chair Professor Dogan Gurosy, from Washington State University, whose systematic work has built up this network and brought people here from all over the world.

We look forward to you having an unforgettable experience and a most enjoyable stay in Taiwan.

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## *Organizing Co-Chair*

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Assistant Professor  
National Chin-Yi University of Technology  
Department of Leisure Industry Management  
35, Lane 215, Section 1, Chung-Shan Road,  
Taiping District, Taichung City, 411 Taiwan  
Phone: 886-4-23924505 ext.8308  
Fax: 886-4-23922003  
Email: [brendan@ncut.edu.tw](mailto:brendan@ncut.edu.tw)



*Dr. Brendan T. Chen*

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### *Welcome Message from Organizing Chair*

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It gives me great pleasure to announce that the The 3rd Advances in Hospitality and Tourism Marketing & Management held in the Grand Hotel, Taipei, Taiwan 25<sup>th</sup> June- 30<sup>th</sup> June, 2013.

The organizing committees of the National Chin-Yi University of Technology have planned an excellent scientific programme that featured a broad range of topics on the contemporary hospitality and tourism. In addition to the scientific programme, exciting and memorable social events are being planned.

I wish to invite each and every one of you to participate in this conference and experience the center of Taiwanese commerce and culture of Taipei.

I look forward to welcoming you to beautiful Taipei, Taiwan for the 3rd AHTMMC in 25<sup>th</sup> June- 30<sup>th</sup> June, 2013.

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*Keynote peaker*



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## *Keynote Speaker*

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*Dr. Ken McCleary*

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Professor of Hospitality and Tourism Management, Pamplin College of Business, Virginia Polytechnic Institute and State University, Blacksburg, VA.

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Ken McCleary is Professor of Hospitality and Tourism Management at Virginia Tech, specializing in the area of marketing. He has been teaching for thirty-seven years and has been ranked in the top five of the most influential authors in hospitality and in the top fifty worldwide in tourism.

Ken McCleary has made presentations and conducted seminars on hospitality and tourism marketing topics throughout the United States and the world. In addition to serving as a consultant to the hospitality industry, he has held managerial positions in the hotel industry and has been involved with the lodging and restaurant businesses in ownership roles. Dr. McCleary has won teaching awards in both Michigan and Virginia. He teaches marketing research and strategy courses at the doctoral, masters and undergraduate levels as well as a course in wine tourism.

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## *Keynote Speaker*

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*Dr. Soo Cheong (Shawn) Jang*

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Associate Professor of Hospitality and Tourism Management (HTM) at Purdue University, USA.

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Dr. SooCheong (Shawn) Jang is currently Associate Professor of Hospitality and Tourism Management (HTM) at Purdue University, USA. He has a strong record of research and scholarship with significant contributions to both academia and industry. Dr. Jang's research areas are hospitality and tourism marketing and finance/business strategies.

Also, Dr. Jang is the co-Editor-in-Chief of the International Journal of Tourism Sciences. He also serves on the editorial boards of eight top-tier HTM academic journals such as International Journal of Hospitality Management, Journal of Hospitality and Tourism Research, Tourism Management, Journal of Travel Research, International Journal of Contemporary Hospitality Management and etc. He has been working as an organizer for the TOSOK International Tourism Annual Conference, which was held in Ulsan, Korea last year. Dr. Jang is a member of I-CHRIE (International Council on Hotel, Restaurant, and Institution Education). He is listed in Who's Who in the World, Who's Who in America and Who's Who in American Education.

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## *Keynote Speaker*

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*Dr. Ming-Hsiang Chen*

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Department of Finance, National Chung Cheng University, Taiwan.

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Dr. Ming-Hsiang Chen is a professor of finance at the National Chung Cheng University, Taiwan. He received his Ph.D. in economics from Kansas State University. His areas of research are hospitality finance and tourism economics in addition to finance and economics.

He has received the W. Bradford Wiley Memorial Best Research Paper of the Year Award in 2009 (with Jang, S.C. and Tang, C.H.) and serves on seven journal editorial boards. Among all scholars in the world who published papers in six first-tier hospitality and tourism journals during the period of 2000 to 2009, he was ranked 49 worldwide and the only Taiwanese scholar was ranked within top 50 (JHTR, 2011, 35(3), p.381-416). He currently serves as one of the panel committee members of National Science Council of Taiwan.

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# *Hotel Accommodation*

## *The 3<sup>rd</sup> Advances in Hospitality and Tourism Marketing & Management Conference*

DATE : June 25<sup>th</sup> ~ 29<sup>th</sup>, 2013 (Staying for four days)

### I. Grand Hotel (Official Conference Hotel)

**Address:** No.1, Sec. 4, Zhongshan N. Rd., Zhongshan Dist., Taipei City 10461, Taiwan (R.O.C.)

**Website:** <http://www.grand-hotel.org/main/Article.aspx?a=14&lang=en-US>



**Room Type:** Standard

**Rate:**

NT\$3,600 (\$125 USD.)  
( include one breakfast )

NT\$4,000 (\$138 USD.)  
( include two breakfast )

NT\$5,700+10%. The guest rooms without views and no windows are 26.5 square meters in size. Despite the small scale, they are well-equipped and smartly designed to ensure our guests enjoy a simple, comfortable and unforgettable stay

Room Amenities : Daily newspaper, LCD TV, Mandarin, English and Japanese TV channels, Premium movie channels, Personal hygiene products, Hair dryer, Towel sets, Indoor slippers, Locker and closet, Automatic air-conditioning and temperature control device, Two single beds and end tables, Hot water device, Telephone, Alarm clock, Mini bar, Hotel guide brochure, Stationery folder, Two mineral water and two tea bags for free

- ※ All the room to change with prices include a 5% business tax and but are subject to a 10% service charge.
- ※ All above are subject to change without notice.
- ※ Check-In Time: 3:00pm / Check-Out Time: 12:00 noon

## II. Imperial Hotel Taipei (10 minutes rides to Grand hotel)

**Address:** No. 600 Lin Shen North Road Taipei

**Website:** <http://www.imperialhotel.com.tw/English/?Psn=5617>



**Room Type:** Superior Room  
Single or Twin

**Rate:** NT\$ 3,400 (\$118 USD.)  
include breakfast

Room Amenities : High-Speed Wired Internet Access (To Charge), LCD Television, Cable TV, Bidet-Style Toilet, Voicemail, Slippers, Multi-Line Telephone, In Room Safe, Mini Bar, Hair Dryer, Forte Bath Amenities

※ Check in: 3:00 PM

※ Check out: 12:00 PM

### III. Park City Hotel · Luzhou Taipei (15~20 minutes rides to Grand hotel)

**Address:** No. 8, Zhongshan 1st Rd., Luzhou Dist., New Taipei City 24748, Taiwan

**Website:** <http://luzhou-en.parkcityhotel.com/?Psn=6584>



**Room Type:**

Standard Twin/Combine Twin

One double bed or two twin beds.

**Rate:** NT\$2,450 (\$85 USD.)

include breakfast

Room Amenities : LCD TV , Refrigerator, Free ADSL, Free WiFi, Bathtub, Shower Room, TOTO Toilet, Hairdryer, Laundry Basket, Telephone, Kettle, Free bottle water, Tea bag, Stationery

**IV. Sunworld Dynasty Hotel Taipei (25 minutes rides to Grand hotel)**

**Address:** No. 100 Dun Hua North Road, Taipei 10549, Taiwan

**Website:** [http://www.sunworlddynasty.com.tw/html/2009/Eng/content/room\\_b1\\_01.htm](http://www.sunworlddynasty.com.tw/html/2009/Eng/content/room_b1_01.htm)



**Room Type:** Superior Room  
One king bed or two twin beds.

**Rate:** NT\$4416 (\$148 USD.)  
include breakfast

Room Amenities : coffee/tea amenities, international direct phone calls, voicemail, cable TV, hairdryer, and refrigerator.

※ One king bed or two twin beds NT\$4416 ( include two breakfast )  
Without breakfast the price is NT\$3520 (-448\*2 = 896)





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# *Team Introduction*

## *3<sup>rd</sup> AHTMMC Team Introduction*



**Chia Yun Lin**

First of all, welcomes to join the 3<sup>rd</sup> AHTMMC Conference. It's our pleasure to help you during the conference. If you have any question, please let our team know. We will do our best to help you out. Thank you that I have the opportunity to be a part of this conference and work with my team. You guys are the best team!



**We are all major in the Department of Leisure Industry Management in National Chin-Yi University of Technology.**



**Jia Li Huang**

The challenge in this conference is helpful to me; I use the positive attitude to handle it. Thanks for Pro. Chen to give me this opportunity to learn.



**Ming Yu Chen**

I am glad to participate at the AHTMM Conference, 2013. Let me learn a lot. Though my English is not very well, I will still do my best. Welcome to Taiwan!



**Chiao Wen Wu**

I have improved my computer drawing skills by helping this event. Also, I learned how important to work as a "Team." No matter, how hard this will be, we all enjoy it.



### **Ming Chun Yang**

I always keep an enthusiastic attitude for everything, that I possess a hardworking attitude and optimistic personality. It's my pleasure to have an opportunity to attend this International Conference. Because of this opportunity, I think I learn many things and I believe I can do my best on this job.



### **Chih Che Chang**

I have faith to face all the challenges and problems. I am an outgoing and kind Person. These days we all work hard to prepare and study English. I think it's a special and precious experience to me. I'll do my best and make the conference success. Welcome to Taiwan.



### **Pei Lian Guo**

I'm a lively and optimistic person. This is my first time to join AHTMM Conference. I feel very exciting for the conference. If there are any questions, please give me your advice kindly.



**Li Ting Jiang**

It's my pleasure to serve you. Now I know English is important. I know my English is not good, but I will do my best. Even though my ability is not enough, I still try and help others. Welcome to Taiwan.



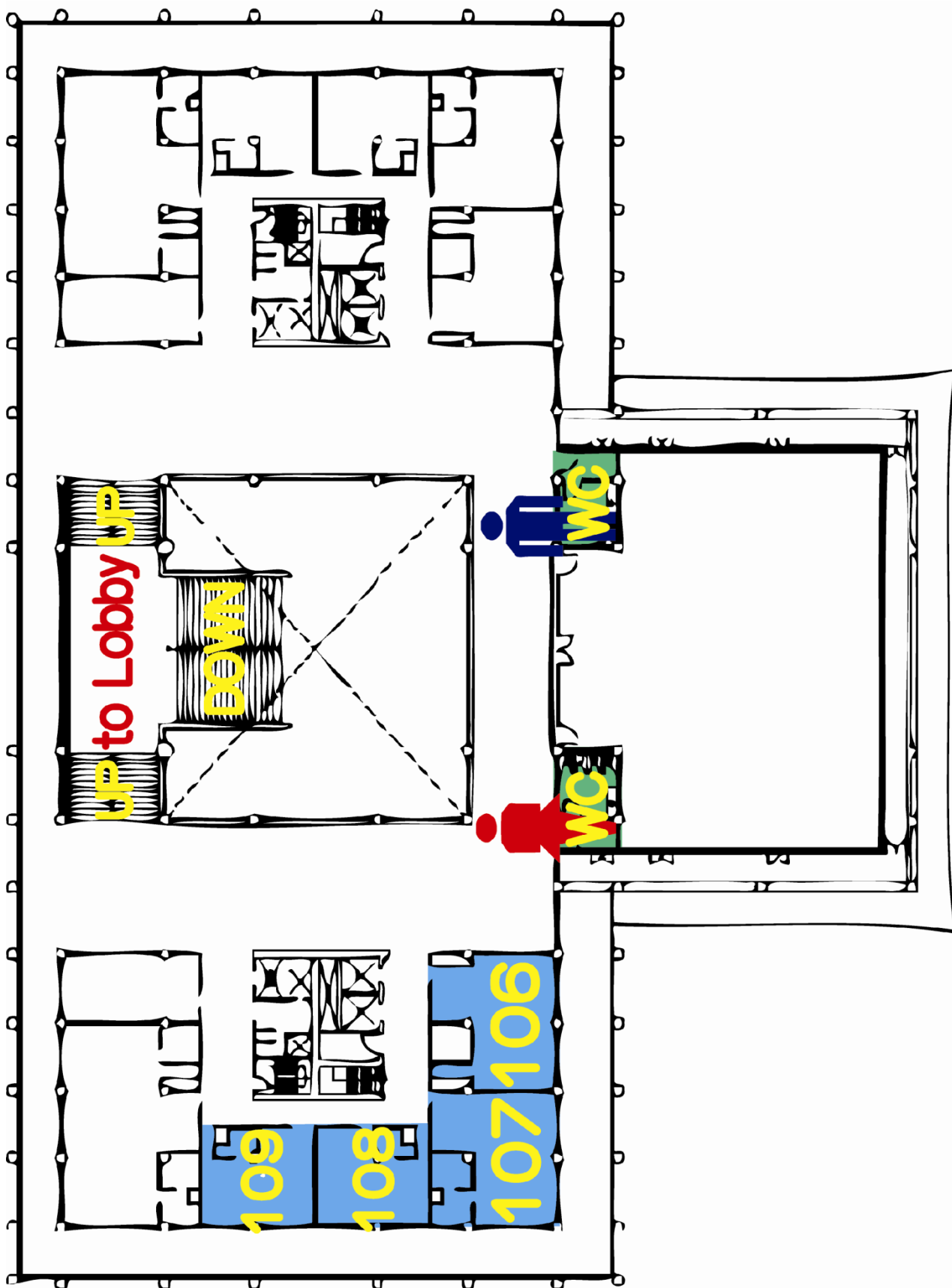
**Szu Min Chou**

I hope I can do my best to solve the problem for everyone; sincere to serve you is my pleasure. I believe it would be a valuable experience, and allows me to grow a lot. Our team is excellent.



*Welcome To Taiwan*

# Map of Grand Hotel



A decorative graphic on the left side of the page, consisting of several overlapping, flowing blue shapes that resemble waves or ribbons. The colors range from light sky blue to a deep, dark teal. The graphic is accented with numerous small, white, out-of-focus circular bokeh lights of varying sizes, creating a sense of depth and movement. The overall style is clean, modern, and professional.

# *Conference Schedule*



*Conference Schedule, the 3<sup>rd</sup> AHTMM Conference, 2013*

<b>Day 1 – June 25<sup>th</sup> , 2013 (Tuesday)</b>		
TIME	CONTENT	VENUE
13:00 – 20:00	Registration	Grand Hotel 2 <sup>nd</sup> floor
17:00 – 18:30	Panel Discussion Dr. Ken McCleary Dr. Soo Cheong Jang Dr. Dogan Gursoy Dr. George G. Fenich	Fu Gui Room
18:35 – 18:45	Photo Taking	Grand Hotel Lobby
18:50 – 21:00	Welcome Reception	Fu Gui Room
<b>Day 2 – June 26<sup>th</sup> , 2013 (Wednesday)</b>		
TIME	CONTENT	VENUE
08:30 – 17:00	Registration	Grand Hotel 2 <sup>nd</sup> floor
09:00 – 11:00	Paper Presentation	Section1,2 3,4
11:00 – 11:30	Refreshment Break Poster Presentation	Fu Gui Room NO.114 / 130/ 141 150 /102 / 103 / 271
11:30 – 14:00	Lunch with Keynote	Fu Gui Room
14:10 – 16:30	Paper Presentation	Section5,6 7,8
17:30	City Nights Fun	Grand Hotel Lobby
<b>Day 3 – June 27<sup>th</sup> , 2013 (Thursday)</b>		
TIME	CONTENT	VENUE
08:30 – 17:00	Registration	Grand Hotel 2 <sup>nd</sup> floor
09:00 – 11:00	Paper Presentation	Section9,10 11,12
11:00 – 11:30	Refreshment Break Poster Presentation	Fu Gui Room NO.188 / 265 /276 284 / 285 / 199 / 192
11:30 – 14:00	Lunch with Keynote	Fu Gui Room
14:10 – 16:30	Paper Presentation	Section13,14 15,16
17:30	City Nights Fun	Grand Hotel Lobby

City Tour – June 28 <sup>th</sup> , 2013 (Friday)		
TIME	CONTENT	VENUE
<b>Pick up from Grand Hotel</b>		
08:30 – 11:00	National Palace Museum	
11:30 – 14:30	Refresh & Lunch Time ( <b>On Own</b> )	Taipei 101, Taiwanese Traditional Food Court
14:30 – 15:30	Taipei 101 Indoor/Outdoor Observatory	88/89/91F
16:45 – 18:00	Danshui Old Town	
18:30 – 21:30	Closing Ceremony	Great River Queen

**Two Days Trips to  
Hualien & Taroko National Park**

**Day1**  
 Taipei Train Station → Hualien Train Station  
 → Taroko National Park → Hotel Check In

**Day2**  
 Breakfast → Departure Ilan  
 → Hualien Train Station → Taipei

**Welcome to Join Us**

*Paper Presentation Schedule, the 3<sup>rd</sup> AHTMM Conference, 2013*

<b>Section 1</b>	<b>June 26<sup>th</sup>, 2013 (Wednesday)</b> <b>09:00am~11:00am</b>	<b>Room: 106</b>
<b>Moderator : Prof. Michelle Millard</b>		
<b>A CONCEPTUAL MODEL: CONSUMER EVALUATION OF VERTICAL BRAND EXTENSIONS IN THE LODGING INDUSTRY</b>		
Yumi Lim, Virginia Polytechnic Institute and State University Pamela A. Weaver, Virginia Polytechnic Institute and State University		
<b>MARKETPLACE CHALLENGES IN THE EXTRAORDINARY ARCTIC</b>		
Frank Lindberg, University of Nordland Dorthe Eide, University of Nordland		
<b>THE INTERACTION BETWEEN MESSAGE SENSATION VALUE AND ARGUMENT QUALITY ON ONLINE MESSAGE EFFECTIVENESS- THE TRAIT OF SENSATION SEEKING AS A MODERATOR</b>		
Carol Y. Lu, Chung Yuan Christian University Yuan-De Lin, Chung Yuan Christian University		
<b>STEREOTYPES AMONG HOSPITALITY STUDENTS</b>		
Frans van den Broek, International University of Hospitality Management The Hague Anemoon Schepel, International University of Hospitality Management The Hague Daphne Maria Dekker, International University of Hospitality Management The Hague		
<b>THE EFFECT OF ENVIRONMENTAL MESSAGES ON TRAVELERS' SUBJECTIVE RESORT EVALUATIONS</b>		
Tung-Zong (Donald) Chang, Metropolitan State University of Denver Su-Jane Chen, Metropolitan State University of Denver Weng Hang Kong, Institute for Tourism Studies		
<b>Section 2</b>	<b>June 26<sup>th</sup>, 2013 (Wednesday)</b> <b>09:00am~11:00am</b>	<b>Room: 107</b>
<b>Moderator : Prof. Annmarie Nicely</b>		
<b>ABSORPTIVE CAPACITY AND PERCEIVED FIRM PERFORMANCE: AN INVESTIGATION ON HOTEL INDUSTRY</b>		
Barış Baraz, Anadolu University Aslı Yılmaz, Anadolu University		
<b>ROLE OF HOTEL IMAGE AND WORD OF MOUTH IN CONSUMERS' WILLINGNESS TO PAY AND PATRONIZE GREEN HOTELS: A STUDY OF GENERATION Y</b>		
Marketa Kubickova, University of Central Florida H.G. Parsa, University of Denver Khaldoon Nusair, University of Central Florida Hsin-Hui Hu, Ming Hua University		
<b>SLOW TOURISM FOR SLOW CITIES AN ECO-COMPATIBLE PATH IN URBAN TOURISM</b>		
Gilda Catalano, Università della Calabria		
<b>CORRELATIONS AMONG LEARNING MOTIVATION, LIFE STRESS, LEARNING SATISFACTION, AND SELF-EFFICACY FOR PH.D. STUDENTS</b>		
Mei-hua Chen, National Changhua University of Education Jui-Lin Liao, Hungkuang University		

<b>RURAL TOURISM DEVELOPMENT IN MAINLAND CHINA</b> Masumi Kikuchi, School of International Liberal Studies, Waseda University		
<b>Section 3</b>	<b>June 26<sup>th</sup>, 2013 (Wednesday)</b> <b>09:00am~11:00am</b>	<b>Room: 108</b>
<b>Moderator : Prof. Bryan H. Chen</b>		
<b>CULTURAL AND HISTORICAL INFORMATION IN VOLUNTARY CONTRIBUTION MECHANISM</b> Chng Kean Siang, Universiti Sains Malaysia Suet Leng, KHOO, Universiti Sains Malaysia Phaik Nie, CHIN, Universiti Sains Malaysia		
<b>A STUDY ON THE PHYSICALLY DISABLED PEOPLE: WHAT DO DISABLED PEOPLE EXPECT FROM HOTELS?</b> Sıla Karacaoglu, Cukurova University Medet Yolal, Anadolu University		
<b>EVALUATING A LUXURY HOTEL/RESORT SPA EXPERIENCE</b> Ingrid Y. Lin, University of Hawaii at Manoa		
<b>A STUDY OF MOTIVATION, PERCEPTIONS, AND BEHAVIORS OF TOURISTS WHO VISIT CIVIL WAR ERA HOUSES?</b> Jiin- Ling Lin, I-Shou University Tara, L. Perry, Middle Tennessee State University		
<b>STOCK-OPTION-BASED EXECUTIVE COMPENSATION PLANS AND LODGING FIRMS' RISK-TAKING</b> Ming-Che Chien, National Taipei University Tzung-Cheng Huan, National Chiayi University Min-Ming Wen, California State University Los Angeles		
<b>PREFERENCES OF LEADERSHIP STYLE AND PERCEPTION OF EFFECTIVENESS. RECONSTRUCTING TSHWANE TOURISM AND HOSPITALITY MANAGERS</b> Malefane Stephen Monyane, Tshwane University of Technology		
<b>Section 4</b>	<b>June 26<sup>th</sup>, 2013 (Wednesday)</b> <b>09:00am~11:00am</b>	<b>Room: 109</b>
<b>Moderator: Prof. Chin-Yu Chen</b>		
<b>A PROPOSED CUSTOMER-BASED BRAND EQUITY MODEL WITH CUSTOMER AUTHENTICITY PERCEPTION FOR ETHNIC RESTAURANTS</b> Cheng Chieh Lu, Washington State University		
<b>CELEBRITY ENDORSEMENT IN DESTINATION MARKETING: DISCOVERING POTENTIAL IN THE USE OF PERISHED PERSONALITIES</b> Guido Sommer, Cologne Business School		
<b>THE EFFECT OF FILM INTERPRETATION ON DESTINATION IMAGE: USING SEMIOTICS</b> Pimpika Thongrom, Rajamangala University of Technology Thanyaburi		
<b>THE STUDY OF VISTOR LEISURE SATISFACTION TO LEISURE FARM – A LOHAS PERSPECTIVE</b> Yung-Lin Wu, Chinese Culture University Ming Liu, Chinese Culture University		
<b>CONTESTATION IN URBAN DEVELOPMENT: A CASE OF MAHAKAN FORT COMMUNITY</b> Sompong Amnuay-ngerntra, Mahidol University International College		

<b>Section 5</b>	<b>June 26<sup>th</sup>, 2013 (Wednesday)</b> <b>02:10pm~04:30pm</b>	<b>Room: 106</b>
<b>Moderator : Prof. Frank Lindberg</b>		
<b>THE BUSINESS CYCLE OF TAIWAN'S HOSPITALITY INDUSTRY</b> Ming-Hsiang Chen, National Chung Cheng University		
<b>ASSESSMENT OF EFFECTIVENESS OF HOSPITALITY MARKETING EFFORTS IN DELTA STATE, NIGERIA</b> Felix Oghenovo OMONIYODO, Delta State Polytechnic Ogwashi-Uku		
<b>CUSTOMER REVIEW MONITORING VIA ONLINE/HIGH-TECHNOLOGICAL TOOLS CASE STUDY: HOSPITALITY SECTOR IN BANGKOK, THAILAND</b> Cherif Haberih, Suan Sunandha Rajabhat University		
<b>HOSPITALITY PERSONALITY</b> Daphne Maria Dekker, International University of Hospitality Management The Hague Angelica Klaiber, International University of Hospitality Management The Hague Lisa Hesteren, International University of Hospitality Management The Hague		
<b>A RESEARCH ON FACTORS INFLUENCING CUSTOMER RETENTION IN RESORT INDUSTRY</b> Li Li, South China University of Technology Shen Mei Yuan, South China University of Technology		
<b>Section 6</b>	<b>June 26<sup>th</sup>, 2013 (Wednesday)</b> <b>02:10pm~04:30pm</b>	<b>Room: 107</b>
<b>Moderator : Prof. Mindy Kuo</b>		
<b>A STUDY OF VARIOUS GROUPS OF PARTICIPANTS' PERCEPTION OF, AND SATISFACTION WITH, RELIGIOUS CULTURAL TOURISM IN TAIWAN</b> Yi-Chieh Wang, Chia-Nan University of Pharmacy and Science Yu-Ting Hung, Chia-Nan University of Pharmacy and Science		
<b>WHAT MOTIVATES CHINESE TOURISTS TO VISIT TAIWAN? EXPLORING KEY ANTECEDENTS OF TRAVEL MOTIVATION</b> Yao-Chin Wang, Oklahoma State University Chun-Chu Chen, Texas A&M University Yueh-Hsiu Lin, National Kaohsiung University of Hospitality and Tourism		
<b>THE INFLUENCE OF MEMORABLE TRAVEL EXPERIENCE ON MEMORABILITY AND BEHAVIORAL INTENTION: A STRUCTURAL EQUATION MODELING APPROACH</b> Eddy. K Tukamushaba, The Hong Kong Polytechnic University Honggen Xiao, The Hong Kong Polytechnic University Adele Ladkin, Bournemouth University		
<b>SOUVENIR SHOPPING, TOURIST MOTIVATION, AND TRAVEL EXPERIENCE</b> Weng Hang Kong, Institute for Tourism Studies Tung-Zong (Donald) Chang, Metropolitan State University of Denver		
<b>THE INTERACTIVE EFFECTS OF TRAVEL CONSTRAINTS AND MOTIVATIONS ON INTENTION TO VISIT WINE REGIONS</b> Mark A. Bonn, Florida State University Meehee Cho, Florida State University		

<b>Section 7</b>	<b>June 26<sup>th</sup>, 2013 (Wednesday)</b> <b>02:10pm~04:30pm</b>	<b>Room: 108</b>
<b>Moderator : Prof. Chaang-Iuan, Ho</b>		
<b>WHAT THE MILLENNIAL GENERATION FROM AROUND THE WORLD PREFERS IN THEIR MEETINGS, CONVENTIONS AND EVENTS</b>		
George G. Fenich, East Carolina University Sheila Scott-Halsell, Oklahoma State University Godwin-Charles Ogbeide, University of Arkansas Kathryn Hashimoto, East Carolina University		
<b>RESIDENTS' PERCEPTIONS OF TOURISM IMPACTS AND ATTITUDES TOWARD CHINESE INBOUND MARKET TO TAIWAN</b>		
Chin-Yu Chen, National Quemoy University		
<b>STAFF SATISFACTION AND RESTAURANT PERFORMANCE: AN APPLICATION OF THE KANO'S MODEL</b>		
Ala`a Nimer AbuKhalifeh, University Sains Malaysia Ahmad Puad Mat Som, University Sains Malaysia		
<b>SEGMENTING THE U.S. SENIOR TRAVELERS TO THAILAND: A FACTOR-CLUSTER APPROACH</b>		
Aswin Sangpikul, Dhurakij Pundit University		
<b>A STUDY OF IMPORTANT FACTORS IMPACTING TOURISTS' PARTICIPATION IN ABORIGINAL TOURISM ACTIVITIES</b>		
David Y. Chang, National Chiayi University Tsai Yi Chih, National Chiayi University		
<b>EFFECT OF HOTEL'S ENVIRONMENTAL PERFORMANCE, PHILANTHROPIC PERFORMANCE AND ABILITY ON STAKEHOLDER SUPPORT</b>		
San-Pui Lam, National Sun Yat-sen University Chun-Chieh Yang, National Sun Yat-sen University		
<b>Section 8</b>	<b>June 26<sup>th</sup>, 2013 (Wednesday)</b> <b>02:10pm~04:30pm</b>	<b>Room: 109</b>
<b>Moderator : Prof. Anestis K. Fotiadis</b>		
<b>EXPERIENCE AUTHENTICITY MANAGEMENT DEVELOPMENT, A CONCEPTUAL MODEL OF VOLUNTEER TOURISTS IN THE NORTHEASTERN REGION OF THAILAND: A CASE STUDY OF NONGKHAI PROVINCE</b>		
Wisitsiri Chusakul, Khon Kaen University Donruetai Kovathanakul, Khon Kaen University Ranee Esichaikul, Sukhothai Thammathirat Open University		
<b>EXPLORING AND LINKING TRIBAL TOURISTS' TRAVEL EXPERIENCES AND VALUES</b>		
Tsung-Chiung (Emily), Wu, National Dong-Hwa University Jiun-Hwa, Hong, National Chiayi University Chih-Ming Ku, National Dong-Hwa University		
<b>HOW DO YOU LIKE YOUR CAKE? THE INFLUENCE OF THE CHOICE OF SUSTAINABLE MATERIALS ON CONSUMER'S WILLINGNESS TO PAY TOWARDS CAKE</b>		
Joseph Si-Shyun Lin, Fu-Jen Catholic University Yi-Chen Liu, Fu-Jen Catholic University		

**AN ANALYSIS OF VISITOR BEHAVIOUR USING TIME BLOCKS: THE CASE OF E  
-DA THEME PARK, KAOHSIUNG, TAIWAN**

Anestis K. Fotiadis, I-Shou University  
Tzung-Cheng (T.C.) Huan, National Chiayi University  
Clerico A. M. Constantino, I-Shou University

**DISPARITY IN SMOKING BEHAVIOR:  
TOURISTS FROM HIGH AND LOW SMOKING RESTRICTION ORIGINS**

Samson Io-Kei Leong, Institute for Tourism Studies  
Cindia Ching-Chi Lam, Institute for Tourism Studies

**Section 9**

**June 27<sup>th</sup>, 2013 (Thursday)  
09:00am~11:00am**

**Room: 106**

**Moderator : Prof. Chia-Yu Yeh**

**KEY FACTORS THAT INFLUENCE CONSUMER DECISION TO  
PURCHASE ELECTRIC SCOOTERS**

Ying-Wei Wang, National Penghu Penghu University of Science and Technology  
I-Shuan Wu, National Penghu Penghu University of Science and Technology  
Huan-Chen Kang, National Penghu Penghu University of Science and Technology

**COMPARISON OF PERCEIVED VALUE AND BEHAVIORAL  
INTENTION BETWEEN THE STAFF AND MEDICAL TOURISTS IN TAIWAN**

Hsiao-Yun Lu, I-Shou University  
Wann-Yih Wu, President, Chinese Culture University, National Cheng Kung University

**AN EMPIRICAL INVESTIGATION OF CONSUMER ONLINE PURCHASING  
BEHAVIOR FOCUSED TOURISM PRODUCTS**

Eda Rukiye DÖ NBAK, Adiyaman University

**AN EMPIRICAL ANALYSIS OF MACAU GAMBLERS' BEHAVIORAL INTENTIONS**

Hung-Che Wu, Macau University of Science and Technology  
Fu-Sung Hsu, Taipei College of Maritime Technology

**Section 10**

**June 27<sup>th</sup>, 2013 (Thursday)  
09:00am~11:00am**

**Room: 107**

**Moderator : Prof. Bryan H. Chen**

**A CRITIQUE OF TOURISM CONFERENCES**

Dan Musinguzi, Stenden University Qatar  
Eddy K. Tukamushaba, The Hong Kong Polytechnic University  
Kody Gerkin, Stenden University Qatar  
Razan EIKhatib, Stenden University Qatar  
Girish Nair, Stenden University Qatar

**TESTING FOR GRANGER CAUSALITY: DOMESTIC TRANSACTIONS OF  
INCOMING TOURISTS WITH CREDIT CARDS IN TURKEY**

Rıdvan Kozak, Anadolu University  
Erkan Sezgin, Anadolu University

**FROM TRANSPORT TO TOURISM:  
RAILWAY REVIVAL IN THE SPA CENTRE OF AUSTRALIA**

Leanne White, Victoria University

**RESIDENTS' PERCEPTIONS AND ATTITUDES TOWARD AN AGRO TOURISM  
FESTIVAL IN NIGERIA: A CASE STUDY OF YAKURR NEW YAM FESTIVAL, IGERIA**

Bassey Benjamin Esu, University of Calabar

**EXPLORING A NEW WAY TO ORGANIZE WORK IN HOTELS**

Annamarie Nicely, Purdue University

<b>Section 11</b>	<b>June 27<sup>th</sup>, 2013 (Thursday)</b> <b>09:00am~11:00am</b>	<b>Room: 108</b>
<b>Moderator : Prof. Chang-Iuan Ho</b>		
<b>TOURISM PARADOX vs. SUSTAINABILITY: A CASE FROM TURKEY</b>		
Ilker Unsever, Boğaziçi University Hakan Yilmaz, Anadolu University Irfan Arikan, IMC FH Krems University of Applied Sciences		
<b>TOURISM DEVELOPMENT TIMELINE IN LANGKAWI ISLAND, MALAYSIA</b>		
Shida Irwana Omar, Universiti Sains Malaysia Abdul Ghapar Othman, Universiti Sains Malaysia Badaruddin Mohamed, Universiti Sains Malaysia		
<b>THE IMPACT OF TALENT MANAGEMENT ON THE HOSPITALITY AND TOURISM INDUSTRY IN TAIWAN</b>		
Tai-Yi Huang, University of North Texas		
<b>THE RELATIONSHIP BETWEEN COLLECTIVE EFFICACY AND LEARNING PERFORMANCE IN ROJECT-BASED LEARNING: MEDIATING EFFECTS OF PEER INTERACTIVE</b>		
Bryan H. Chen, National Changhua University of Education Ching-Yi Chen, National Changhua University of Education		
<b>Section 12</b>	<b>June 27<sup>th</sup>, 2013 (Thursday)</b> <b>09:00am~11:00am</b>	<b>Room: 109</b>
<b>Moderator : Prof. Chia-Chang Chang</b>		
<b>FESTIVAL BRAND EQUITY FROM A CONSUMER-BASED PERSPECTIVE</b>		
I-yin Yen, I-Shou University Alvin HungChih Yu, St. Cloud State University		
<b>STRATEGIC MARKETING PLAN AND CUSTOMER LOYALTY FOR URBAN TOURISM AREAS. IT TAKES TWO TO TANGO</b>		
Malefane Stephen Monyane, Tshwane University of Technology		
<b>COGNITVE APPRAISAL AND COPING SKILLS OF SERVICE EMPLOYEES – TABLE SERVICE RESTAURANTS IN MALAYSIA</b>		
Loo Poh Theng, Taylor’s University Catheryn Khoo-Lattimore, Taylor’s University Boo Huey Chern, Universiti Putra Malaysia		
<b>REVIEW OF INTERNATIONAL HOSPITALITY MANAGEMENT PROGRAMS</b>		
Grace C.L. Chien, I-shou University Shu-Yun Sophie Cheng, Southern Taiwan University of Science and Technology Wei-Ting Jou, The Hong Kong Polytechnic University		
<b>THE STUDY OF INTERNATIONAL STUDENTS’ BEHAVIOR INTENTION FOR LEISURE PARTICIPATION: USING PERCEIVED RISK AS MODERATE</b>		
Carol Y. Lu, Chung Yuan Christian University Wan-Ju Yeh, Chung Yuan Christian University		
<b>Section 13</b>	<b>June 27<sup>th</sup>, 2013 (Thursday)</b> <b>02:10pm~04:30pm</b>	<b>Room: 106</b>
<b>Moderator : Prof. Ying-Wei Wang</b>		
<b>SATIATION: THE ANTECEDENT OF SWITCHING INTENTION</b>		
Jeong-Yeol Park, Purdue University SooCheong (Shawn) Jang, Purdue University		



**A STUDY ON FACTORS INFLUENCING CONSUMERS' WELL-BEING  
FROM LOCAL FOOD MENUS**

Chen Kaur-Hwang, Providence University  
Su Kuan-Lin, Providence University  
Ming-Ta Tsai, DIADEM Internation Co., Ltd.

**MAINLAND CHINESE GROUP TRAVEL DECISION-MAKING PROCESS**

Hanqun Song, Griffith University  
Beverley Sparks, Griffith University  
Ying Wang, Griffith University

**WELFARE BENEFITS/MINIMIZING DEADWEIGHT LOSSES  
-THE GIVING AND RECEIVING OF RELIGIOUS SOUVENIRS-**

Jeffrey Kantor, Ariel University  
Zeev Shtudiner, Ariel University

**THE NEW TOURISM ATTRACTION ON NORTHERN COAST OF TAIWAN:  
THE CASE OF COASTAL TOURISM CORRIDOR IN KEELUNG CITY**

Ku-Jung Lin, National Taiwan Ocean University  
Lee-Jung Lu, Tungnan University  
Cheng-Liang Chang, Taipei Municipal University of Education  
Fu-Sung Chiang, National Taiwan Ocean University

**Section 14**

**June 27<sup>th</sup>, 2013 (Thursday)**

**Room: 107**

**02:10pm~04:30pm**

**Moderator : Prof. Shu-Yun Cheng**

**EVALUATING TECHNOLOGY ADOPTION BY TOURISM  
ORGANIZATIONS FROM A STRATEGIC DECISION-MAKING PERSPECTIVE**

Ting Pong Cheng, Macau University of Science and Technology

**AN INVESTIGATION OF HOTEL CUSTOMERS' BEHAVIORS FOR  
HOTELS IN THAILAND ON ASEAN ECONOMIC COMMUNITY**

Mullika Najanthong, Khon Kaen University  
Nitipon Phutachote, Khon Kaen University  
Ranee Esichaikul, Sukhothai Thammathirat Open University

**THE IMPORTANCE OF FOREIGN LANGUAGE SKILLS IN THE TOURISM  
SECTOR: A STUDY OF EMPLOYEES' PERCEPTIONS IN HOTELS IN ALAYSIA**

Raimond Selke, Universiti Putra Malaysia

**LUOSHAN ORGANIC VILLAGE BRAND EQUITY RESEARCH**

Ching-Cheng Shen, National Kaohsiung University of Hospitality and Tourism  
Der-Jen Liu, National Kaohsiung University of Hospitality and Tourism  
Tzuhui A. Tseng, National Hsinchu University of Education

**SERVICE QUALITY ON THEME PARKS:**

**THE CASE OF E-DA THEME PARK, KAOHSIUNG, TAIWAN**

Anestis K. Fotiadis, I-Shou University  
Tzung-Cheng (T.C.) Huan, National Chiayi University  
Minh N. Nguyen, I-Shou University

**THE INFLUENCE OF B&B EXPERIENCE ON BRAND EQUITY:  
A CASE STUDY OF YUEHETANG COUNTRY B&B**

Ching-Cheng Shen, National Kaohsiung University of Hospitality and Tourism  
Tzuhui A. Tseng, National Hsinchu University of Education  
Der-Jen Liu, National Kaohsiung University of Hospitality and Tourism

<b>Section 15</b>	<b>June 27<sup>th</sup>, 2013 (Thursday)</b> <b>02:10pm~04:30pm</b>	<b>Room: 108</b>
<b>Moderator : Prof. Grace Chien</b>		
<b>INVESTIGATING THE WEATHER DEPENDENCY OF HOTEL INDUSTRY: AN EMPIRICAL STUDY OF INTERNATIONAL TOURIST HOTELS IN TAIWAN</b>		
Chia-Yu Yeh, National Chi Nan University Chiang-Ming Chen, National Chi Nan University		
<b>THE EFFECTS OF MOBILE ADVERTISING CONTENT AND COMMUNICATION EFFECT ON MOBILE PURCHASING INTENTION</b>		
Carol Y. Lu, Chung Yuan Christian University Chuan-Yu Yeh, Chung Yuan Christian University		
<b>POSITIVE AND NEGATIVE ASPECTS OF CASINO</b>		
Kathryn Hashimoto, East Carolina University Su-Ching Huang, East Carolina University George G. Fenich, East Carolina University		
<b>ANTECEDENTS OF GAMBLER BEHAVIORS – FROM CASINO SERVICE TO CUSTOMER LOYALTY</b>		
Catherine prentice, Swinburne University		
<b>A SOCIAL SEMIOTIC RESEARCH APPROACH FOR THE ANALYSIS OF WEBPAGES IN “SUSTAINABLE TOURISM” STUDY</b>		
Nadia Sorokina, Oxford Brookes University David Bowie, Oxford Brookes University David Bowen, Oxford Brookes University Rebecca Hawkins, Oxford Brookes University		
<b>TECHNOLOGY ON TRACKS: AN AUSTRIAN CASE STUDY OF CUSTOMER PERCEPTIONS OF INNOVATIVE TECHNICAL SERVICES IN PASSENGER RAIL TRANSPORT</b>		
Isabell Handler, I-Shou University Caroline Tan, Toyo University		
<b>Section 16</b>	<b>June 27<sup>th</sup>, 2013 (Thursday)</b> <b>02:10pm~04:30pm</b>	<b>Room: 109</b>
<b>Moderator : Prof. Frank Lindberg</b>		
<b>THE PEOPLE-RELATED SERVICE FAILURES IN RESTAURANTS</b>		
Wei Leong Chan, Universiti Putra Malaysia Wan Melissa Wan Hassan, Universiti Putra Malaysia Huey Chern Boo, Universiti Putra Malaysia		
<b>MODE OF ENTRY, REAL OPTIONS AND STRATEGIC FLEXIBILITY IN INTERNATIONALIZATION PROCESSES OF HOTEL CHAINS</b>		
Elena Garc ía de Soto Camacho, University of Huelva Alfonso Vargas Sánchez, University of Huelva		
<b>HOTEL EMPLOYEE’S HEALTH MANAGEMENT AND TECHNICALIZATION TRENDS</b>		
Xiaolin Luo , Guizhou Normal University		
<b>UNDERSTANDING THE INFLUENCE OF HOTEL BRAND PERSONALITY AND BRAND FAMILIARLY ON BRAND LOYALTY IN ECONOMY HOTEL SECTOR</b>		
Xiangping Li, Institute for Tourism Studies Chih-Lun (Alan) Yen, Ball State University		

**EMERGENCY MANAGEMENT AND LOSS PREVENTION IN THE HOTEL INDUSTRY**

Ahmad Rasmi AlBattat, University Sains Malaysia

Ahmad Puad Mat Som, University Sains Malaysia

**ANIMATION AND ENTERTAINMENT SERVICES IN RESORT AND ALL-INCLUSIVE  
HOTELS: MANAGEMENT AND OPERATIONAL ISSUES**

Marios D. Sotiriadis, Technological Educational Institute of Crete

## *Poster Presentation Schedule, the 3<sup>rd</sup> AHTMM Conference, 2013*

Poster 1	June 26 <sup>th</sup> , 2013 (Wednesday) 11:00am~11:30am	Room: Fu Gui
<p><b>LEISURE RESORT CHOICE PROCESS: SOCIAL MEDIA AND TRADITIONAL INFORMATION SOURCES</b></p> <p>VO THANH Tan, La Rochelle Business School ETIENNE Chloé, La Rochelle Business School</p>		
<p><b>CROSS-CULTURE COMPARISON OF THE HOSPITALITY EMPLOYEES' EMOTIONAL LABOR STRATEGIES</b></p> <p>Kay H. Chu, Tunghai University Alan Yen, Ball State University Suzanne Murrmann, Virginia Tech William Cheng-Wei Chung, Tunghai University</p>		
<p><b>PLACE MARKETING OF HOT SPRING REGIONS: A MARKET SEGMENTATION BASED ON CHINESE TOURISTS' PERCEPTIONS OF HEALTHFULNESS OF PLACES</b></p> <p>Lizone Chang, Chia Nan University of Pharmacy and Science Rian Beise-Zee, Asia Pacific University</p>		
<p><b>COLLABORATING FOR BETTER EXPERIENCES: THE PRIVATE SECTOR POINT OF VIEW ON PARTNER SATISFACTION</b></p> <p>Marc-Antoine Vachon, École des sciences de la gestion de l'Université du Québec à Montréal Line Ricard, École des sciences de la gestion de l'Université du Québec à Montréal</p>		
<p><b>EVALUATION OF BUSINESS SCHOOLS IN TAIWAN USING A CUSTOMER SATISFACTION MODEL</b></p> <p>Chih-Chuan Wang, National Changhua University of Education Bryan H. Chen, National Changhua University of Education Wan-Ching Chiu, National Changhua University of Education</p>		
<p><b>ACADEMIC SELF-CONCEPT, LEARNING STRATEGIES, AND ACADEMIC PERFORMANCE : A CASE STUDY ON BUSINESS AND MANAGEMENT UNIVERSITY STUDENTS IN CENTRAL TAIWAN</b></p> <p>Chih-Chuan Wang, National Changhua University of Education Bryan H. Chen, National Changhua University of Education Mei-hua Chen, National Changhua University of Education</p>		
<p><b>WORK ENGAGEMENT MEDIATING THE RELATIONSHIP BETWEEN TRANSFORMATIONAL LEADERSHIP AND JOB PERFORMANCE</b></p> <p>Carol Y. Lu, Chung Yuan Christian University Chih-Wei Lin, National Chi Nan University Hsueh-Feng, Chang, National Kaohsiung University of Hospitality and Tourism</p>		

Poster 2	June 27 <sup>th</sup> , 2013 (Thursday) 11:00am~11:30am	Room: Fu Gui
<p align="center"><b>PURCHASING BEHAVIOR OF CHINESE TOURISTS IN TAIWAN</b></p> <p>Yun-Ju Chen, Sude Elementary School  Laura Yueh-Guey Huang, Taipei Physical Education College</p>		
<p align="center"><b>WHY CHOOSE TOURISM MANAGEMENT SPECIALIZATION?  – EXAMINING THE COLLEGE MAJOR CHOICE OF CHINESE TOURISM</b></p> <p>Nan Chen, Dongbei University of Finance &amp; Economics  Ying Wang, GriffithUniversity</p>		
<p align="center"><b>ENVIRONMENTAL ATTITUDES AND OTHER FACTORS THAT MAY  AFFECT STUDENTS’ WILLINGNESS TO ADOPT E-TEXTBOOKS</b></p> <p>Michelle Millar, University of San Francisco  Thomas Schrier, Iowa State University</p>		
<p align="center"><b>BEHAVIORAL INCLINATIONS OF UNIVERSITY STUDENTS IN LEISURE  AND SPORTS DEPARTMENTS IN OVERSEAS WORKING HOLIDAYS  BASED ON THEORY OF PLANNED BEHAVIOR</b></p> <p>Yu-Ting Huang, Asia University  Chih-Cheng Tseng, Tajen University  Chin-Shang Hsu, Taiwan Shoufu University</p>		
<p align="center"><b>A STUDY ON THE USER INTENTION OF GOLFERS TOWARD GOLF GPS  NAVIGATION WITH TECHNOLOGY READINESS  AND ACCEPTANCE MODEL</b></p> <p>Chin-Hsien Hsu, National Chin-Yi University of Technology,  Tu-Kuang Ho, Taiwan Hospitality &amp; Tourism College  Yu-Hsiang Lin, Taiwan Shoufu University  Yen-Chun Liu, National Chin-Yi University of Technology</p>		
<p align="center"><b>UNDERSTANDING THE BEHAVIORAL INTENTION TO PLAY  SOMATOSENSORY VIDEO GAMES: AN EXTENDED OF THE  TECHNOLOGY ACCEPTANCE MODEL</b></p> <p>Chaang-Iuan Ho, Chaoyang University of Technology  Chia-Chun Chang, Cheng Kong Junior High School  Su-Shiang Lee, Chaoyang University of Technology</p>		
<p align="center"><b>PRELIMIANRY INVESTIGATION OF CUSTOMER VALUE WITH  CLOUD TECHNOLOGY FOR FOOD AND BEVERAGE INDUSTRY</b></p> <p>Li-Cheng Chen, Tajen University  Chin-Yao Tseng, Yuanpei University</p>		
<p align="center"><b>THE EFFECTS OF TOURISTS'S PERCEIVED IMAGE AND  MOTIVATION ON HERITAGE VISITING INTENTION</b></p> <p>Brendan T. Chen, National Chin-Yi University of Technology  Ryan Wu, National Kaohsiung University of Hospitality and Tourism  Miao Chen, Chung Jen College of Nursing, Health Sciences and Management</p>		



# ***Section 1***

## ***Paper Abstract***

**A CONCEPTUAL MODEL DEVELOPED:  
CONSUMER EVALUATION OF VERTICAL BRAND EXTENSIONS IN THE LODGING INDUSTRY**

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**ABSTRACT**

Brand extension is a popular strategy used when a new product is launched because it reduces advertising cost, entry barrier, risk, and leverages brand equity (van Riel, Lemmink, and Ouwersloot, 2001). Vertical brand extensions have been exploited by major 酒店 hospitality chains. Even though many leading lodging chains have applied vertical brand extension strategies, previous research has focused on aggregated success factors of brand extension and horizontal brand extension within a general product setting. (Czeller, 2003; Keller & Lehmann, 2006; Völckner et al., 2010). This study explores the development of a conceptual model of consumer evaluation of vertical brand extensions in the lodging industry.

In the service industry, the service processes involve extensive customer interactions with service providers, trust of the brand could have an impact on loyalty (Brodie, Whittome, & Brush, 2009; Sirdeshmukh, Singh, & Sabol, 2002). It was found that brand trust is one of the major factors for brand extension success (Reast, 2005). Reast (2005) stated that there was a relationship between brand trust and brand extension. Zboja & Voorhees (2006) investigated the relationship between brand trust and repurchase intentions and found brand trust has an impact on repurchase intention, which is considered brand loyalty. Consequently, brand loyalty is positively associated with brand extension (Hem & Iversen, 2004; He & Li, 2010). In addition, distancing techniques have been introduced in vertical brand extension to evaluate how the distance between a core brand and vertical brand extension impacts consumer attitudes. (Kim, Lavack, & Smith, 2001).

The current paper will develop a conceptual model from the literature that assesses consumer evaluation of brand extensions in the lodging industry. Separate relationships among brand trust, brand loyalty, and the evaluation of brand extension will be used in this holistic model. Brand loyalty will moderate the relationship between brand trust and the evaluation of brand extension. In addition, distancing techniques will play a moderating role in the relationship between brand trust and the evaluation of brand extension and the relationship between brand loyalty and the evaluation of brand extension. The development of this holistic model will be a launching point to study how consumers evaluate vertical brand extensions.

**Keywords: brand extension, brand loyalty, brand trust, distancing techniques, vertical brand extension**

# MARKETPLACE CHALLENGES IN THE EXTRAORDINARY ARCTIC

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## ABSTRACT

This paper presents and discusses findings from an ongoing project covering extraordinary experiences in the Arctic Svalbard. While much consumer research has focused on the positive, magical and communal aspects of extraordinary experiences, little emphasis are put on challenging aspects. Covering activities of arctic horse riding, arctic adventure trip and dog sledging, this study provides evidence that extraordinary consumption can be marked by challenges of adjusting quickly to an arctic mindset, understandings and know-how through close and intimate practices in wild nature and with wild animals. Even in such an extreme context (due to e.g. security), the assumed provider-orchestrated experience does not hold. We discuss how challenges mark consumption and how various paradoxical outcomes both hinder and advances consumption meaning and value.

**Key words: Marketplace challenges, consumption paradoxes, extraordinary, experiences, consumption practice, Arctic tourism**



# **The Interaction between Message Sensation Value and Argument Quality On Online Message Effectiveness- the Trait of Sensation Seeking as a Moderator**

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## **ABSTRACT**

The most popular application on the internet is online shopping which has variable ways to promote the merchandise such as the dynamic marketing commercials and picture commercials. When the advertisement strategy concentrates on pictures, as the marketers, they will embed some elements of sensations in the pictures and each picture would suit on all of the consumers in the different type of personalities which are high sensation seeking and low sensation seeking. The main purpose is to investigate the influence of the level of message sensation value on the consumers' purchase intention. In addition, the moderating personality variable is Sensation Seeking and the mediator is brand image. It comes to several studies, including the level of message sensation value, the trait of sensation seeking, the perceived of brand image and argument quality. This study involved three steps for the coming out the results. First, a pilot test for identifying the degree of MSV. Second, subjects were recruited to fill out brief sensation seeking scale to differentiate the trait of personalities. Third, all of the samples were asked to fill out a final survey right after step two. It will be used in the future investigate of marketing.

**Keywords: Message Sensation Value, Argument Quality, Sensation Seeking, Brand Image, Purchase Intention**

# **STEREOTYPES AMONG HOSPITALITY STUDENTS**

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## **ABSTRACT**

Stereotypes have been extensively studied in disciplines like sociology, philosophy or social psychology, due to their connection with possible prejudice and discrimination. Scant attention, however, has been given to the presence of stereotypes in hospitality management students, whose profession oblige them to deal with a wide array of people from different countries and cultures on a daily basis. Katz and Braly (1933) were the first to measure stereotypes about social groups instructing participants to choose adjectives from a list of adjectives. Several researchers have since then successfully replicated this method (e.g. Gilbert, 1951; Karlins, Devine & Eliot, 1995). Following Devine and Elliot (1995) we have modified the original list of Katz and Braly (1933) removing some adjectives and adding others that were most frequently mentioned in an open questionnaire presented to hospitality students of our institution. The result was a list of 81 adjectives. Then a total 210 hospitality students answered our online questi onnaire in which participants were asked to indicate which of the 81 adjectives they as sociated most strongly with six categories representing the BRIC countries (Brazil, Russia, India, and China), America and the Middle East. The results show significant andclear stereotypes regarding the six categories. Results and implications are discussed.

**Keywords: Stereotype, Social Categorization, Prejudice, Discrimination, Hospitality Students**

# **THE EFFECT OF ENVIRONMENTAL MESSAGES ON TRAVELERS' SUBJECTIVE RESORT EVALUATIONS**

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## **ABSTRACT**

With increasing awareness and acceptance of environmental concerns, destination and tourism operators have embraced the use of environmental sustainability in attracting visitors. The present study surveys the use of online environmental statements and promotional environmental claims among selected sample destinations worldwide. Based on an audit by trained website reviewers, comparisons are made between U.S. and international golf resorts, as well as how such use might potentially influence subjective evaluations. Overall, there is no significant difference between US and non-US destinations in the usage of environmental statements and claims. However, US destinations are more likely to use objective environmental statements than non-US destinations. Ad hoc comparisons based on how such statements and claims are used reveal that resorts with objective statements or claims seem to enjoy more favorable perceptions among the trained reviewers, surrogates for informed travelers. The findings from the website survey reveal important implications and applications for researchers and practitioners. Research propositions are developed based on the survey findings.

**Keywords: Destinations, Environmental Statements, Environmental Claims, Online  
Communication, Website Audit**



# *Section 2*

## *Paper Abstract*

# **ABSORPTIVE CAPACITY AND PERCEIVED FIRM PERFORMANCE: AN INVESTIGATION ON HOTEL INDUSTRY**

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## **ABSTRACT**

Due to rapid technological changes, increasing global competition etc. 'knowledge' becomes the most critical factor for enterprises. From now on in knowledge society together with enterprises, employees, consumers and all stakeholders should use knowledge efficiently and apply it for their benefit. It's clear that in tourism area, everything changes rapidly. From this point of view knowledge is become the most critical thing. Over the last two decades, the concept of absorptive capacity has received considerable attention in the literature. The importance of absorptive capacity in hotel industry was emphasized. In investigation section a semi-structured interview was applied to hotel managers in Eskişehir, Turkey. Finally, recommendations related to absorptive capacity presented for hotel industry.

**Keywords: Absorptive capacity, Perceived firm performance, Knowledge, Hotel industry.**

# **Role of Hotel Image and Word of Mouth in Consumers' Willingness to Pay and Patronize Green Hotels: A Study of Generation Y**

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## **Abstract**

The protection of the environment has become a global issue which businesses can't overlook. In addition, generation Y (also called the Millennial Generation) is becoming a significant part of lodging consumer segment in the United States. Previous studies have indicated that the current image of the industry influences future consumer behavior. The purpose of this paper was to analyze the determinants of green hotel image on word-of-mouth, and the impact of word-of-mouth on willingness to pay, and intentions to revisit in the context of Generation Y. A structural equation model (SEM) has been estimated. Findings support the hypothesis that image has a positive effect on word-of-mouth and in turn, word-of-mouth influences willingness to pay and revisit intentions. In addition, theoretical and practical implications are also discussed.

**Keywords: green hotels, generation Y, word-of-mouth, image, willingness to pay, revisit intentions, structural equation model (SEM)**

# **SLOW TOURISM FOR SLOW CITIES AN ECO-COMPATIBLE PATH IN URBAN TOURISM**

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## **Abstract**

The paper analyses slow tourism as a new eco-compatible urban brand. Born as an alternative philosophy of travelling and living, slow tourism has initially been identified with good life and good food, mainly to be experienced in rural areas. In last five years, it has turned into a more intensive tourism demand of eco-compatibility and its recent spreading has been intertwined with slow cities network. The paper moves from results of a comparative research led on sixty-eight cities, whose aims explore the basic components which have promoted slow tourism's success in each territory, making it transferable in medium-sized cities, too. From overall research results, two findings have been selected: the first one marks the sense of place, read as request of local authenticity by slow tourists in all visited places, both rural and urban ones; the second finding stresses how the slow tourism demand is based on eco-compatible aspects, making it an interesting urban brand by sustainable footprint.

**Keywords: slow tourism, slow cities, sense of place, eco-compatible tourism.**

# **THE CORRELATIONS AMONG LEARNING MOTIVATION, LIFE STRESS, LEARNING SATISFACTION, AND SELF-EFFICACY FOR PH.D. STUDENTS**

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## **ABSTRACT**

In recent years, the number of people who are seeking Ph.D. degrees in Taiwan had increased even though the job market is shrinking. The types of pressure these students experience and how serious it is a critical topic. Therefore, this study explores the correlations among students' learning motivations, life stress, learning satisfaction, and self-efficacy. The result can be used as a reference for Ph.D. students' career development. This study used a survey comprised of a set of questions concerning Ph.D. students' learning motivations, life stress, learning satisfaction, and self-efficacy. The data were collected using a Web-based survey. In this study, the statistical package for the social sciences (SPSS 12.0) was used for the data analysis, including Pearson correlations and multiple regression analysis. The results showed that learning motivation was strongly and negatively correlated with both interpersonal stress and self-development stress; motivation for career development was positively correlated with both learning stress and self-development stress; motivation based on others' expectation was positively correlated with learning stress, interpersonal stress, and self-development stress; learning motivation was positively correlated with learning satisfaction; and interpersonal stress was negatively correlated with learning satisfaction. Learning stress, economic stress, and self-development stress affected general self-efficacy; interpersonal stress affected learning efficacy. However, learning motivation affected self-efficacy, and both motivation based on others' expectation and social motivation affected learning self-efficacy. There are some suggestions for further exploration.

**Keywords: Learning motivation, life stress, learning satisfaction, self-efficacy**



# **Rural Tourism Development in Mainland China**

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## **Abstract**

As society and the global market change, and with that people's values and demands change, the views of what we define as resource changes as well. Nowadays when the development of existing resources in less-favored rural areas is targeted, the rural landscape until now never considered as resource. However, the rural landscape now may turn out to be the most valuable one. The subject of this research is this process of reconsidering the rural landscape as resource in such times of changes. I would like to clarify the matter about how people's views towards the rural landscape (the way they manage the land and distribute resources) change. Above this there stands the question if it is possible to preserve the rural landscape.

In this research I would like to focus on areas considered less-favoured which have the above mentioned agriculture but in which the specific environment is fundamental and leads to agriculture based on the specific rural landscape. On the other hand, in order to achieve the purposes of this research, vast rural areas which provide conditions for agricultural production at the national level will not be analysed.

As an example I focus on Longji rice terrace in Guangxi province. Until recently before the appearance of tourist businesses in the region, the cultivation of the terraced rice fields of Longji, Guangxi was performed through a self-sufficient system and until now it had a specific rural landscape. I would like to give as an example two villages in the area – Pingan village which started to develop with the establishment of tourist businesses in 1996 and Dazhai village which entered the initial stage of development in 2003 starting with tourist enterprises. There are a few reasons for choosing this area for the purpose of this research. To begin with these villages have specific rural landscape. Above this until recently before the appearance of tourist businesses these villages led almost completely self-sufficient lives. People continue to live in such an abundant natural landscape and from now on this possibility remains for this area. However, the most significant point is that Pingan village in which the rural landscape is already used as resource and Danzhai village (at the moment following these footsteps) could be compared chronologically in terms of the development of the tourist enterprise. Thus the observation of the process of change of the rural landscape into a resource becomes possible.



***Section 3***

***Paper Abstract***

## CULTURAL AND HISTORICAL INFORMATION IN VOLUNTARY CONTRIBUTION MECHANISM

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### **ABSTRACT**

Budget constraint experienced by local government in providing public goods has fueled interest in voluntary contribution mechanism. However, due to its public nature, the mechanism is not without problem; literatures have shown presence of free riding and lower than social efficient contribution level. The conflict between contributing to the public and private good causes the dilemma faced by the contributors. Contributors faced with the problem of contributing to a public project but other members in the same group do not contribute. But if all contributors do not contribute, the public good will not be provided. This paper experimentally tested the effect of cultural and historical background of the heritage houses and their significance to a particular ethnic group on the decision to contribute to conserve the buildings. 36 (subjects) x 4 (treatments) undergraduate students were recruited and they were from Chinese ethnic group. Each contributor was told explicitly that the contributions would be donated to WHI (World Heritage Incorporated). In addition to eliciting how much they want to contribute, the subjects were also asked to state how much they think each member in the group would contribute. The identity of the subjects in the group remained anonymous. The main finding showed that participants believed other participants in the same group would contribute, and they would like to match their contributions. This belief is absent and has caused lower contribution when they are not told of the cultural information. We also incorporated contribution threshold in other two treatments to investigate the interaction of cultural information and threshold. We find similar result that participants in treatments with cultural information contributed more than without information.

**Keywords: Heritage house conservation; Voluntary contribution mechanism; Experiment; Contribution; Belief and Expectation of other's contribution**

# **A STUDY ON THE PHYSICALLY DISABLED PEOPLE: WHAT DO DISABLED PEOPLE EXPECT FROM HOTELS?**

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## **ABSTRACT**

Higher population of the disabled people and their travels with a companion have justified that disabled people is a growing market for tourism and travel industry. However, research has shown that social and environmental problems that disabled people face with while traveling have a negative impact on the tourism movements of this population. The purpose of this study is to examine tourism movements of physically (orthopedic) disabled people that compose the majority among other disabilities, to ascertain their expectations from the hotels and to reveal their evaluation of the accessibility of the hotel businesses. The data collection instrument was developed on the basis of an extensive literature review. Due to time, cost and accessibility constraints, the study is limited to physically disabled people living in Eskisehir, Turkey. Initially the factors that inhibit physically disabled people from traveling were determined. Further, the relations between the demographics of the participants and the sub factors were analyzed. Finally, the conclusion and the implications were discussed on the basis of study findings, and suggestions were made for Turkey on developing disabled tourism market and maintaining hotel businesses suitable to the needs of this market.

**Keywords: Disabled tourism, physically disabled, accommodation business, Turkey.**

# **EVALUATING A LUXURY HOTEL/RESORT SPA EXPERIENCE**

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## **ABSTRACT**

This paper presents a conceptual research framework to capture the understanding of individuals' perceived experiential value and evaluation of a luxury hotel or resort (HR) spa experience. The perceived experiential value includes four constructs: the spa's overall natural environment and built servicescape, quality of service encounter, touch, and multiple sensory modalities. Applicable theories are adopted with proposed hypotheses. Managerial and future research implications are also discussed in the content of this paper.

**Keywords: experiential value; luxury; sensory modalities; service encounter; servicescape;spa**

# **A Study of Motivation, Perceptions, and Behaviors of Tourists who visit Civil War Era Houses**

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## **Abstract**

Heritage tourism has grown gradually across the world. Greater numbers of people visit to the historical sites during their leisure time (Kerstetter & Confer, 2004). Moreover, the economics effects derived from the development of heritage tourism have been noticed by interested communities and governments (McCain, & Ray, 2003). More battlefield projects were integrated into the development package for state heritage tourism plans in the Southeast States such as Tennessee and Virginia. A unique heritage resource, historical houses associated with Civil War have made a significant contribution in the development of heritage tourism in the Middle Tennessee Area. The majority of past research mainly focused on the resource dimension; for example, the value of preserving historical sites and the issues of stage and product commoditization authenticities (Cohen, 1988 & Urry, 1990). Only few of studies have tried to explore this issue from the tourists' dimension. Therefore, in order to better managing this type of market, it is important to know the reasons that tourists come to visit battlefields (Poria, Bulter, & Airey, 2006). The tourists' motivation has been treated as a good indicator to fully understand tourists' behavior. In addition, due to heritage objectives highly associated with tourists' perceptions about the sites, their travel decision may be highly affected by the combination effects of tourists' motivation and perceptions. The purpose of this study is to determine possible relationships and differences among tourist behaviors, motivations, and perceptions in visiting Civil War era houses. Data were collected though administering the surveys through on-site, face-to face interviews from both battlefields of Thompson Station, Williamson and Stone River, Rutherford. Data collection occurred over a four week period at different time intervals (weekdays, weekends), which were selected randomly during the dates from November 1st and Dec 2nd, 2008. The interviewer used convenience sampling to approach the interviewee and ask if she/he would agree to participate in this on-site self administered questionnaire. A total 300 participants were recruited. The results found that most of tourists did not perceive the site to be part of their own heritage and it also identified differences between tourists in terms of their overall motivation. In addition, this study also found several differences between the types of tourists based on the motivation and perceptions and overall motivation, which highlight the link between tourists' perceptions and behaviors. The future studies focusing on the interaction between tourists and sites can be further explored in order to provide holistic insights to understand tourists' behaviors, and from that provide valuable recommendations for tourist management.

**Keywords: heritage tourism; Civil War; tourist motivations; tourist perceptions; tourist behaviors**

# STOCK-OPTION-BASED EXECUTIVE COMPENSATION PLANS AND LODGING FIRMS' RISK-TAKING

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## **ABSTRACT**

This study investigates the impact of stock-option-based executive compensation by lodging industry firms on risk-taking, and whether or not perceptions of the risk firms face affects the design of CEOs' compensation contracts. The data analyzed include market-based risk measures and executive compensation for 98 firms over the period from 1992 to 2005 (totaling 734 firm-CEO observations). The study examines research questions by using three-stage least squares in estimating a two-equation simultaneous equation system, in which both firm's risks and compensation structures are endogenous. Risk is measured by total risk and idiosyncratic risk. Results show that contracts with large versus small bonus-option components induce risk-taking and in addition, perceptions of firms' risk do substantially impact the design of compensation contracts.

**Keywords: Option-based compensation, risk, executive compensation, compensation structure, lodging industry.**

**PREFERENCES OF LEADERSHIP STYLE AND PERCEPTION OF EFFECTIVENESS.  
RECONSTRUCTING TSHWANE TOURISM AND HOSPITALITY MANAGERS.**

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**Abstract**

The Management scholarly papers and literature widely reveal that leadership is one of the four management responsibilities that need to be assumed by any managers for success in directing the organisation. The leadership styles that were perceived to be effective in the South African context formerly may no longer bear significance in the current business environment. For example, during the informal discussions with several managers and subordinates in the pre-phase of this study they strongly stated that autocratic style that used to be predominant in the South African Tourism and Hospitality industry has failed and the reconstruction of leadership style is needed. A strong feeling emerged amongst the subordinates that they have the competence needed to carry out their job effectively without their superior giving them instructions on what or how to perform their job let alone under strict surveillance and witch hunt by superiors. There is a high expectation amongst the subordinates for a new leadership style that is more personalized and flexible. The main aim of this paper is to empirically explore the type of leadership style embraced by managers of the tourism and hospitality industry in Tshwane area. Questionnaires were distributed in the tourism and hospitality organizations in the Tshwane area. The paper further demonstrates recommendations and conclusions.

**Keywords: Leadership, Management, Subordinates, Tourism, Hospitality.**







***Section 4***

***Paper Abstract***

**A PROPOSED CUSTOMER-BASED BRAND EQUITY MODEL  
WITH CUSTOMER AUTHENTICITY PERCEPTION FOR ETHNIC RESTAURANTS**

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**ABSTRACT**

The purpose of this study is to propose a customer-based brand equity model for the ethnic restaurant by incorporating customers authenticity perception with four core components of brand equity identified by Aaker (1991). More specifically, this study aims to empirically examine the relationships between consumers authenticity perception and four brand equity dimensions (brand awareness, brand association, perceived quality, brand loyalty), as well as how these four dimensions interrelated with one another. Seven hypotheses were proposed. The findings of present study would provide managers of ethnic restaurants with a better understanding of the important role of authenticity for ethnic restaurant's brand equity. Managerial implications for better brand equity management are provided.

**Keywords: Authenticity; Brand equity; Ethnic restaurant**

# **CELEBRITY ENDORSEMENT IN DESTINATION MARKETING: DISCOVERING POTENTIAL IN THE USE OF PERISHED PERSONALITIES**

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## **ABSTRACT**

Celebrity endorsement is a persuasive tool in the marketing and communication of commercial products as well as touristic destinations. This paper discusses opportunities and risks of using famous people to strengthen the characteristics and awareness of a regional destination. It focuses on the choice of celebrities for marketing purposes. Based on a face-to-face market research survey in the German federal state North Rhine-Westphalia, where 1,424 people were interviewed in 22 cities, it discovers an unexpected potential in the use of perished or historical personalities. This is supported by successful experiences already made in different regions in Germany, especially in the German federal state Thuringia. Accordingly, the potential of this specific group of celebrities with regard to its effect on the comparative advantage of a destination is analyzed. Low investment costs and a manageable risk of change in the public perception are found to be significant advantages. But the criteria in the choice of a perished celebrity for marketing purposes are considered to be crucial. In contrast the chance of addressing all target groups at once seems to be limited. Recommendations for further research are given.

**Keywords: destination marketing, destination branding, celebrity endorsement, historical personalities, perished personalities**

# **THE EFFECT OF FILM INTERPRETATION ON DESTINATION IMAGE: USING SEMIOTICS**

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## **ABSTRACT**

Destination managers are aware of the potential of film on destination awareness and promotion; and films can offer destinations a promotion viewed by millions in world wide audiences in a short period of time. As film provides enhanced images through special effects and picture perfect camera angles as well as the effect of movie stars, it can be extremely powerful in creating and developing destination image, and potentially attracting people to visit a place. However, it has been confirmed that even the simplest sign is interpreted differently, and this may depend on a variety of factors, including the situation and cultural conventions. The study of semiotics offer the explanation of interpretation of filmic signs (visual, sounds, lighting, and the use of camera) and codes (film editing). This study attempts to use Peirce's semiotics theory in order to analyse potential meanings of filmic signs and codes and that consequently affects on destination image. There is no previous study applies semiotics in such a way. This paper will concentrate on the effects of interpreted meanings of the film *The Beach* (2000) on destination image in Thailand. The film is selected due to an English spoken film which is filmed in Thailand and represented the country. The findings present dimensions of destination image influenced by the film.

**Keywords: Destination image, film tourism, film interpretation, semiotics, Thailand**

# **THE STUDY OF VISTOR LEISURE SATISFACTION TO LEISURE FARM – A LOHAS PERSPECTIVE**

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## **ABSTRACT**

The attention to environmental sustainability and health issue has increased substantially during the past few years. Challenges of limited global resources and critical environmental changes have driven the general public into the pursuit of an environmental sustainable and healthy way of living. The LOHAS (Lifestyle of Health and Sustainability) philosophy is a new rising wave of lifestyle of the 21<sup>st</sup> century. The present study intends to understand leisure farm's visitors' leisure satisfaction from a LOHAS perspective and how to better meet their recreation needs. The agricultural context in Taiwan has undergone several structural changes during the past decades. Agritourism is increasingly being adopted in Taiwan and is suggested to bring a myriad of economic as well as non-economic benefits to farmers, visitors and communities. The aims for the present study are several folds. First is to develop a typology for visitor leisure satisfaction of leisure farms from a LOHAS perspective. Second, is to gain an in-depth understanding in leisure satisfaction with the on-site activities provided by leisure farms. Sample visitors were selected from Taiwan I-Lan Toucheng leisure farm and by convenient sampling. A total of 500 surveys were distributed. Data collected were analyzed with descriptive statistics, independent samples t-test and ANOVA analysis were indicated on leisure satisfaction and LOHAS tendency, based on gender, level of education and visitors' age. The study supports research conducted on other populations. Findings can provide industry leaders and government policy makers alike with practical knowledge with which to formulate better marketing plans and policies for leisure farming.

**Keyword: LOHAS, Leisure Satisfaction, Farm Tourism**

# **CONTESTATION IN URBAN DEVELOPMENT: A CASE OF MAHAKAN FORT COMMUNITY**

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## **ABSTRACT**

Approximately 300 people dwelling next to Mahakan Fort in central Bangkok were sentenced to make way for a public park. They were threatened to leave their home site where they have resided for several generations and still worked there. The authorities have rejected the community's proposal in working themselves in developing the space. To prevent the forced eviction, they staged protests, delivered petitions, built barricades and organised a night-watch system to prevent invading forces from the authorities.

This article outlines the lesson learned from the strategies which the Mahakan Fort community has used in their resistance of eviction. They formed a loose network with NGOs at the local level and international level, professionals and human rights activists, other communities, and academics. Community participation in urban development is encouraged. Also, community heritage values must be safeguarded, especially a collection of 'antique' wooden houses; whereas traditional occupations of making bamboo bird cages, goldsmithing, making hermit dolls should be integrated into creative tourism products. Currently, the Mahakan Fort area has been a community learning center displaying tangible and intangible heritage, including the story of marathon fighting for their own spaces.

**Keywords:** community eviction, community participation, creative tourism, learning service



***Section 5***

***Paper Abstract***



# THE BUSINESS CYCLE OF TAIWAN'S HOSPITALITY INDUSTRY

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## ABSTRACT

This study applies a Markov regime-switching model to model the business cycle of Taiwan's hospitality industry from 1982Q1 to 2012Q2 by using the GDP data of the hospitality industry. Two distinct regimes of the hospitality industry cycle- a high-growth regime (HGR) and a low-growth regime (LGR)- are detected. Specifically, the average growth rate of HGR (LGR) is 3.01% (2.17%) and the standard deviation of HGR (LGR) is 0.69% (0.19%). The probability of the hospitality industry staying in LGR is 97.52% and its probability of remaining in HGR is 98.25%. The expected durations of LGR and HGR are about 40 and 57 quarters, respectively. Further, the inbound tourism market growth is found to be a significant driving factor that can cause the hospitality industry to remain in the HGR. Valuable information and policy implications are provided to guide hospitality business managers and tourism policymakers.

**Keywords: Hospitality industry; Business cycle; Markov regime-switching model**

# **ASSESSMENT OF EFFECTIVENESS OF HOSPITALITY MARKETING EFFORTS IN DELTA STATE, NIGERIA**

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## **ABSTRACT**

This study examined the effectiveness of hospitality marketing efforts in Delta State, Nigeria. Firms in the hospitality industry offering services in lodging, restaurants, event planning, theme parks, transportation, cruise line, and tourism were interviewed using structured questionnaires. The study described the socio-economic characteristics of the respondents (managers of firms in the industry) and estimated the magnitude of marketing investment made by firms in the industry. The return on marketing investment made was also estimated. A total of one hundred and twenty (120) firms in the industry were sampled through snowball sampling technique. In this study, a detailed list of firms in the industry could not be obtained necessitating the use of snowball sampling technique. Descriptive statistics such as frequency distribution tables and percentages as well as Returns on Marketing Investment (ROMI) model were used to analyse data obtained from the respondents. The results revealed that managers of hospitality firms in the study area were mainly male (65.8%), married (75.8%), aged less than 50 years old (65.8%), possessed tertiary education (45.8%) and earned between N50,000- <N100,000 (\$312- <\$625 US dollars) income per month (53.3%). The study results revealed the amount spent on marketing ranged between N52,500 (\$328) to N1,535,200 (\$9,595) with an average of N793,753 (\$4,960) per annum. A positive Return on Marketing Investment of 0.934 was estimated indicating that marketing efforts (mix/strategy) employed by hospitality firms in the study area were effective. Notwithstanding the effectiveness of the marketing efforts of the firms, there is still room for improvement. It is therefore recommended that stakeholders in the industry should continue to market their services because doing so has the tendency to bring positive returns.

**Keyword: Hospitality , Marketing, Effectiveness, Delta State.**

**Customer Review Monitoring**  
**via**  
**Online/High-technological tools**  
**Case Study: Hospitality Sector in Bangkok, Thailand**

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**ABSTRACT**

This is a research report within Hospitality and Tourism management. It is a case study of the hotel industry in Bangkok, Thailand, using hotels located in various part of the world such as Vancouver, Canada and Singapore, Singapore. Here referred as HIB. After several years of experience, HIB has chosen to enter a specific measure of the High-tech market by exploring and establishing online customer reviews. Alliances with international groups and firms already established facilitated that approach due to their long experience in that area. Some hotels simply use monitoring to watch “chatter”. And for some, it’s about tracking sentiment, message reach, customer service, feedback, etc. How HIB uses these monitoring dashboards really depends on the goal of the overall program. If a brand representative starts responding to every comment found online it can come across as a defensive move. Guests do expect some level of participation but moderation is key. Some hotels only respond to direct questions received via blogs, Twitter, Facebook etc. Finding the right balance between participation and observation is a major challenge of the entire social media activity.

**Keywords: Guest; Reviews; E-Operis; Hospitality; Key Performance Indicators**

# **HOSPITALITY PERSONALITY**

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## **ABSTRACT**

What makes a hospitality student a successful student? In this paper we specifically address which personality traits influence the academic performance of people that will very soon work in the hotel industry. With regard to performance, we made a distinction between theoretical courses, training courses and internship. In order to determine the personality traits that are related to the success of hospitality students, we used the Big Five theory of personality (Costa & McCrea, 1992) and related this to the academic results of the students. The current research has been conducted with 118 students from Hotelschool The Hague. Overall, our findings show that Conscientiousness, Extraversion and Openness are positively related academic achievement. In line with previous findings (e.g. Digman & Takemoto-Chock, 1981; Smith, 1967) we found that Conscientiousness and Openness predict theoretical performance. In line with our hypotheses, Extraversion turned out to predict performance on training courses. None of the personality traits, however, predicted performance on internships. Implications for hotel managers when selecting and hiring new staff and for hotel management educators when selecting future students are discussed.

**Keywords: Personality, Hospitality, Behaviour, Recruitment, Selection, Academic Achievement**

# **A Research on Factors Influencing Customer Retention in Resort Industry**

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## **Abstract**

The customer loyalty is an important factor in today tourism competitive markets. At present, many studies about customer loyalty mostly focus on the business market research in the hotel industry. But, in view of the tourism resort, especially the urban cultural themes attraction, an analysis of factors influencing customer loyalty has its special significance. The aim of this study is to establish the measure model, focusing on the four constructs--cultural attractive, attraction operation, tourist costs and promotion strategy on customer retention in urban cultural themes attraction. This paper analyses current development of urban cultural themes park in China, and then proposes corresponding hypotheses about relationships between the four factors and customer retention.

**Keywords: Analysis, Customer Retention, Urban Cultural Themes Park**



# *Section 6*

## *Paper Abstract*

**A STUDY OF VARIOUS GROUPS OF PARTICIPANTS’  
PERCEPTION OF, AND SATISFACTION WITH, RELIGIOUS  
CULTURAL TOURISM IN TAIWAN**

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**ABSTRACT**

Religious tourism is the original form of tourism (Schiller, 1992; Shoval and Cohen-Hattab, 2001) and has been an important facet of this industry for centuries (Finney, Orwig, and Spake, 2009; Theilmann, 1987). The increasingly importance of religious tourism has drawn researchers’ attentions on studying participants’ motivation and satisfaction, but scholars have thus far failed to examine the demands and satisfaction of some other key participants in religious festivals: the event’s hosts (i.e., members of the temple), and the religious groups who participate/perform in the festivals. Thus, the current study conducts a questionnaire survey to study differences in the motivation, perception, and satisfaction experienced by the three categories of religious tourism participants (i.e., religious event host, religious participate/perform groups, and visitors) and to determine whether or not those different perceptions affect these group members’ intentions to participate in subsequent festivals. The results indicate that “offering local Taiwanese cuisine” and “facilitating an understanding Taiwan’s religious culture” are the two most important activities valued by religious festival visitors, while “providing information brochure,” “cleanness of the environment,” and “facilitating in understanding Taiwan’s religious culture” significantly predict religious performing groups’ members’ return intention.

**Keywords: Religious-cultural tourism, Perception, Motivation, Satisfaction, Taiwan**

# **WHAT MOTIVATES CHINESE TOURISTS TO VISIT TAIWAN? EXPLORING KEY ANTECEDENTS OF TRAVEL MOTIVATION**

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## **ABSTRACT**

This study aims to explore key antecedents of travel motivation. Mainland Chinese tourists with travel experience in Taiwan were sampled as participants. Total of 350 questionnaires were collected with usable response rate as 91.71%. Regression analysis was conducted to examine research hypotheses. Results of this study show that cognitive image, destination familiarity and frequency of foreign travel are significantly related to travel motivation. For theoretical implications, this study provides an insight about antecedents of travel motivation by analyzing diverse possible constructs in a model. For practical implications, this study provides three main contributions. First of all, items of cognitive image are used to explain the formation of Chinese tourists' travel motivation. Second, contents of destination familiarity are applied to suggest efficient ways in marketing communication with this target market. Third, frequency of foreign travel can be used by DMOs as criteria to segment target market.

**Keywords:** Travel motivation, Chinese tourist, Taiwan, destination image, destination familiarity



**THE INFLUENCE OF MEMORABLE TRAVEL EXPERIENCE ON  
MEMORABILITY AND  
BEHAVIORAL INTENTION:  
A STRUCTURAL EQUATION MODELING APPROACH**

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**ABSTRACT**

This paper sets out to develop and test a model investigating the effects of each component of memorable tourism experience on memorability and how memorability in turn influences behavioral intentions. Respondents included tourists were departing through Entebbe international airport in Uganda.

Findings from the study showed that novelty, refreshment, and local culture have a significant positive effect on memorability, while hedonism no significant effect on memorability. Furthermore, memorability was found to significantly influence a behavioral intention. Paying attention to novelty, refreshment and local culture aspects of tourist experience is important in enhancing memorability of the destination, which in turn is critical in formation of favorable future behavioral intentions associated with positive word of mouth, intention to recommend.

**Key words. Memorable tourism experience, memorability, behavioral intentions, Uganda**

# **SOUVENIR SHOPPING, TOURIST MOTIVATION, AND TRAVEL EXPERIENCE**

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## **ABSTRACT**

Souvenir shopping is an integral component of travel experience and could potentially represent a significant portion of the overall travel expenditure. The aim of this study is to examine the relationships among travel motivations, souvenir shopping, and travel experience. Specifically, we investigate how travel motivations affect souvenir shopping and how souvenir consumption influences travel experience. A conceptual model is developed to describe their inter-relationships and provides an understanding of the role of souvenir shopping in the tourism industry. Based on an empirical study, travel motivations are found to be correlated with souvenir shopping and souvenir attributes. Surprisingly, we did not find a relationship between souvenir shopping and travel experience. The lack of relationship could be due to the choice of research sample. Future research directions and managerial implications are provided.

**Keywords: Travel Motivations, Souvenir Shopping, Travel Experience, Macau, Survey**

# **THE INTERACTIVE EFFECTS OF TRAVEL CONSTRAINTS AND MOTIVATIONS ON INTENTION TO VISIT WINE REGIONS**

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## **ABSTRACT**

The purpose of this research study was to investigate the influence of motivational factor on the relationships between travel constraints and intention to visit wine regions. The 'Push-Pull factor' framework concept was used for measuring travel motivations. Exploratory factor analysis generated two constraint dimensions: 'Money & Time' and 'Destination Choice'. Following this procedure, each of these dimensions was able to be subdivided into low and high constraint groups based upon their mean scores. Analysis of Variance tests were then conducted on the four constraint groups and indicated significant differences existed among their intent to visit wine regions. Results confirmed that 'Money & Time' was the most critical constraint dimension inhibiting consumers from visiting wine regions. Interaction effects (constraints × motivations) regarding the 'Push' factor related to the core wine travel experience mitigated travel constraints. Conversely, the 'Pull' factor related to wine destination general attractiveness had no significant effect upon travel constraints. In particular, results indicated the 'Push' factor could overcome the 'Destination Choice' constraint dimension leading to a potential positive intention to visit wine regions. Study findings offer opportunities to develop strategies designed to overcome travel constraints leading to increased wine tourism visitors.

**Keywords: Wine tourism, travel constraints, travel motivations, Push factor, Pull factor**



***Section 7***

***Paper Abstract***

# **WHAT THE MILLENNIAL GENERATION FROM AROUND THE WORLD PREFERS IN THEIR MEETINGS, CONVENTIONS AND EVENTS**

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## **Abstract**

The extant research relates to what the millennial generation prefers in their meetings and events. The focus of this paper is to compare the wants and needs of Millennials from five different continents to ascertain similarities and differences. This is the largest study ever done of Millennials with regard to meetings and events. While some differences were uncovered, it was found that Millennials are a very homogeneous group. Thus, event professionals can use similar strategies when targeting this group. However, it was also found that there were some differences in specific areas and event professionals would do well to ascertain their mix of attendees by national origin and then apply the most significant findings of the research at hand.

**Keywords: Millennials, meetings, events, conventions, wants and needs.**

# **RESIDENTS' PERCEPTIONS OF TOURISM IMPACTS AND ATTITUDES TOWARD CHINESE INBOUND MARKET TO TAIWAN**

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## **ABSTRACT**

The purpose of this study aimed to investigate Taiwan residents' perceptions of tourism quality impacts, overall tourism impacts from the largest inbound tourism market of Chinese tourists to Taiwan and their attitudes toward this tourism market among different demographics and social backgrounds. This study employed questionnaires to acquire data from Taiwan residents with convenience sampling method. A total of 870 useable questionnaires were analyzed. The results showed that respondents with different backgrounds perceived different tourism quality impacts, overall tourism impacts, and attitudes toward tourism development of the certain inbound market. Respondents' attitudes toward tourism development were influenced by their perceptions of tourism quality impacts and overall tourism impacts. Based on the study findings, the study provides suggestions for future development of Chinese inbound tourism market and for future studies.

**Keywords: attitudes; perceptions of impacts; Chinese tourists; Taiwan**

## **STAFF SATISFACTION AND RESTAURANT PERFORMANCE: AN APPLICATION OF THE KANO'S MODEL**

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### **ABSTRACT**

Staff satisfaction has become one of the essential subjects in the hospitality industry. Several scholars have investigated the antecedences and the consequences of this construct. It has been found that staff satisfaction drives productivity and guest satisfaction. In order to better understand the drivers of staff satisfaction, this study suggested whether the Kano's model of guest satisfaction can be applied to staff satisfaction in the restaurant service in food and beverage departments. Kano's model distinguishes three factor categories with different impacts on the formation of guest satisfaction: basic factors (dissatisfiers), excitement factors (satisfiers) and performance factors (hybrid factors). This paper aims to review the existing literature on staff satisfaction in the restaurant service in F&B departments of hotels, its processes, effective services and satisfaction framework. The conceptual paper proposed an application of the factors model in the restaurant department and encourages hotels to improve its management to better satisfy their staff and guests.

**Keywords: Staff Satisfaction, Kano's Model, Restaurant Performance, Jordan.**

# **SEGMENTING THE U.S. SENIOR TRAVELERS TO THAILAND: A FACTOR-CLUSTER APPROACH**

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## **ABSTRACT**

The purpose of this study is to investigate travel motivations of U.S. senior travelers to Thailand by adopting the theory of push and pull motivations as a conceptual framework. This study also examines the possibility of segmenting the U.S. senior travel market by utilizing attribute-based segmentation (pull factors). The results of factor analysis identify three push and four pull factor dimensions. Among them, 'novelty & knowledge-seeking' and 'cultural & historical attractions' are viewed as the most important push and pull factors, respectively. Based on cluster analysis, the study reveals two distinct segments within the U.S. senior travel market: 'cultural & historical seekers' and 'holiday & leisure seekers'. The results of the study provide important implications for developing effective marketing strategies for each segment.

**Keyword: Travel motivations, Market segmentation, U.S. senior travelers, Thailand**



# **A STUDY OF IMPORTANT FACTORS IMPACTING TOURISTS' PARTICIPATION IN ABORIGINAL TOURISM ACTIVITIES**

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## **ABSTRACT**

In the modern era today, tourism involving multicultural elements has become popular. Therefore, more and more tourism products and services have encapsulated aboriginal culture to attract tourists. Many leisure parks in Taiwan are found using aboriginal culture as the major theme to create various types of tourism products and services satisfying people's novelty for different culture. In addition, prior studies also found that using tourism as a vehicle to promote and preserve aboriginal culture is important. Therefore, understanding the important factors influencing tourists' participation in aboriginal tourism activities is necessary. By adopting the concept of experiential marketing, the study developed and designed a questionnaire surveying the tourists visiting Alishan Yuyupas. Using convenience sampling, the survey was distributed by the exit of the park to the tourists who just finished visiting the park. 217 surveys were usable resulting in a response rate of 79%. The results of factor analysis suggested six important factors impacting a tourist's participation in tourism activities offered in an aboriginal culture park, including DIY and actual interaction, interesting activities, activities incurring deliberation and reflections, attractiveness of aboriginal culture, layout and design of the park, bringing people together. Managerial suggestions derived from these factors were offered at the end of the study. Since most visitors are well educated, for future management and development, when creating and designing tourism products and services, the park manager needs to focus more on both joyful and serious aspects related to aboriginal culture. Furthermore, it is also important to have tourism activities designed for the family and group markets.

**Keywords: aboriginal tourism, aboriginal culture, experiential marketing, factor analysis**

**EFFECT OF HOTEL'S ENVIRONMENTAL PERFORMANCE,  
PHILANTHROPIC PERFORMANCE AND ABILITY ON  
STAKEHOLDER SUPPORT**

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**ABSTRACT**

Cooperate social responsibility (CSR) is getting more and more attention from the tourism and hospitality industries. It not only provides a path to sustainable tourism, but also helps organizational image and possible market share. Among CSR initiatives, hotel companies prefer to report their philanthropic practices the most and environmental practices the least. But how the public react to this or other combinations of CSR reporting is unclear. To answer this question, this study explored how various combinations of corporate environmental performance (CEP), corporate philanthropic performance (CPP), and company ability (CA) would affect stakeholder support.

A 2 (CEP) 2 (CPP) 2 (CA) factorial experiment was conducted. The experiment manipulated a fictitious hotel's CEP, CPP and CA by descriptions and had 320 Taiwan citizens as participants. These participants were randomly assigned to one of the eight conditions. Stakeholder support was assessed in terms of patronage, investment, and seeking employment with the company. Results suggest that good CEP could attract more stakeholder support than bad CEP, but even a hotel had bad environmental records, it may gain some stakeholder support by taking philanthropic actions. Meanwhile, corporate ability did not affect stakeholder support.

**Keywords: Corporate social responsibility, corporate ability, consumer behavior, investment, job seeking.**





***Section 8***

***Paper Abstract***

**EXPERIENCE AUTHENTICITY MANAGEMENT DEVELOPMENT,  
A CONCEPTUAL MODEL OF VOLUNTEER TOURISTS IN  
THE NORTHEASTERN REGION OF THAILAND:  
A CASE STUDY OF NONGKHAI PROVINCE**

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**ABSTRACT**

A need for research involving authentic experience has emerged in tourism. In tourists' experiences, authenticity is based on two types of approaches to authenticity according to Wang's Tourism Authenticity Concept (object–and activity–related authenticity) (Wang, 1999). In tourism, approaches to authenticity through the conceptual model, referred to as “theoplicity” is derived from the pilgrimage experience (Belhasen, Caton& Stewart, 2008) and integrates the experiences of objective and existential authenticity to the volunteer participants. Questionnaires and interviews with participants are useful for exploring the aspects of volunteers' authentic experiences. An understanding of the authentic experience concept is important to illustrate the tourists' perception and connect tourists to their environmental and sociological context. The findings of this study echo previous literature reviews in different settings.

**Keywords: authenticity, volunteer tourism, tourist experience**

## **Exploring and Linking Tribal Tourists' Travel Experiences and Values**

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### **ABSTRACT**

Aboriginal tourism has played an important role in global travel market. Many tourists explore the aboriginal culture through taking such tours. Among them, tribal tourism provides a special experience to visit living area of indigenes. Tribal tourists would take part in various activities and receive different benefits from their participation. Consequently, they would link those experiences with specific values to their lives. In other words, tourists will perceive meaning and value through experiencing aboriginal culture. It is critical to explore and understand those attributes of touring activities, receiving benefits, and desiring values. On top of that, the linkages among them would provide insightful perspectives to illustrate the tribal tourism from tangible activity-attributes to psychological values. This study utilizes the approach of means-end chain to explore activity preferences of tribal tourists and to explain how various tribal tourist activities facilitate the achievement of tourists' desired values. The data were collected by in-depth personal interviews with fifty-eight tourists who had visited tribal sites in a month. The results of content analysis reveal 13 types of activity attributes, 12 kinds of consequences (benefits) and 13 modes of values. Furthermore, a HVM (hierarchical value map) was applied to show the linkages among attributes, consequences, and values. "Cherishing", "happiness", "being positive", "being acceptable", "freedom", "variety seeking", "enrichment", and "caring for others" are eight types of values included in final Hierarchical Value Map. The most evident linkage is through experiencing attribute of "personally participation" and "traditional activities", to gain the benefits of "novelty perception" and "learning aboriginal culture", and finally to achieve the value of "life enrichment". The most evident linkage is "personally participating" "traditional activities" of aborigine, getting "exotic" and "culture-learning" experiences and then gain the value of "richness" of life experience. It reveals that the tribal tourists preferred novelty experience and would like to learn indigenous culture through participation traditional activities. Those can lead them to enrich their lives. Further scrutinizing the structure of HVM, two patterns of means-end chains are found – one reflects experiencing "others" (aboriginal culture) to achieve enrichment and the other serves to enjoy "one-self" (relaxing or pleasant) to achieve happiness. **Keywords: Tribal tourism, aboriginal culture, experience, value, means-end chain**

**HOW DO YOU LIKE YOUR CAKE?  
THE INFLUENCE OF THE CHOICE OF SUSTAINABLE MATERIALS  
ON CONSUMER'S WILLINGNESS TO PAY TOWARDS CAKE.**

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**Abstract**

The importance of sustainable development in the food and foodservice industries has gained in momentum, partly accelerated by the impact of global warming and the increasing eco-awareness of consumers. The purpose of this study was to estimate participants' willingness to pay (WTP) for the cakes as a result of the influence of sustainable choices on their purchasing behavior. The effect of participants' personal values and provision of product information upon their purchasing behavior were also discussed. The preference score for four different cakes from 397 participants were obtained to estimate the WTP of the cakes. It was found that the consumer's WTP towards the cakes was significantly affected by the choice of sustainable materials. The 8-inch cake made with humane-treated eggs was found to have the highest WTP (USD 17.8) among all cakes. Participants were willing to pay 29.4% extra for this cake as compared to the regular cake (USD 13.7). They would also pay 25.6 % and 14.4 % extra for the cake made with organic flour and the one using environment- friendly packaging, respectively. However, the results indicated that participants with different personal values showed no difference in their WTP towards these cakes. Managerial implications and further research are also suggested.

**Keyword: Sustainable attributes, Humane-treated eggs, Organic flour, Environment-friendly packaging, Pair comparison, Personal values, Willingness to Pay**

## **An Analysis of Visitor Behaviour Using Time Blocks: The Case of E-Da Theme Park, Kaohsiung, Taiwan**

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### **ABSTRACT**

Visitors' behavior formulates theme park structure and that is why it is an important feature for themepark managers. In this study visitor behavior is analyzed by using a new managerial tool, called Timeand Cost Block. Through this tool time periods were classified and used as a means of describingvisitor flow and behavior in various time blocks within a day. Expenditure patterns were alsoidentified in relation to specific cost blocks relating to the consumption of preferred products andservices. The recording of information was achieved by a descriptive data collection instrument toreflect the time and cost distribution of visitors' activities at Taiwan theme parks. Data collection wasaccomplished by means of a diary-type semi-structured questionnaire which was administered in faceto face interviews with 655 visitors in E-Da theme park in Kaohsiung, Taiwan. Despite limitations,the present research provides useful suggestions for grouping visitor activities in theme parks (i.e.based on time distribution analysis of activities), which could constitute a basis for managerialdecision making.

**Keywords: Visitor Behavior, Theme Park, Time and Cost Block.**



# **DISPARITY IN SMOKING BEHAVIOR: TOURISTS FROM HIGH AND LOW SMOKING RESTRICTION ORIGINS**

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## **ABSTRACT**

To reduce the harm caused to non-smokers by environmental tobacco smoke, effective from January 2012, smoking has been prohibited in most public indoor areas of Macau. A year after the implementation of the smoking ordinance, 8,384 cases were prosecuted for breaching the ordinance of which 2,748 cases (32.78%) were committed by tourists. This paper studied the attitude of tourists in Macau towards a smoke-free environment and their support to the smoking ordinance. Based on the theory of planned behavior model, the differences in the smoking behavior of tourists from high and low smoking restriction origins were investigated. A total number of 1,009 completed questionnaires were collected from smoking tourists who were above eighteen years old. Results showed that the majority of smoking tourists in Macau liked a smoke-free environment and they were supportive to the smoking ordinance. The theory of planned behavior was applicable on the study of smoking behavior of tourists disregard the level of smoking restrictions in their home town. The findings provide insights for policy makers at understanding the acceptance of tourist on smoking restrictions and their differences in smoking behavior. These expand the vision for the design of communication strategies that aimed to improve the outcome of the smoking ordinance.

**Keywords: Smoking Behavior, Smoking Ordinance, Theory of Planned Behavior, Macau, Tourists**



***Section 9***

***Paper Abstract***

## **Key factors that influence consumer decision to purchase electric scooters**

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### **ABSTRACT**

The study derived twenty variables that influence the decision to buy an electric scooter based on a literature review and interviews with distributors and customers. These variables were divided into five groups, including government strategy, product strategy, pricing strategy, place strategy, and promotion strategy, and then a hierarchical structure was established. The weighting of the variables and the relationships among them were obtained using the analytic hierarchy process (AHP) and the Decision Making Trial and Evaluation Laboratory (DEMATEL) technique. The results show that product warranty has the highest weighting and is thus the most important variable, with battery capacity (i.e., driving range) the second. Government strategy (including the items of purchasing subsidy, training maintenance personnel, locations of recharging stations, and not imposing fuel and license taxes) is the main factor that influences consumer intentions to purchase electric scooters, and its effects can be strengthened by other factors. Therefore, future marketing strategies to promote the sale of electric scooters should highlight favorable government strategies with regard to this emerging form of transport. That is, government purchasing subsidies and the locations of recharging stations are the critical measures that can increase consumer intentions to buy an electric scooter. Moreover, the producers of such vehicles should continually work to improve their driving range and provide good product warranties.

**Keywords: electric scooters, green transportation, low-carbon island, consumer behavior.**

# COMPARISON OF PERCEIVED VALUE AND BEHAVIORAL INTENTION BETWEEN THE STAFF AND MEDICAL TOURISTS IN TAIWAN

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## ABSTRACT

This study aims to discover the perceptions of market practitioners and international tourists with regard to medical tourism in Taiwan, in order to gain help develop this market. A total of 225 hospital staff and 154 international tourists were surveyed using questionnaires in 2011. The data were analyzed using structural equation modeling, and the results of this work are as follows. Hospital staff and international tourists have different perceptions of medical tourism in Taiwan. First, hospital service quality and hospital image have significant impacts on the international tourists' perceptions of the value of medical travel, while the results from the hospital staff suggest that hospital service quality has no significant effects on consumers' travel value. Secondly, the data from the international tourists confirms that hospital service quality and hospital image both influence their behavioral intention. However, the data from the hospital staff indicates that hospital image has negative impacts on consumers' behavioral intention. Thirdly, the hospital staff and international tourists both agree that the perceived value of medical travel positively influences the behavioral intention to engage in such behavior. This study provides useful information that can help managers to develop the medical tourist industry in Taiwan.

**Keywords: Service quality, Hospital image, Perceived value, Behavioral intention**

# **AN EMPIRICAL INVESTIGATION OF CONSUMER ONLINE PURCHASING BEHAVIOR FOCUSED TOURISM PRODUCTS**

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## **ABSTRACT**

In this article we have aimed examine the factors effecting consumer's online shopping behavior and internet utilization for product types. It was found that consumers generally used internet for product information (%52), travel information (%42) and for buying (%24) (Ahuja, Gupta and Raman, 2003). We have undertaken the shopping preferences based on various socio-demographic categories that might subsidiary to the matter of purchasing behavior and attitudes for certain categories of products. The research conducted on two samples that reflect two distinct groups of the population; students (n: 92, %57.9) whom were full time undergraduate students and nonstudents (n: 67, %42.1) who were university personnel. Both groups (41,3% and 46,3% student and non-student respectively) reported to prefer shopping from malls; but non-student group reported significantly that they utilize internet secondly for shopping. In terms of perceived risks and benefits on online shopping, non-student group reported higher scores (non-student  $55,4 \pm 7,2$ ; student  $48,6 \pm 8,4$ ,  $t = -0,37$ ,  $p = 0.001$ ) on benefit and less risk scores ( $48,7 \pm 8,2$  for non- student,  $53,0 \pm 10,5$  for student;  $t = 2,71$ ,  $p = 0.008$ ). As a result, we have found that income, having a profession, being an internet utilizer were the factors effecting online shopping and mainly used products and information were the tourism ones.

**Keywords: Consumer behaviors, online benefits, online risks, tourism products**

# **AN EMPIRICAL ANALYSIS OF MACAU GAMBLERS' BEHAVIORAL INTENTIONS**

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## **Abstract**

It is important that casinos deliver quality services which in turn results in gamblers' favorable behavioral intentions in today's competitive gaming environment. This research attempts to identify the factors influencing Macau gamblers' favorable behavioral. Specifically, the purpose of this study is to identify the dimensions of perceived service quality; and examine the relationships between behavioral intentions, satisfaction and service quality, and perceived value and corporate image.

**Keywords: Multi-level Model; Behavioral Intentions; Satisfaction; Service Quality**





***Section 10***

***Paper Abstract***



## A CRITIQUE OF TOURISM CONFERENCES

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### **ABSTRACT**

Academic conferences are platforms where cutting-edge research should be presented and debated to advance our understanding of a subject. However, this is not always the case when intellectually shallow papers are presented. A review of the existing literature revealed that no studies explored conference goers' opinions towards the quality of tourism conferences in the post-1997 era. Using a qualitative approach, this study explores conference goers' personal opinions on the quality of conference presentations. The major findings are, as follows. Although excellent papers are presented at some conferences, most participants were concerned that many conference papers and presentations were theoretically and methodologically weak. The small amounts of time allocated to the question and answer sessions does not allow extensive discussions to occur after paper presentations. There is a growing concern that tourism conferences are becoming money-making businesses with little or no focus on advancements in tourism theory or practice. Furthermore, the peer-review process of conference papers was blamed for the poor quality of paper presentations. Our participants felt that most academic institutions value journal articles more than conference papers, and so the quality of the lesser valued research suffers. This paper presents recommendations for improving the quality of tourism conference presentations.

**Keywords: Conferences, Tourism, Quality, Research, Post-1997**

# **TESTING FOR GRANGER CAUSALITY: DOMESTIC TRANSACTIONS OF INCOMING TOURISTS WITH CREDIT CARDS IN TURKEY**

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## **ABSTRACT**

Changes in visitors' spending habits that take place within a definite region can be applied to a model of the local economy to convert any conversions to associated into income. To put into action some tourism and banking strategies and practices, the domestic transactions fulfilled with international credit and debit cards can be used in the framework of visitors' behaviours. This study analyses substantially the relation between incoming visitors' transactions by cards usage (including cash withdrawing) and number of visitors, their spending in Turkey and also foreign exchange rates by using the Granger Causality Test. According to the results, the number of domestic transactions with international credit cards could be explained by the number of incoming tourists and the visitors' spending along with the volume of domestic transactions with international credit cards. The results also reveal that foreign exchange rate seems to have a slight effect which could be ignored for the analysis.

**Keywords: Credit Cards, Spending, Granger Causality Test, Tourism, Turkey**

# **FROM TRANSPORT TO TOURISM: RAILWAY REVIVAL IN THE SPA CENTRE OF AUSTRALIA**

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## **ABSTRACT**

This paper examines links between railway heritage and tourism in Australia's leading spa tourism area – the country town of Daylesford in Victoria. The paper explores the railway-related heritage of the region and examines the current state of play in the heritage rail volunteer industry – highlighting links to tourism marketing. The fascinating case study of the Central Highlands Tourist Railway (CHTR), which operates under the name of Daylesford Spa Country Railway (DSCR) is examined. The collection of heritage trains ranging from the 1920s to the 1970s is the largest of its kind in Victoria. Railways often hold an important place in the heritage, popular culture and identity of a nation. The paper will reveal how Australia's intangible and tangible rail heritage is experienced and is imagined by visitors in an age where 'car is king'. While the railway systems of Australia were once a dominant part of the economic and social landscape, they have evolved to become an integral part of the cultural fabric of the nation. The paper particularly ties in with the 2013 Advances in Hospitality and Tourism Marketing and Management conference themes: 'heritage tourism'; 'case studies of successful leisure marketing promotional programs'; 'leisure product development and management'; and 'environmental, social, cultural and economic impacts'.

**Keywords: railway, heritage, tourism, destination marketing, regional Australia.**

# **RESIDENTS' PERCEPTIONS AND ATTITUDES TOWARD AN AGRO TOURISM FESTIVAL IN NIGERIA: A CASE STUDY OF LEBOKU NEW YAM FESTIVAL, NIGERIA**

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## **ABSTRACT**

Festival and special events tourism is one of the product lines of Cross River State. To achieve sustainable growth in the special events tourism sector the host community must play an active role. This can be assured by understanding the perceptions and attitudes of residents toward the festival or event. The achievement of the State tourism objective for the Yakurr group of communalities is dependent on the attitudinal disposition of residents of host communities toward the festival. Resident attitudes refer to individual's disposition to react positively or negative towards the event. There are empirical evidences that attitudes are reinforced by perceptions and beliefs of reality which are closely related to deeply held values and personality. The Leboku New Yam Festival is a traditional agro-cultural festival celebrated by the Yakurr speaking communities in Cross River State. The festival is being promoted as a tourist attraction by government for the socio-economic enhancement of the people. The festival holds every year within the months of July and August. It is a 32 day long festival. According to legend, the festival is ancient and has been on for longer than any living Yakurr son or daughter can remember. The hallmark of the festival is primarily to celebrate yam produce (an important agricultural product). A standardized Community Based Tourism Attitude Scales was used to assess the perceptions and attitudes of residents toward the event. Factor analysis using principal component analysis was used to reduce the 31 variables into seven critical factors. The seven factors were regressed and three factors were found to have significant relationship with resident' attitudes toward the festival. The three factors are: concern for physical environmental impacts, concern for community planning and development, and concern for direct community benefits. It is therefore recommended that the organizing agencies should develop an event tourism plan and carryout intensive communication campaign to educate the community members and stakeholders on how to leverage the opportunities that the hosting of the event offers.

**Key Words: Perception, Attitude, Festivals, Tourism development, Agro-tourism**

# **EXPLORING A NEW WAY TO ORGANIZE WORK IN HOTELS**

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## **ABSTRACT**

For decades hotels globally have been using the functional organizational structure; however, this type of work arrangement has significant limitations, mainly it is strong on efficiency but weak on effectiveness. Despite this realization in the academic community for decades, little has been done to suggest a more effective alternative. The goal of the study is to put forward a new organizational structure that, if implemented, could significantly improve learning and performance in hotels. A qualitative approach to data collection was used to: first, understand the strengths and weaknesses of existing work group arrangements in hotels; and second, to review and improve a new work group arrangement for hotels. The view of a small band of experts, academics and practitioners, were solicited for the exercise. The end result is a learning-centric organizational structure for hotels (LOAH/v1). The structure has two critical features: first, at the heart of the structure is the revenue generating divisions; and second, key decision-making activities are shifted from the top of the structure to the middle. LOAH/v1 is expected to be a critical tool in transferring hotels into ferocious learning organizations.

**Keywords: Hotel, learning, organizational structure, learning organizations**



***Section 11***

***Paper Abstract***

## **TOURISM PARADOX VS. SUSTAINABILITY**

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### **ABSTRACT**

Today's competitive paradigm that the more the number of tourists arriving at a destination, the more the income for the destination sounds good at first. Instantly, new buildings, new lifestyles and new socio-economic relationships appear at the emerging destination. The increased number of tourist arrivals increases the attractiveness and the desirability of the destination. Is it, however, a feasible proposal for all cases? There is also an increase in problems faced by the local people and tourists at the destination with the increased number of tourist arrivals. The tourism paradox begins to appear at this stage since the natural and cultural resources that are worth seeing are consumed by those who come to see them. The destination would shrink and disappear. Tourism paradox is the name given to this phenomenon where industrial tourism deteriorates or destroys natural and cultural environment which is necessary for tourism activities. Presently there is a need for successful cases of sustainable tourism development. New projects and approaches to solve the problems caused by the growth of urban populations and establish sustainable tourism destinations are becoming more important than ever. This study presents examples of the tourism paradox in the Turkish context and discusses possible alternative sustainable solutions.

**Keywords: Tourism, Tourism paradox, Sustainable tourism, Cittaslow, Turkey.**

# **TOURISM DEVELOPMENT TIMELINE IN LANGKAWI ISLAND, MALAYSIA**

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## **ABSTRACT**

Regarded as one of the top holiday destinations in Malaysia, Langkawi Island has experienced tremendous leaps in tourism development, shifting from an idyllic tropical island inhabited by farmers and fisher folk into a tourist destination. This paper describes the salient phases of the island's evolution from 1642 to the present, using Butler's (1980) Tourism Area Life Cycle model as the research framework. This paper also explains how government policies, economic and social changes, and changes in visitor types have influenced the island's growth and effects of its tourism sector over time. Findings indicate that the tourism cycle in Langkawi Island is consistent with Butler's model, and that the island is currently in the "consolidation stage". The government serves as a major player and catalyst for the tourism development in the island from one stage to the next.

**Keywords:** Langkawi Island, Malaysia, tourism development, tourism area life cycle



# **THE IMPACT OF TALENT MANAGEMENT ON THE HOSPITALITY AND TOURISM INDUSTRY IN TAIWAN**

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## **ABSTRACT**

Talent management is a topic that researchers and practitioners have been concerned with for decades (Iles, Chuai, & Preece, 2010). Talent management has been defined as recruitment, retention and development of the best of the best people (Iles et al., 2010; Lewis & Heckman, 2006). It is an important element in developing successful organizations and a strategic priority for businesses (Davies & Davies, 2010). Finding talented people is a global concern for the hospitality and tourism industry (ISHC, 2006). Dawson, Abbott and Shoemaker (2011) argue that finding and recruiting people who have similar values and the ability to manage people and perform service tasks under various circumstances is a big challenge for hospitality. Few research studies have explored the impact of talent management on the hospitality and tourism industry. The paper will explore current research on talent management with implications for the hospitality and tourism industry in Taiwan. In 2011, Taiwan is ranked 37th by the World Economic Forum terms of international tourist arrivals (Blanke and Chiesa, 2011). However, recent increases in visitors means the issue of talent management must be addressed by the Taiwanese Hospitality and Tourism Industry. Data will be collected from hotels, restaurants, and travel agencies in Taiwan. Talent management is an integral part of Human Resource management. It aims to address specific strategic objectives for the organization. This paper will examine the research on talent management and the implications for the hospitality and tourism industry in Taiwan. Future studies can build on this paper by studying differential talent management practices in fast growing markets of China, India, and South-East Asia.

**Keywords: Talent Management, Hospitality, Tourism, Taiwan**

# **The Relationship between Collective Efficacy and Learning Performance in Project-Based Learning: Mediating Effects of Peer Interactive**

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## **ABSTRACT**

Within the constructivist framework of Project-based learning the interactive and communicative is considered as the key element in learning efficiency because it can stimulate the inner thinking and promote the individual ability. Therefore, faced with the function to interactive of group members and how affect is the interaction, we establish three aims for this research: first, identify the affect of collaborative efficiency to the learning performance of group work. Second, understand the role of peer interaction in process of Project-based learning. Finally, explore possible relationships between collaborative efficiency, learning performance and peer interactive in Project-based learning task.

The participants in this study comprised 248 year 3 and year 4 students from university majored in hospitality management. The ages ranged from 19 years to 22 with a mean age of 21 years. All student were have ever participate project and all group was 3 to 5 students per group.

The result of this study showed that students are high in collective efficacy and peer interactive are more likely to gain more higher learning performance in project based learning. Additionally, collective efficacy and peer interactive were exist correlations. Following all above of the statistic result of the present study, it was demonstrated significantly that peer interactive mediates the relationship between collective efficacy and learning performance. We conclude that, in general, interaction of student in project based learning is associated with improved levels of performance.

**Keywords : Project-based learning; peer interactive; group work; collective efficacy**





***Section 12***

***Paper Abstract***

# **FESTIVAL BRAND EQUITY FROM A CONSUMER-BASED PERSPECTIVE**

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## **ABSTRACT**

Brand equity, defined as endowed values on branded products/services, is not only associated with customers' behavioral intentions on a specific brand, but also serves as the practical reduction in customers' risks of decision-making. With positive and strong brand equity, festivals may be used as one of the marketing means to enhance competitiveness of a destination. In the tourism context, destination brand equity has been studied but not festival brand equity. The study, by using a customer-based brand equity (CBBE) approach, is designed to identify antecedents of brand equity of a state fair in the United State. Having more than 150 years of history, the Minnesota State Fair has had a vivid brand and was appropriate to be the studied festival. Findings from structural equation modeling based on 493 valid questionnaires suggest that participants' loyalty to the fair is influenced by brand awareness, brand image and perceived value of the fair. In turn, brand equity is directly influenced by loyalty. The paper contributes to the body of brand equity literature by being the first to examine the potential application of a model of CBBE for a festival. More academic and practical implications will be discussed later.

**Keywords: brand equity, brand awareness, brand image, value, loyalty**

# **STRATEGIC MARKETING PLAN AND CUSTOMER LOYALTY FOR URBAN TOURISM AREAS. IT TAKES TWO TO TANGO.**

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## **Abstract**

This paper focus on how customer loyalty influences the development of a strategic marketing plan in the tourism urban tourism area. South Africa's scenic beauty, magnificent outdoors, sunny climate, cultural diversity and reputation for delivering value for money have made it one of the world's fastest growing events, leisure and business travel destinations. The country is highly diverse in terms of its climate, culture, tourist activities and infrastructure, catering for every tourism niche, from business, eco- and cultural tourism through to adventure, sport and events. A literature review was conducted where the general tourism trends internationally, national and in the tourism business was examined. Data was collected amongst the Tshwane Tourism area local communities. The paper presents a practical solution of how the customer loyalty can impact the development of a strategic marketing plan in order to take economic advantage of the growing tourism industry.

**Key words: Loyalty, Community, Marketing plan, Relationship, Tourism, Destination.**

# **COGNITIVE APPRAISAL AND COPING SKILLS OF SERVICE EMPLOYEES - TABLE SERVICE RESTAURANTS IN MALAYSIA**

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## **ABSTRACT**

Coping with complaints is one of the stressors among the service employees. In review of literature, many studies on coping have been conducted in diversify industries such as (a) services industries (Bailey & McCollough, 2000; Yi & Baumgartner, 2004), (b) retail industry (Bell & Luddington, 2006; Carls, 2009; Goussinsky, 2012), (c) medical health (Kyngas, Mikkonen, Nousiainen, Ryttilahti, Seppanen, Vattovaara, & Jamsa, 2008; Moorey, Frampton, & Greer, 2003; Victor, Mario, & Orit, 1995), and (d) tourism (Law, Pearce, & Woods, 1995; Prebensen & Foss, 2011). In the hospitality industry however, studies on how employees cope have only just begun. The handful of recent studies include those of Gebrich (2010), Hsieh and Eggers (2010), Kim and Agrusa, (2011), Tsaor and Tang, (2012), Wang and Mattila (2010). The aim of this paper is therefore, to explore the cognitive appraisal processes and coping skills of service employees in table service restaurants. An in-depth interviewing method was employed. A total of 26 participants who fulfilled the selection criteria were recruited via snowball sampling method. The data were analyzed following thematic analysis procedures. The results show six different types of handling-coping mechanism. Service employees used different coping skills in both stages. The findings would enable the academicians and industry practitioners to better understand coping skills of restaurant service employees' in handling future customer complaints.

**Keywords:** Cognitive Appraisal, Coping Skills, Service Employees, Handling-Coping Mechanism

## **Review of International Hospitality Management Programs**

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### **ABSTRACT**

This study aims to examine and to improve the International Hospitality Management (IHM) programs of International College of two Universities in Asia Pacific, one in Taiwan, and the other in Thailand. This review of two international hospitality management programs has both practical and managerial contributions. Specifically, it has direct relevance on curriculum development at the universities in Asia Pacific. A comprehensive understanding on curriculum development will be demonstrated. Justifications on the needs for hospitality and tourism curriculum development within Asia will also be given.

**Key words: tourism education, international hospitality management program, international college, Thailand, Taiwan**



# **THE STUDY OF INTERNATIONAL STUDENTS' BEHAVIOR INTENTION FOR LEISURE PARTICIPATION: USING PERCEIVED RISK AS MODERATE**

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## **ABSTRACT**

Along with the impact of the globalization and internationalization, and the encouragement of government policy, the increasing numbers of international students coming to Taiwan recent years, every aspect about their study, new life and their ability to adapt the foreign environment have attracted more attention. Leisure participation can help international students to quickly adapt the new life in Taiwan. Because of the cross-culture differences, live background, and personality between international students, and also has the different degree of perceived risk of participation in leisure activity. This paper applies the theory of planned behavior (TPB) as a framework, and uses perceived risk value as a moderator to explore the behavioral intention of international students for their leisure participation.

**Keywords: International students, leisure participation, theory of planned behavior (TPB), perceived risk**



***Section 13***

***Paper Abstract***

# **SATIATION: THE ANTECEDENT OF SWITCHING INTENTION**

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## **ABSTRACT**

This study was designed based on the notion that satisfied restaurant customers could switch to other restaurants. In explaining this phenomenon, this study adopted the concept of satiation, which implies the decline in overall enjoyment after repeated consumption experiences. Specifically, this study attempted to extend well-known relationship among perceived quality – satisfaction – behavioral intention by including satiation and to examine its role on switching intention. To accomplish these objectives, this study collected samples from general restaurant customers in the U.S. The results of this study suggested that satiation was correlated with but differ from satisfaction. Further, with the presence of satiation in the model, structural equation model endorsed that satiation significantly reduced switching intention whereas satisfaction failed to. Within the relationship between perceived quality and satiation, service and food quality considerably reduced satiation level, whereas the quality of physical surroundings inversely increased the level of satiation. Lastly, satiation fully mediated the relationship between perceived quality and switching intention. Findings and further implications are provided in the main body of this literature.

**Keywords: satiation, satisfaction, switching intention, service quality, atmospheric quality, food quality**

# **A STUDY ON FACTORS INFLUENCING CONSUMERS' WELL-BEING FROM LOCAL FOOD MENUS**

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## **ABSTRACT**

The purpose of this study was to understand the factors influencing consumption's well-being from local food menus. This study used the questionnaire survey method, and the research subjects were consumers who had visited local cultural cuisine restaurants that primarily provide Taiwanese food and decorated Taiwan-based culture. The research results showed that the positive influences of satisfaction and place attachment on well-being were empirically supported.

**Keywords: Local food, Satisfaction, Place attachment, Well-being**

# MAINLAND CHINESE GROUP TRAVEL DECISION-MAKING PROCESS

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## **ABSTRACT**

In the tourism context, group decision-making processes, an extremely important research area, has been largely ignored. This study investigates a travel oriented group decision-making exercise in the context of young Chinese nationals. Using recordings of small group discussions, a content analysis of salient travel considerations was undertaken together with an interaction process analysis (IPA) based the work of Bales (1950). Thirteen travel considerations were found to influence the destination selection in a group travel context, and the task and social-emotional messages were also evident in the whole group discussion. Generally, tourism decision-making was task-oriented, with participants asking questions, providing information and opinions, and delivering what they asked of them. Overall, the group discussion was reflective of friendly negotiation, with few conflicts and disagreements. Findings of this study provide insights into the decision-making of young Chinese travelers, an area that has been under researched, and make a practical contribution to the tourism management organizations.

**Keywords: groups, travel decision-making process, IPA, Chinese outbound tourism, young Chinese traveller**

# **WELFARE BENEFITS/MINIMIZING DEADWEIGHT LOSSES THE GIVING AND RECEIVING OF RELIGIOUS SOUVENIRS-**

**Jeffrey Kantor and Zeev Shtudiner**

## **ABSTRACT**

When one buys a souvenir for someone (as opposed to giving the other person money) one does so because he/she (the giver) believes that the souvenir would mean more (to the receiver) than the equivalent amount in money. If this is the result then there would be a 'welfare benefit'. If for some reason this is not the result (and the souvenir would mean less than the equivalent amount in money) then there would be a 'deadweight loss'.

In addition, when one receives a souvenir from someone (as opposed to receiving money from the other person), the giver hopes that the souvenir would mean more to you than the equivalent amount in money. If this is the result then there would be a 'welfare benefit'. If for some reason this is not the result (and the souvenir would mean less than the equivalent amount in money) then there would be a 'deadweight loss'.

The concept of welfare benefits and deadweight losses has been studied as it relates to general gifts for major events such as New Year and weddings. Some studies show deadweight losses of 21%-35% whilst other studies show welfare benefits of 10%-33%.

Our research focusses on souvenirs (as opposed to gifts) and compares souvenirs which have a religious element to souvenirs that are general. We believe that because religion has such a powerful impact on people that souvenirs of a religious nature result in statistically significant welfare gains.

Tourists to the Holy Land who visited major holy sights took part in this study. Each tourist was asked about religious souvenirs as well as about non-religious souvenirs. Half the respondents were asked to estimate the cost of a souvenir and to indicate the amount of money that they think the receiver of the souvenir would have been equally happy to receive. The other half of the respondents were asked to estimate the cost of a souvenir and to indicate the amount of money that they would have been equally happy to receive.

We therefore conclude that all gifts can not and should not be lumped together. We argue that certain gifts-religious souvenirs have such a strong emotional/sentimental element (because of the item itself and because of the location where the item is purchased) that they need to be studied separately.

There are business implications to this research. Souvenir givers are more inclined to purchase souvenirs for others if they believe that these souvenirs are valuable to the receiver. Our research shows that religious souvenirs are more valuable to the receiver of the souvenir than its cash value. Tourism marketing corporations need to therefore increasingly focus on religious-type products (as opposed to general purpose or country specific utility-type products) by expanding their religious souvenir offerings.

**Keywords: Welfare Benefits; Deadweight Losses; Souvenirs; Religious Souvenirs; Holy Land;**

# **THE NEW TOURISM ATTRACTION ON NORTHERN COAST OF TAIWAN: THE CASE OF COASTAL TOURISM CORRIDOR IN KEELUNG CITY**

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## **ABSTRACT**

Tourism industry and activities have been actively developed worldwide in the last two decades. Taiwan is part of the global village and has no exception of this trend. The Tourism Bureau of Taiwan has launched so called “Doubling Tourist Arrivals Plan” to attract international tourists and create the image of “Taiwan: the Heart of Asia.” Recently, not only the national-level scenic areas, but also the local-level attractions with unique natural and cultural features are promoted in Taiwan. Many local governments implement the urban tourism or local marketing campaigns to attractive both domestic and international tourists to develop their own tourism economy, to integrate resources, and to form development strategies. Keelung was the largest harbor in Taiwan and 6th commercial harbor in the world in 1984. However, Keelung faces numerous challenges in terms of slow city development, declining harbor business, and changing industrial structure. In the wake of logloblization, the development of marine related tourism has been formulated and promoted in Keelung to increase the competitiveness among other cities in Taiwan. In addition to existing coastal scenic attractions and commercial harbor in Keelung, a yacht-based pier was officially opened in September 2012 and the National Maritime Museum of Science Technology will be opened to public in the end of 2013. These two new additions will be part of the coastal tourism corridor in Keelung to become a new tourism destination. This paper first introduces the development and challenges of Keelung. The concept and plans of Keelung city marketing are also described. Further, the relationship between tourism corridor and marine tourism is analyzed via field trip study and personal interviews. Lastly, development strategies of promoting marine tourism in Keelung are provided from this study.

**Keywords:** Coastal Tourism Corridor, City Marketing, Analytic Hierarchy Process, Marine Tourism



***Section 14***  
***Paper Abstract***



# **EVALUATING TECHNOLOGY ADOPTION BY TOURISM ORGANIZATIONS FROM A STRATEGIC DECISION-MAKING PERSPECTIVE**

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## **ABSTRACT**

It is vital for tourism organizations to adopt new technologies to remain competitive in the travel industry. However, despite being a key distribution channel for travel products, travel agents often lag behind in the adoption of technology. This paper aims to identify the reasons for this phenomenon and determine how it can be overcome. The majority of the studies conducted by researchers in the IT field are regarding the process of technology adoption; therefore, most existing technology adoption models have been conceived from technological perspectives. Technology adoption that requires the commitment of substantial resources should be viewed as a strategic decision. This study surveys the top management teams (TMTs) in travel agencies that do not play IT roles. The findings indicate that TMTs regard the ability of technology to generate revenue and reduce costs as the main criteria for adopting technology. This is significantly different from the traditional perspective that technology adoption typically depends on the usefulness and ease-of-use of that technology. Further analysis reveals that these criteria have a moderate impact on organizational performance.

**Keywords: Technology Adoption, Tourism Organizations, Strategic Decision Making**

# **AN INVESTIGATION OF HOTEL CUSTOMERS' BEHAVIORS FOR HOTELS IN THAILAND ON ASEAN ECONOMIC COMMUNITY**

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## **ABSTRACT**

The hotel industry contains the important roles to drive Thailand's tourism. In 2015, the economy will be under name is AEC, composed of ten countries all together. The purpose of this paper is to investigate hotel customers' behaviors, seeks to identify the decision criteria of ASEAN tourists in Thailand. A questionnaire was designed based on the findings of the literature review. The sample are four hundred tourists from all ASEAN countries who has been used three – star hotels in the major tourist destinations where are the famous tourist attractions for the ASEAN tourists. The results showed that tourists were separated into Thai and non-Thai people, who related to behaviors for examples, age and intended length of stay, the important marketing factor which influence selecting hotel, gender and the average expenditure per day, status and number of participants travelling, education level and transportation, occupation, income and the purpose of staying at hotel.

**Keywords: customers' behaviors, hotels, ASEAN Economic Community**

# **THE IMPORTANCE OF FOREIGN LANGUAGE SKILLS IN THE TOURISM SECTOR: A STUDY OF EMPLOYEES' PERCEPTIONS IN HOTELS IN MALAYSIA**

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## **Abstract**

Promoting tourism is a crucial part of the national economic policy in Malaysia and thus there is an inherent need to attract and cater for more than 25 million overseas visitors. Malaysia is a multi-ethnic and multi-linguistic country. Malaysia has a good reputation among overseas visitors for being safe, for an abundance of, and a great diversity of, cultural and touristic sites. Among the four actively spoken languages in Malaysia: Bahasa Malaysia, Chinese, Tamil and English, English is the established “lingua franca” of international communication, trade, business and media. English has an important role to play in the delivery of quality service in the hospitality industry. Hotels are the largest sector in the hospitality industry. However, an examination of the literature of hotels in Malaysia, especially in regard to the front-of-house services offered within them, reveals a lack of conclusions as to the perceptions of employees on the use and need of foreign languages. The front-of-house services are of particular interest as they have the most guest contact (Wagen, 2003). There is very little data concerning how various hotel staffs perform in guest communication. This study looks at communication in hotels, using quantitative and qualitative data to discover what perceptions hotel employees hold, as seen as a group, and what hotel division managers, as seen as a group, hold on the importance of various languages. English is the most important language for guest communication. But in our project, we will look beyond English. We analyze the role of other foreign languages as well. English is, of course, considered the second language of Malaysia after the national language, Bahasa Malaysia. Questionnaire surveys are being, and will be, used to collect data from more than 200 front-of-house staff and at least 50 division managers. Additional data will be gathered from semi-structured interviews of more than 20 managers and from more than 20 informal interviews with front-of-house staff. Fisher’s exact test will be employed to measure the gaps between the perceived needs and performance, staff versus management, and department versus department. The data will be subjected to a constant comparative method of analysis. This research project is ongoing.

**Key words: Malaysia, tourism, hotel, hospitality, communication, foreign languages**

## **Luoshan Organic Village Brand Equity Research**

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### **ABSTRACT**

Brand equity is an important factor that contributes to competitive differentiation of a travel destination, while the effective tapping of landscape resources is the key to shaping unique brand equity for a travel destination. The focus of this study is the brand equity of the Luoshan Organic Village; we used the means-end chain to enhance brand equity of its landscape resources. Residents of the village were selected through convenience sampling to participate in a survey. The findings indicate that this travel destination enjoys high brand equity, with the factor of awareness ranking highest and the experience of organic farming ranking second highest. The importance of its landscape resources was high. Organic farming had the greatest weight, followed by the waterfalls and fresh air. A fuzzy aggregation operator was used to derive the relative weight of the various brand equity factors. The results did not show significant differences, although two factors—experience of organic farming and environmental sustainability—had slightly greater weights. A matrix was formed using the weight of the various brand equity factors and the contribution made by landscape resources. Subsequently, the top six factors affecting landscape resources were identified—organic farming, experience of rural living, mud volcano area, campsite, waterfalls, and sampling of mud volcano bean curd. The findings can serve as reference for further development of its brand equity.

**Keywords: Luoshan Village, organic farming, brand equity**

## **Service quality on theme parks: the case of EDA theme park, Kaohsiung, Taiwan**

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### **ABSTRACT**

The understanding of the customer's attitude to a product is essential for the market analysis. In this way, the analysis can identify the factors that contribute to a greater degree of customer satisfaction, through the planning of effective marketing strategies. Service quality information can be used for marketing to manage consumer expectations or for quality improvement leading to higher overall satisfaction, reputation and sales. A modified Importance – Performance Analysis model was used for a sample of 655 E-Da theme park visitors in Kaohsiung, Taiwan. The gap between importance and performance was evaluated. The findings indicate that managers of E-Da theme park should focus on safety and value for money since they seem to have high importance and low performance. The research findings indicate that IPA is an effective method and has the potential to become a valuable strategic management and decision-making tool. This paper contributes to the literature by extending the use of importance-performance analysis for theme park management decision making .

**Keywords: Service quality, Theme Park, Importance- Performance Analysis**

**The Influence of B&B Experience on Brand Equity:  
A Case Study of Yuehetang Country B&B**

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**ABSTRACT**

This study focuses on the correlation between the B & B experience and brand equity; visitors at the Yuehetang Rural Residence (YRR) were identified as subjects for empirical analysis. Survey respondents were selected using convenience sampling. The findings were analyzed using descriptive statistics, reliability analysis, and canonical correlation. Visitors rated the overall experience at YRR as very high, with Feel experience ranked the highest, followed by Sense experience. Similarly, YRR's brand equity was rated as very high. The brand equity factor with the highest score was the image of environmental protection, followed by the quality of B & B. Its awareness had a relatively lower score. The canonical correlation coefficient between experience and brand equity was 0.742, indicating a high degree of positive correlation. Factor loading also indicated that relate experience was connected strongly to experience. act experience, think experience, feel experience, and Sense experience ranked next in decreasing order of factor loading. The canonical correlation between customer loyalty and brand equity was the highest, followed by the image of environmental protection, quality of B & B, organic farming, and awareness. YRR and other B & B operators can utilize the findings of this study to enhance visitors' experiences and brand equity.

**Keywords: Yuehetang, B & B experience, organic farming, brand equity**





***Section 15***

***Paper Abstract***



# **IVESTIGATING THE WEATHER DEPENDENCY OF HOTEL INDUSTRY: AN EMPIRICAL STUDY OF INTERNATIONAL TOURIST HOTELS IN TAIWAN**

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## **ABSTRACT**

Weather is a key factor affecting consumers' decision on travel plan as well as their tourism expenditure. This study aims to identify the weather resulted effects on hotel operations based on the monthly financial statement data of 59 international tourist hotels in Taiwan, from 2007 to 2009. A dynamic panel data model is applied with accounting for the lagged weather impacts. The estimated results indicate that the change of temperature have asymmetric effects on the revenues of accommodation and food and beverage (F&B) sectors. We find that every 1°C increase in average monthly temperature increases revenue in F&B sector but decrease revenue in accommodation sector. In addition, sunshine hours and humidity have positive effects on hotel revenues in both sectors, while the numbers of rainy days and typhoons drop revenues of both sectors. Our results can provide hotel managers to consider the distribution of human and other resources in respect to different weather patterns. The government or risk manager can also adopt the information for risk planning to stabilize the development of hotel industry.

**Keywords: Weather Effect, Hotel Industry, Dynamic Panel Data Model, Risk Management**

# **THE EFFECTS OF MOBILE ADVERTISING CONTENT AND COMMUNICATION EFFECT ON MOBILE PURCHASING INTENTION**

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## **ABSTRACT**

With the dramatic increasing of Smartphone users, mobile advertising is the best way to develop mobile commerce because of its specific characteristics, including personalization, ubiquity and localization (Facchetti et al., 2005), can convey the real-time information what customers need effectively. Due to the fact that it not only provide customers high convenience, but also create huge profits to communication industry and advertiser, it can be said to have great and new potential in business area.

However, there has the gap of investigating that from the major customer behaviors, whether these new mobile advertising information can satisfy the customers' immediate demand and stimulate their desire to shop by the Smartphone. Therefore, this paper examines the communication effect between permission-based and location-based mobile advertising through observing customer's behaviors and for the further research, this study also aims to investigate how the advertising content influence the attitude toward the advertisement, attitude toward the product and purchase intention.

**Key Words : Permission-Based Advertising, Location-Based Advertising, Mobile Advertising, Mobile Advertising Content, Communication Effect.**

## **POSITIVE AND NEGATIVE ASPECTS OF CASINO**

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### **ABSTRACT**

This paper examines the Taiwanese culture in terms of gambling perceptions as they begin to introduce casinos into the islands off their mainland. Many issues are similar to all gambling jurisdictions when they debated whether to allow casinos. This paper will discuss the issues facing Taiwan as they struggle to create guidelines and regulations that will protect the Taiwanese government and its people. With Macao being its next door neighbor, Taiwan has watched Macao's meteoric rise to the top of the casino world. As a result, Taiwan is cautiously entering the arena by allowing the outer ring of islands, not part of the mainland, to vote on whether to legalize gambling. So far, Matsu is the only island to vote affirmatively but there are many issues to be decided which may influence future casino development.

**Keywords: gambling, casinos, Taiwan, development**

# **ANTECEDENTS OF GAMBLER BEHAVIORS – FROM CASINO SERVICE TO CUSTOMER LOYALTY**

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## **Abstract**

This study explores the relationship between casino service and gambler loyalty by operationalizing customer loyalty into attitudinal and behavioral dimensions. The results indicate that service quality explains significant variance in customer loyalty. When splitting the sample into two groups, namely international and domestic players, casino service quality explains significant variance in attitudinal loyalty in both cases; however, the portion of variance in behavioral loyalty was insignificant in the case of domestic players. This study is the first to investigate the relationship between service quality and two-dimensional loyalty in the casino context by using the actual annual visitation to measure behavioral loyalty and by using a newly developed scale to measure casino service quality.

**Keywords: casinos, service quality, player attitudinal loyalty, behavioral loyalty, Asia Pacific region**

## **A SOCIAL SEMIOTIC RESEARCH APPROACH FOR THE ANALYSIS OF WEBPAGES IN “SUSTAINABLE TOURISM” STUDY**

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### **ABSTRACT**

The aim of this paper is present for the first time the social semiotic approach as a potential research methodology in the “sustainable tourism” research methods portfolio and to evaluate the potential for the creation of shared meanings by adopting a social semiotic approach. The concept of “sustainable tourism” has been criticized as vague, open to contradictory interpretations and overly theoretical (Bramwell, 2007, Hardy and Beeton, 2001, Pforr, 2001, University of Surrey, 2007). Consequently, adapting research methods from other social sciences has been proposed to explore the meanings of sustainable tourism (Bramwell and Lane, 2007). The research methodology adopted in this study is based on the principles of multimodality and social semiotics, since a combination of textual and visual modes can be used to create meanings by “sustainable tourism” stakeholders. The raw data for the research are “sustainable tourism” stakeholders’ webpages. The research analyses the stakeholder webpages using the adapted Grammar of Visual Design (GVD) and Critical Discourse Analysis (CDA) (Jewitt, 2009, Kress and van Leeuwen, 2006). From the GVD perspective the key parameters of analysis are: the meaning of composition and multimodal cohesion (Kress and van Leeuwen, 2006). From the CDA perspective the parameters of analysis are: discourse actors and participants (van Leeuwen, 2008). The discursive analysis of webpage’s layout, textual and visual modes, and most significantly, their interaction through organizational structure, reveal the meanings that stakeholders attribute to the “sustainable tourism” concept. Thus, although social semiotic approach has its limitations, it allows for the investigation of the research problems that require innovative methodologies.

**Keywords: Social semiotics, multimodality, sustainable tourism, stakeholders, webpage**

**TECHNOLOGY ON TRACKS:  
AN AUSTRIAN CASE STUDY OF CUSTOMER PERCEPTIONS OF  
INNOVATIVE TECHNICAL SERVICES IN PASSENGER RAIL TRANSPORT**

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**ABSTRACT**

In the first half of 2011 the top level of management of the Austrian Federal Railways company (OEBB) started a program aimed at equipping their premium trains, “Railjet”, with wireless internet (WLAN). The full service was intended to be made available to passengers by the end of 2012, which was the same timeframe announced by a new competitor in passenger transportation, “Westbahn”, to start providing the same service to their customers. Little attention had been given either to the attractiveness of this offer or to the possibility that any additional technical features on trains might persuade travelers who presently use private cars to switch to rail. Thus, the motivation for this research was to identify whether certain technical features may be key factors that influence the attractiveness of rail travel for business as well as leisure travelers. The questionnaire, which was distributed to more than 500 people in Austria, not only included items about the offer of WLAN but also more than 20 other technical features which can be presently installed into Austrian trains. The findings describe the attractiveness of both additional equipment and technical services as well as the willingness of travelers to switch from alternative means of transport to train travel if these features were offered under certain conditions. In addition, the results can be used by railway companies worldwide and international travel organizations to design new products for their customers. Their feedback can further help the management of OEBB to decide where to concentrate its resources in order to achieve maximum benefit in the areas of revenue and corporate image.

**Keywords: travel behavior, rail transport, new technology, domestic tourism, Austria**





***Section 16***

***Paper Abstract***



# **THE PEOPLE-RELATED SERVICE FAILURES IN RESTAURANTS**

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## **ABSTRACT**

Service failure studies have garnered heavy attention from hospitality researchers over the past decades. Apparently, service employees hold a crucial responsibility in service failures. Hence, employee problems in the service delivery process are worth the scrutiny. This study endeavored to examine service failures caused by employees and to revise the categorization of employee-related service failures popularized by Bitner et al. (1990). The advancement of information technology has offered many significant advantages to organizations. Collecting service failure incidents is never easier before the widespread of internet. Secondary data were sourced from the online complaints of two participated restaurants from January 2010 to August 2011. The usable 1179 online complaint cases were content analyzed by two independent judges. The revised categorization consists of distinct elements in the “standard service delivery etiquettes”, “responses to customer needs and requests”, and “unsolicited/unprompted employee actions”. Among all, lack of friendliness, unresponsiveness, poor complaint handling, and lack of attention were paramount. Several important implications for scholars and restaurateurs were highlighted.

**Keywords: service failure, people related, employee, categorization, friendliness, complainthandling**

# **MODE OF ENTRY, REAL OPTIONS AND STRATEGIC FLEXIBILITY IN INTERNATIONALIZATION PROCESSES OF HOTEL CHAINS**

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## **ABSTRACT**

This paper presents an explanatory model for the choice of entry model to an international market and its implications on the performance of the international strategy in hotel chains, under the dynamic approach of real options theory. The proposed model includes the analysis of some alternative variables to those already investigated in literature, such as the perception of business uncertainty, the international strategic flexibility and the effect on performance of the international strategy based on the possession and implementation of real options. Our results show that high levels of perceived uncertainty (exogenous and endogenous) and the interaction between the size and international experience of the company are negatively related to levels of international property investment, which allows the company to possess and implement real options conferring sufficient strategic flexibility to adapt its strategy in response to changes in order to improve organizational performance. We also found that the possession of real options can negatively influence the image and the degree of access to an international market if the company exercises the option to leave.

**Keywords: hotel chains, strategic flexibility, internationalization, mode of entry, real options.**

# **Hotel Employee's Health Management And Technicalization Trends**

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## **ABSTRACT**

In the ten years since the development of hotel industry in China, hotels had experienced a great deal of growth. Employee health management becomes one of the important factors to improve core competitiveness and for sustainable development of hotel. This paper will analyze the current situation of hotel employee's health management based on survey datum from ten star hotels in Guizhou. Under the trend of integration of technology and services, effective ways and new models to enhance hotel health management will be discussed including the establishment of personal health dossier, Bluetooth doctors, fitness movement, psychological health and dietary management.

**Keywords : hotel health management; sustainable development; technicalization trends**

# **UNDERSTANDING THE INFLUENCE OF HOTEL BRAND PERSONALITY AND BRAND FAMILIARLY ON BRAND LOYALTY IN ECONOMY HOTEL SECTOR**

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## **ABSTRACT**

The purpose of this study is to test the structural relationship between hotel brand personality and brand loyalty. Brand loyalty was conceptualized as a three-dimensional construct along a continuum: affective loyalty, conative loyalty and behavioral loyalty. This study proposes that customers' perception of hotel brand personality has a positive influence on their affective loyalty, which has a positive effect on their conative loyalty, which leads positively to their behavioral loyalty. Furthermore, this study also attempts to examine the moderating role of brand familiarity between the relationship between brand personality and affective loyalty. SEM was used to test the structural relationships. The results suggest that hotel brand personality plays an important role in shaping customer's loyalty towards a brand. In addition, the moderating role of brand familiarity was also supported that as familiarity towards a hotel brand increases, customers' affectively loyalty also increases.

**Keywords: brand personality, brand familiarity, brand loyalty, economy hotel**

# **EMERGENCY MANAGEMENT AND LOSS PREVENTION IN THE HOTEL INDUSTRY**

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## **ABSTRACT**

Emergency Management plays a significant role in the Hospitality Industry. Providing the highest levels of safety standards and security ensures good marketing for the hotels by preventing an accident before it becomes a major issue causing loss of life and property. By using secondary data this study investigates the impacts of emergency management, safety and security systems on loss prevention in the Hotel Industry. This study aims to explain the safety and security systems, information security used by hotels, and the importance of an updated emergency plan (checklist) when dealing with an actual risk. The results of this study explain that using an effective information system and being well prepared for emergencies could prevent or minimize loss for the hotels. An effective system would also forecast any possible accidents. The importance of continuous emergency training for the employees is also emphasized. Finally, a focus on good marketing tools for hotels to create a safe environment for the guests and meeting planners is included.

**Keywords: Emergency; Loss Prevention; Hospitality; Marketing; Safety.**

**Animation and Entertainment Services in Resort and All-inclusive Hotels:  
Management and Operational Issues**

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**ABSTRACT**

Literature suggests that animation and events contribute to enhancing visitor experiences. Animation is the process of programming interpretive features and/or events that make the place come alive with sensory stimulation and appealing atmosphere. In sea-and-sun destinations animation services became a constituent part in hotels. These services constitute a significant function in resorts considered as being a business asset capable to offer direct and indirect benefits and to attain competitive advantage. The aim of this study is to explore management and operational issues related to the successful offering of animation services. A literature review is performed in the first section. This is followed by a synoptic presentation of international experience. The main part of the study is dedicated to four case studies of Greek resort and all-inclusive hotels; focusing on the main management and operational issues. The paper concludes by identifying the factors crucial to the successful offering of animation services. Finally, it provides recommendations in order to improve performance.

**Keywords: Animation and entertainment services, Resorts, All-inclusive hotels, Management, Operations, Case study, Greece.**





*Poster*  
*Abstract*



# **LEISURE RESORT CHOICE PROCESS: SOCIAL MEDIA AND TRADITIONAL INFORMATION SOURCES**

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## **ABSTRACT**

The article purpose is to understand deeply how customers proceed while selecting a resort. More precisely, it discusses comprehending to which degree French holidaymakers consider traditional information sources and to what extent they turn to their peers during the purchasing process. Therefore, this study seeks to examine which information source has the most influence on holidaymakers' final decision: traditional information sources or social media. From a marketing management point of view, the study will help resort owners to allocate resources efficiently and to understand how to proceed for influencing the customer's final decision. To achieve the research objective, we led an empirical study which consisted of a quantitative study conducted on 115 customers and a qualitative study on 3 customers through in-depth interviews. The results allowed us to propose a conceptual framework of the resort choice process applied in the French leisure tourism context.

**Keywords: Resort choice process, Traditional information sources, Social media, French holidaymakers.**

# **CROSS-CULTURE COMPARISON OF THE HOSPITALITY EMPLOYEES' EMOTIONAL LABOR STRATEGIES**

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## **ABSTRACT**

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

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

# **Place Marketing of Hot Spring Regions: A Market Segmentation Based on Chinese Tourists' Perceptions of Healthfulness of Places**

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## **ABSTRACT**

We conduct a qualitative and quantitative exploration into the perceived health benefits of health-promoting tourist destinations. The purpose of this research is to gain the knowledge how consumers perceive and experience 'health' and 'wellness' (養生) in a place. We test our hypothesis using a sample of visitors to seven hot spring resorts in Taiwan as hot springs are one the most popular health destination in East Asia. The ultimate and managerial goal is to improve the strategic development of a health tourism destination. We first explore consumer perceptions of what is healthful through phenomenological interviewing before a quantitative survey. Respondents are using a feeling-based construct of healthfulness that has been described as wellness. We identify six dimensions of healthfulness and four groups of consumers for health promoting places. The findings indicate that the concept of developing a dissonance-free zone can help the marketers of the health destinations form better strategies. This research provides a method to quantify the consumer's expectations as well as experiences.

**Keywords: healthfulness, wellness, market segmentation**

# **COLLABORATING FOR BETTER EXPERIENCES: THE PRIVATE SECTOR POINT OF VIEW ON PARTNER SATISFACTION**

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## **ABSTRACT**

This research aims to identify the antecedents of partner satisfaction in inter-organizational collaborations according to tourism private stakeholders. A shortlist of factors from a literature review was tested with a sample of 256 collaborations.

**Keywords: Collaboration, Tourism, Experience, Destination, Antecedents, Inter-organizational**

# **Evaluation of Business Schools in Taiwan Using a Customer Satisfaction Model**

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## **ABSTRACT**

Taiwan's higher education system has been commercialized recently. Thus, as the educational environment has changed, students have become the main consumers in an education-based service industry. The purpose of our study was to use the American Customer Satisfaction Index (ACSI) to evaluate student satisfaction with courses offered at business schools accredited by the Association to Advance Collegiate Schools of Business, and to establish an ACSI model for the education industry in Taiwan that can be used by related industries. Our research approach used proportionate random sampling to select students for our study, and data were collected from the students using questionnaire surveys. Data analysis was performed using the LISREL 8.80 statistical software package, and research hypothesis testing involved using a structural equation model (SEM). As expected, the ACSI was successfully applied, and an ACSI model was established. The hypothesis relationships within the model can serve as a reference for relevant educational units. In addition, the calculated ACSI can be compared to the data from previous studies of related industries to facilitate a better understanding of the relevant aspects of consumer satisfaction in Taiwan's education service industry.

**Keywords: Higher education, satisfaction, AACSB, ACSI, structural equation model**

# **Academic Self-Concept, Learning Strategies, and Academic Performance: A Case Study on Business and Management University Students in Central Taiwan**

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## **ABSTRACT**

Taiwan's higher education system has been commercialized recently. Thus, as the educational environment has changed, students have become the main consumers in an education-based service industry. The purpose of our study was to use the American Customer Satisfaction Index (ACSI) to evaluate student satisfaction with courses offered at business schools accredited by the Association to Advance Collegiate Schools of Business, and to establish an ACSI model for the education industry in Taiwan that can be used by related industries. Our research approach used proportionate random sampling to select students for our study, and data were collected from the students using questionnaire surveys. Data analysis was performed using the LISREL 8.80 statistical software package, and research hypothesis testing involved using a structural equation model (SEM). As expected, the ACSI was successfully applied, and an ACSI model was established. The hypothesis relationships within the model can serve as a reference for relevant educational units. In addition, the calculated ACSI can be compared to the data from previous studies of related industries to facilitate a better understanding of the relevant aspects of consumer satisfaction in Taiwan's education service industry.

**Keywords: academic self-concept, learning strategies, academic performance**

# **WORK ENGAGEMENT MEDIATING THE RELATIONSHIP BETWEEN TRANSFORMATIONAL LEADERSHIP AND JOB PERFORMANCE**

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## **ABSTRACT**

The purpose of the study intends to explore the relationship between transformational leadership and employee performance, and simultaneously examining mediators of work engagement. Questionnaire survey was conducted in 10 tourist hotels in Taiwan. Of the returned sample, 100 questionnaires are effective. The result indicates that transformational leadership has significant impact on employees' work performance. Work engagement and helping behavior serves as intervening variables in transformational leadership- employee performance relationship.

**Keywords: transformational leadership, employee performance, work engagement.**

# **PURCHASING BEHAVIOR OF CHINESE TOURISTS IN TAIWAN**

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## **ABSTRACT**

This study explored the relationships among characteristics, purchase motivation, and customer satisfaction of Chinese tourists in Taiwan. A total of 303 Chinese tourists who had purchasing experiences in Taiwan from April to May, 2012 were selected to answer a questionnaire of purchasing behavior. After statistical analyses, main findings were as follows:

1. Most tourists from China visiting Taiwan are in middle age, most of them are involved in business or service industries, married, have children, and hold high school diploma.
2. Most tourists visited Taiwan for the first time, and with the purpose of sightseeing. The information regarding merchandises and traveling in Taiwan are almost solely collected from travel agencies.
3. The most concerned factor in purchasing motivations is “I want to purchase merchandises that are unavailable in my country” and the least concerned factor is “the price of merchandise is fair,” which suggest, tourists from China value more on the merchandises that are unavailable in their country than the price.
4. As for customer satisfaction, tourists from China are most satisfied with the work efficacy of salesperson in the stores in Taiwan and are least satisfied with the shopping time.
5. Purchasing motivations and customer satisfaction are positively correlated which suggests the more purchasing motivated, the higher their satisfaction will be.



# **WHY CHOOSE TOURISM MANAGEMENT SPECIALIZATION? – EXAMINING THE COLLEGE MAJOR CHOICE OF CHINESE TOURISM UNDERGRADUATE**

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## **ABSTRACT**

Universities are competing globally for international students and Mainland Chinese students form a critical market for them. This study aims to understand Chinese students' decision to study Tourism Management in a Chinese-British collaborative institute in China as opposed to studying overseas and other majors. The study collected data from 139 TM freshmen through a questionnaire survey. The results suggest that the final decision is an outcome of the careful weighting of advantages and disadvantages of the destination, the institute and the tourism major. Inconsistent with prior research, the findings of this study indicated that tourism is a promising industry in the minds of TM freshmen. This highlights the significance of maintaining and further developing Chinese TM freshmen's interests and positive attitudes towards the tourism profession throughout their undergraduate study.

**Keywords: Tourism Management, Major Choice, Chinese Freshmen**

# **ENVIRONMENTAL ATTITUDES AND OTHER FACTORS THAT MAY AFFECT STUDENTS' WILLINGNESS TO ADOPT E-TEXTBOOKS**

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## **ABSTRACT**

Electronic textbooks (e-textbooks) are easy for college students to carry, they are cheaper than their hard-copy counterparts, they are convenient, they are terrific tools for classroom interaction, and they cater to those that are aware of the impact traditional, hard-copy textbooks may have on the environment, but college students have been slow to adopt them. The purpose of this study, therefore, is to assess student's overall perceptions about using e-textbooks to discover what impacts their willingness to use them. Using the Technology Acceptance Model as a framework, data was gathered from college students at two different U.S. universities. Structural equation modeling will be used to address the research questions and test the hypotheses. Results and implications will be discussed.

**Keywords:** E-textbooks, e-books, TAM, environmental attitudes

# **Behavioral Inclinations of University Students in Leisure and Sports Departments in Overseas Working Holidays Based on Theory of Planned Behavior**

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## **Abstract**

This study primarily uses the theory of planned behavior to confirm the behavioral inclinations of university students in leisure and sports departments in overseas working holidays. The study focuses on university students in leisure and sports departments as research subjects, with questionnaire surveys employed and 453 valid questionnaires obtained, achieving a valid retrieval rate of 90.6%. AMOS 19.0 is used for data analysis to conduct structural equation model (SEM). Research results show: 1. The overseas working holiday attitudes of leisure and sports students have no significant effect on their behavioral inclinations about overseas working holidays; 2. The overseas working holiday subjective norms of leisure and sports students have significant effects on their behavioral inclinations about overseas working holidays; and 3. The overseas working holiday perceived behavioral controls of leisure and sports students have significant effects on their behavioral inclinations about overseas working holidays. Research results are expected to serve as a reference for different strategies and a method for related authorities in promoting and assisting Taiwanese university students in engaging in overseas working holidays.

**Keywords: leisure and sports departments, attitude, subjective norms, perceived behavior controls**

# **A Study on The User Intention of Golfers Toward Golf GPS Navigation with Technology Readiness and Acceptance Model**

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## **ABSTRACT**

In recent years, the combination of sports and technology has become more frequently adopted and many businesses have launched sports related technology products to help participants improve their performance. Among them, in terms of instruments of distance measurement, golf GPS navigation has become a very popular product. Thus, this study is based on the technology readiness and acceptance model to examine the user intention of golf GPS navigation. The research results indicated that (1) technology readiness has a significant influence on perceived usefulness; (2) technology readiness has a significant influence on perceived ease of use; (3) perceived ease of use has a significant influence on perceived usefulness; (4) perceived usefulness has no significant influence on user's attitude; (5) perceived ease of use has a significant influence on user's attitude; (6) user's attitude has no significant influence on behavioral intention; and (7) perceived usefulness has a significant influence on behavioral intention.

**Keywords: structural equation model, perceived usefulness, perceived ease of use, user's attitude, behavioral intention**

**UNDERSTANDING THE BEHAVIORAL INTENTION TO PLAY  
SOMATOSENSORY VIDEO GAMES:  
AN EXTENDED OF THE TECHNOLOGY ACCEPTANCE MODEL**

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**ABSTRACT**

In this study, we use Wii Sports games as a case study to describe an extended technology acceptance model (TAM), which integrates the factors of the GameFlow construct to determine their relevance in the playing of the games. The proposed research model is tested empirically based on a sample of 442 game players. In addition, path analysis is employed to assess the significance and the strength of the hypothesized causal relationships and to demonstrate the effects of the GameFlow experience (including the factors of autonomy, challenge and social interaction) as being external variables critical to the players' behavioral intentions through perceived ease-of-use, perceived playfulness and attitudes toward play. The research results provide general support for the extended TAM in predicting the players' intention to play Wii Sports games.

## **Preliminary investigation of customer value with cloud technology for food and beverage industry**

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### **ABSTRACT**

This exploratory study will be expected to identify that customer value can be created by the new service process of cloud technology for leisure restaurants, as this cloud service solution can enhance customer value and relationship (Bilgihan et al., 2011; Ip et al., 2011). Cloud service solution is a recent development where self-service application has evolved from an online computer driven application to a freestanding kiosk, and is now accessible with a portable or mobile device. This new service solution provides opportunities to develop long-term relationship with younger generations (those aged between 18 to 34 years old) and helps to build lasting value propositions for customers (DiPietro and Wangg, 2011; Mastroberte, 2011). It is noted that the value for customers can be interactively created through the use of self-service processes and the strength of the customer's value depends on their experience of the supplier-customer relationship (Gopalani and Shick, 2011; Gronroos and Ravald, 2011). A qualitative method approach with semi-structured interviews will be used to understand the benefits of cloud service solutions for leisure restaurants and will detail the value of smartphone end-users who use cloud service in their daily lives. The findings will be expected to support the above proposition, as this new service solution has established a communication platform where have actively driven customer interaction with leisure restaurants using a mobile device.

**Keywords: Cloud service, Customer value, Leisure restaurants, Service process**

# THE EFFECTS OF TOURISTS'S PERCEIVED IMAGE AND MOTIVATION ON HERITAGE VISITING INTENTION

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## ABSTRACT

Heritage tourism is historically valuable heritage that has been recorded as a part of the cultural tradition. Tainan, as a heritage tourism destination, is the first developed city of Taiwan with a large amount of cultural heritage. While tourists have been attracted to destinations for their interesting culture and history, understanding tourists' perceptions of the destination image associated element to their behavioral intentions is important. The purpose of the study is four-fold: (1) to understand tourists' perceived destination images; (2) to investigate tourists' heritage tourism motivation; (3) to examine how tourists' visiting willingness were affected by perceived destination image and their heritage tourism motivation; and (4) how tourists' perceived destination were correlated with their heritage tourism motivation. The systematic sampling and questionnaire survey method were performed. A total of 797 valid respondents were composed of the sample. The findings revealed that holistic destination image and heritage tourism motivation were found to significantly influence tourists' visitation. The more preferable tourists' perceived destination image is, the higher their heritage motivation is. Using insights from this present study, a cohesive and valued tourist "product" which will attract tourists coming back year after year is able to be implemented successfully.

**Key words: destination image, heritage tourism, motivation, visiting willingness**

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All accepted papers will be presented at the Conference and will be included in the Conference proceedings, which are to be published by AHTMMC 2013. Moreover, all contributors will also be invited to submit and publish their work at the number of refereed journals have offered publication opportunities to a selected number of outstanding, high quality, papers. There will be special issue or offering space for a few selected papers s in the following journals according to the calls for papers, which are to be announced in due time



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