PHUKET ITC

2021

PROCEEDINGS

PHUKET INTERNATIONAL TOURISM CONFERENCE

"Crisis Management in Tourism and Hospitality: Challenges, Responses and Recovery Strategies"

15 JUNE 2021

PHUKET RAJABHAT UNIVERSITY

PROCEEDINGS

Phuket International Tourism Conference (Phuket ITC) 2021

"Crisis Management in Tourism and Hospitality: Challenges, Responses and Recovery Strategies"

15 June 2021

Phuket Rajabhat University

Phuket International Tourism Conference (Phuket ITC) 2021
"Crisis Management in Tourism and Hospitality: Challenges, Responses and Recovery Strategies"

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Speech from UCSI University founder and UCSI Group Executive Chairman

On behalf of UCSI University, I bring you warm greetings from Malaysia. UCSI University is delighted to co-host the Phuket International Tourism Conference 2021.

It is an honour to join you today.

It is my great hope that this conference will help us come up with deeper insights and bolder ideas as we address the many challenges in the global tourism and hospitality industry.The theme of today's conference is most apt - we have a major crisis on our hands.The pandemic has derailed the global tourism and hospitality industry. To quantify things, the World Travel and Tourism Council estimates that more than 100.8 million jobs have been lost worldwide and Asia is the continent that was hit hardest, with 63.4 million jobs lost.

Consider the fact that tourism normally accounts for around 20% of Thailand's GDP, and about 16% of Malaysia's GDP, and the true gravity of the situation sinks in. Experts are now predicting that the tourism sector may not recover till 2026 and in light of this, we should brace ourselves for a long winter ahead.

Ladies and gentlemen,

While the size of the challenge before us may be monumental, let us address the hard realities with great resolve and an abiding faith. We have been dealt a bad hand. But we can build back better and we will, because we always have. The pandemic may be unprecedented but so was the Boxing Day Tsunami. We rose to overcome that black swan moment then and we can do the same now. In fact, I believe that we can go further by taking advantage of the industry's hard reset to reposition tourism in more sustainable and equitable ways.

This is something we have been working on at UCSI University. As the only private university in Malaysia to be recognised as a Regional Centre of Expertise by the United Nations University, UCSI works to champion sustainability at the local level, in line with the UN Sustainable Development Goals. Our Sarawak campus, particularly the Faculty of Tourism and Hospitality, works with the Sarawak state government on six initiatives that concern Quality Education (SDG 4), Clean Water and Sanitation (SDG 6), Sustainable Cities and Communities (SDG 11) and Life on Land (SDG 15). Best known for ecotourism, Sarawak must practise sustainable development to ensure it maintains its edge. UCSI is more than happy to assist on this front. At the same time, we use the opportunity to advocate responsible tourism. It is our firm belief that tourism should always benefit host communities more than tourists and we work to ensure that the locals will receive their fair share. If you feel the same way, reach out to us and we will be happy to explore ways in which our respective institutions can partner together.

Dear friends,

In the same spirit of cooperation, I hope that all of you will collaborate effectively throughout this conference.

Let us do our utmost to formulate decisive responses that will, in turn, contribute to the eventual recovery of a sector that means so much to so many people.

Have a fruitful meeting of minds.

Thank you.

Dato' Peter Ng
UCSI University founder and UCSI Group Executive Chairman

Opening Speech from president of Phuket Rajabhat University

On behalf of the Phuket Rajabhat University, Thailand. I am very greatly honored and delighted to deliver the opening speech in this the Phuket International Tourism Conference 2021 (PICT2021), Crisis Management in Tourism: Challenges, Responses and Recovery strategies which is being held in Phuket for the first time.

This conference will be honor by Prof. Dr. Therdchai Choibamroong from National Institute of Development Administration Thailand, Prof. Dr. Noel Scott from University of the Sunshine Coast, Queensland, Australia and Prof. Dr. Dimitrios Buhalis from Bournemouth University United Kingdom who have professional skill of tourism and hospitality. I would like to big thank keynote for his kindness.

Tourism and hospitality are one in four part of major income of Thailand including government investment Exports Agriculture Industry. Major income in the Andaman costal area is from tourism and hospitality, especially in Phuket more than 90% of GDP is generated from tourism and hospitality. Tourism and hospitality are a major factor for economic driving in the world. However, the corona virus 2019 disease affected life style and economic especially for tourism. Adaptation ability in re-skill and up-skill in work field. This is major key for succession in post civid-19 era.

I thank all of you for joining us here today. We cannot succeed without your support. I now declare the Phuket International Tourism Conference 2021 in Phuket open. Thank you.

Asst. Prof. Dr. Hiran Prasarnkan
PKRU president

Editor's Note

The Phuket International Tourism Conference (Phuket ITC) 2021 was held virtually in Phuket, Thailand via Zoom video conferencing, on 15 June 2021. The conference was hosted by Phuket Rajabhat University, Phuket, Thailand and co-hosted by UCSI University, Malaysia. As we all knew, the world has experienced the global health pandemic and industries worldwide have been affected. The tourism industry has no exception. In order to contribute research findings theoretically and practically, this year conference was, therefore, organized under the theme: Crisis Management in Tourism: Challenges, Responses and Recovery strategies. The conference received attention from scholars and Tourism students from many countries including ASEAN countries.

In this conference, we have received 41 research submission. Among these, five research was contributed by undergraduate students. The peer review process was double-blind review. Papers were initial screened by the editor and reviewed by two independent reviewers. As a result, 41 extended abstracts were involved in the review process and 34 were accepted for the oral presentations.

The editorial board members and the conference organizing committee would like to thank the reviewers who voluntarily gave their busy time to review the papers to the conference proceedings. I would like to extend our gratitude to keynote speakers, sponsors from Tourism Review, Journal of Sustainable Management Studies and Phuket Rajabhat University Academic Journal for supporting this conference. Great appreciation is also given to the Faculty of Management Sciences, Phuket Rajabhat University and Faculty of Hospitality and Tourism Management, UCSI university, Malaysia, for the full support provided during the organization of the conference.

Asst. Prof. Chidchanok Anantamongkolkul, Ph.D.
Phuket ITC 2021 Chair

Conference Program

Phuket International Tourism Conference 2021

Crisis Management in Tourism: Challenges, Responses and Recovery strategies

Co-hosted by UCSI University

15 June 2021

09.30 - 17.00 (GMT+7)

Time	**Session**
09.30 - 10.00	Housekeeping Opening ceremony
10.00 - 11.00	Keynote speech: ***Re-Thinking Tourism Crisis Management: The Thailand Lessons Learned and Endeavors to Move On*** (Prof. Dr. Therdchai Choibamroong)
11.00 - 12.00	Keynote speech: ***Psychology of Crisis Management*** (Prof. Dr. Noel Scott and Dr. Sari Lenggogeni)
12.00 - 13.00	Lunch break
13.00 - 15.20	6 concurrent sessions
15.30 - 16.30	Keynote speech: ***Smart Tourism and The Restart of Tourism*** (Prof. Dr. Dimitrios Buhalis)
16.30 - 17.00	Presentation of awards and closing ceremony

Keynote Speaker

Prof. Dr. Therdchai Choibamroong

Executive Director and PhD Program Director, Integrated Tourism Management Studies (NITs), National Institute of Development Administration (NIDA), Bangkok, Thailand

Keynote speech: ***Re-Thinking Tourism Crisis Management: The Thailand Lessons Learned and Endeavors to Move On***

Executive Director and PhD Program Director, Integrated Tourism Management Studies, National Institute of Development Administration, since 2011. Director, Thailand Tourism Development Research Institute, since 2006, supervising granted tourism research, designing sustainable tourism research frameworks, and providing substantive scientific and technical assistance to researchers. Specializes in the area of community-based tourism management through extensive experience in the Tourism Authority of Thailand and related government ministries as a chairperson and adviser. Received an MSocSc in Tourism Policy and Management from the University of Birmingham, UK, and PhD in Tourism Planning and Management from the University of Queensland, Australia.

Prof. Dr. Noel Scott

Adjunct Profession, University of the sunshine coast

Keynote speech: ***Psychology of Crisis Management***

Noel Scott, PhD <email: nscott1@usc.edu.au> is Adjunct Professor of Tourism Management, in the Sustainable Research Centre, University of Sunshine Coast, Queensland, Australia. His research interests include the study of tourism experiences, and destination management and marketing. He is a frequent speaker at academic and industry conferences. He has over 300 academic publications including 17 books. He has supervised 30 doctoral students to successful completion of their theses. He is on the Editorial Board of 10 journals, a member of the International Association of China Tourism Scholars and a Fellow of the Council for Australasian Tourism and Hospitality Education.

Dr. sari lenggogeni

Director of Tourism Development Center, Universitas Andalas, West Sumatera, Indonesia.

Keynote speech: ***Psychology of Crisis Management***

Sari Lenggogeni, Ph.D is Founder and Director of Tourism Development Center, Universitas Andalas, West Sumatera, Indonesia. Her Ph.D awarded from School of Tourism, The University of Queensland, Brisbane, Australia. Her research interests include Tourism Crises and Disaster Management, Psychology of Tourism, Halal Tourism, and Tourist Behaviour. She was an expert team of tourism working group KEIN RI presidential advisory board in Indonesia (2016-2019). Sari also an ad-hoc reviewer for Q1 Scopus-Indexed Tourism Journal include Tourism Management, Annals of Tourism Research, Current Issues in tourism etc. She is an experienced expert leader for tourism policy and planning in Indonesia. She is as speakers in international tourism conferences/ guest lectures. She is a member of the Council for Australasian Tourism and Hospitality Education. Her email address: sarilenggogeni@ eb.unand.ac.id

Prof. Dr. Dimitrios Buhalis

Director eTourism Research Lab, Bournemouth University Business School

Keynote speech: ***Smart Tourism and The Restart of Tourism***

Professor Dimitrios Buhalis is a Strategic Management and Marketing expert with specialisation in Information Communication Technology applications in the Tourism, Travel, Hospitality and Leisure industries. He is Director of the eTourism Lab and Deputy Director of the International Centre for Tourism and Hospitality Research, at Bournemouth University Business School in England. He is the Editor in Chief of the most established Journal in Tourism: Tourism Review, now and SSCI Journal in its 76th volume and the Editor in Chief of the Encyclopedia of Tourism Management and Marketing https://www.elgaronline.com/page/Encyclopedia/encyclopedia-of-tourism-management-and-marketing. Professor Buhalis has written and co-edited more than 20 books and 250 scientific articles. His research is referenced widely, being the 2nd most cited for tourism and 1st most cited for hospitality 12th on strategy and 29th in Marketing on Google Scholar with more than 51000 citations and h-index 98. His research pioneers smart and ambient intelligence tourism with a particular focus on innovation, entrepreneurship and destination ecosystems management.

Professor Dimitrios Buhalis was recognised as a Highly Cited Researcher 2020 by Clarivate. For more information, books, articles and presentations see www.buhalis.com

Concurrent Sessions
At 13.00 – 15.20 (GMT+7)

Session 1: Destination marketing and management
Session chair: 1. Prof. Dr. Jeffrey Hobbs
2. Asst. Prof. Dr. Nattawut Boonsri, Dr. Vinyu veerayangkur, Dr. Sanya Chimphimon

No	Title	Author(s)
1	The contribution of long-term residential care for domestic and international elderly on the local economy in thailand.	John Walsh Wilaiporn Lao-Hakosol
2	The development of creative agri-tourism route pak dan-tiin khao rai-witidhama	Nitipong Tonnam
3	Airbnb's defiance to moral panics in post-COVID 19 destination recovery?	Rodney Caldicott Deborah Che Tania von der Heidt Sabine Mustcher
4	Event tourism and destination marketing: a systematic quantitative literature review	Amal Al Alawi Charles Arcodia Anna Kralj
5	Participation in coastal resource management for community-based tourism at ban bang phat and ban ko mai phai, phang nga province	Nitiya Sangkhanan Tidarat Kumlom

Session 2: Tourism innovation

Session chair: 1. Asst. Prof. Dr. Chidchanok Anantamongkolkul
2. Dr. Vishal Rana

No	Title	Author(s)
1	Impact of eWOM (electronic word of mouth) on consumer behaviour in OHV (Off-Highway Vehicle) recreation markets	Eunhye Grace Kim Deepak Chhabra
2	The role of electronic word of mouth (E-WOM) between the antecedents and purchase intention among beverage consumers in Sarawak, Malaysia	Mark kasa, Francesca Enchang Samuel Tnay Zaiton Hassan Nursyafiqah Ramli
3	The potential of digital storytelling in heritage for destination marketing	Andreas H. Zins
4	An exploratory study of predictive voice analytics and leveraging machine learning to monitor emotional labour of hospitality frontliners	Vishal Rana Nur Amalina Zaki

Session 3: Tourism and Education

Session chair: 1. Asst. Prof. Dr. Nimit Soonsan
2. Miss Sherrymina Kichin

No	Title	Author
1	Alcohol consumption intention among hospitality and tourism students during COVID-19: Issues, Responses and Upturn Strategies	Sherrymina Kichin Lau Wen Zhou Mark Kasa Danial Yong Ida Ingko
2	Generation Z's perceptions towards hospitality and tourism future career after internship: responses, experiences, and recovery strategies	Danial Yong Sherrymina Kichin Mark Kasa Shawn Ho
3	The opportunity for online research in geographically distant, post-crisis context: the case of Koh Phi Phi, Thailand	Faye Taylor
4	Adoption of technological innovation in hotel industry: perspectives of middle managers in kuching	Danial Yong Mark Kasa Azizan Yatim Sherrymina Kichin Nursyafiqah Ramli
5	Challenges and implications of ICT for sustainability Tourism education post COVID-19	Isdarmanto Rudi Susanto Amin Kiswantoro

Session 4: Human resources management in tourism business
Session chair: 1. Asst. Prof. Christopher Wan Sageng
2. Dr. Cherdchai Klinthongchai

No	Title	Author
1	The effect of internal service quality on job satisfaction and job performance: the study of the ministry of hotels and tourism, Myanmar	Min Thiri Thein Walanchalee Wattanacharoensil
2	The psychosocial safety climate and burnout among penang hoteliers	Kok Ban Teoh Kia Hui Gan Xin Tching Seow
3	Environmental awareness initiatives and performance in small and medium-sized enterprise hotels of Malaysia: the effect of top manager's commitment	Jati Kasuma Haji Ali Hanafi Hamzah

Session 5: Travel behaviour

Session chair: 1. Asst. Prof. Dr. Leong Quee Ling
2. Miss Umaporn Somkai

No	Title	Author
1	To investigate the factors that affect customer choice of leisure hotels when they plan overseas holidays	Warisa Rajkitchorb
2	Determinants of travel motivation after pandemic: a push and pull factors to travel overseas among youths in Sarawak	Ida Ingko Yolanda Reibel Mark Kasa Sherrymina Kichin Ting Hui Bun Adlin Ariffin
3	The consumption intention of Cambodian generation y on the vegetarian food	Somany Toch
4	Destination image and intention of iranians to travel to China in the era of post COVID-19	Shiva Hashemi Karpal Singh Dara Singh Muhammad Ali Mughal Narges Safarri Shaian Kiumarsi
5	A hotel recommendation system based on reviews as staycation preferences in Yogyakarta: a collaborative filtering approach	Weavy Kherenhapukh Damiasih Aldi Wisnumurti Sarwono
6	A critical review of approaches of the study in consumer behavior in the tourism industry	Kanokkan Panprem
7	Signage colour and restaurant name of the ethnic restaurant: its effect on consumers' perceived authenticity, and willingness to dine	Hanqun Song

Session 6: Undergraduate session

Session chair: 1. Dr. Ken Butcher
2. Dr. Patcharaporn Bunlueng

No	Title	Author
1	Customer dissatisfaction during COVID-19 pandemic: a cruise passenger perspective	Elizabeth Poole Halimin Herjanto
2	Hotel employees during COVID-19: how have they been doing?	Thanawat Netwong Benjawan Samoson Siwat Pumphan Dou Lifang Chidchanok Anantamongkolkul
3	Why do tourists try michelin awarded food?	Polachet Chirasathit Amita Rakdee Rapeepat Nantaviriyanon, Pinyada Thippayatus Chidchanok Anantamongkolkul
4	The impact of marketing mix on buying decisions during COVID-19 pandemic	Fira Yulia Sari Sulistyo Budi Utomo

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THE CONTRIBUTION OF LONG-TERM RESIDENTIAL CARE FOR DOMESTIC AND INTERNATIONAL ELDERLY ON THE LOCAL ECONOMY IN THAILAND

John Walsh[1*], Wilaiporn Lao-Hakosol[2]

[1] Krirk University, Bangkok, Thailand
[2] Independent Scholar, Bangkok, Thailand

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INTRODUCTION

In common with most of the rest of the world, Thailand has a rapidly aging population. Approximately 13% of the total population is now aged 65 or older and this figure is expected to increase to 23.1% by 2035, with concomitant increases in the proportion of people aged 70+ and 80+ (Statista, 2021). Historically, older people are looked after by family members when it becomes necessary and Thai society, just as in the case of a number of other societies, acknowledge and accepts this situation. However, declining birth rates mean there are fewer young or working age people available to take up this burden, while increasing mobility also means people may not be able to accommodate their parents or elderly relatives, especially if they have moved to the city for work. Previously, the government made available a few beds across the country aimed at the indigenous aged and some charitable organizations also assisted. However, these options have become insufficient to meet increased demand and, as standards of living have been improved, better quality long-term care is required. Various private sector interests have entered the market in order to provide accommodation not just for local elderly but also elderly from overseas who would like to retire in Thailand because of its climate, cost of living and, for East Asian people, familiar and welcome cultural norms. As a result, a national-level industry has developed which combines long-term residential care with related medical and tourist facilities. As a relatively new phenomenon in Thailand, it is not very clear to what extent this industry contributes to local and national economy and what potential multiplier links exist. This is, for foreign residents, part of the tourist industry. Similar to other aspects of tourism and hospitality, long-term care of this sort suffers from the problems that it brings mainly low-skilled and low-paying jobs and, also, that the bulk of the money generated may not remain in the same area but be repatriated to the home area of investors. However, there are clearly capital-intensive forms of investment involved in such projects and a need for skilled and semi-skilled personnel. What, therefore, is the contribution of projects of this sort on the local economy? Answering this question requires acknowledgment that the financial impact alone does not give the full picture. Instead, it is necessary to embrace the triple bottom line approach that also incorporates the impact of the activity on the social and environmental dimensions of a specific location. This paper takes a case study approach to investigate several projects within different parts of Thailand to estimate the overall contribution to the local areas concerned. As a result, it is possible to provide evidence not just to private investors but also to public sector planning agencies and community leaders to formulate their responses to potential projects by means of a thorough evaluation of the effects felt by relevant stakeholders.

LITERATURE REVIEW

2.1. Health Care in Thailand

Even until the first part of the C21st, Thailand had a pre-modern health system. Reforms made since then have provided a universal health care system at a low cost at the point of access, with a

Patient's Bill of Rights and appropriate hospital accreditation procedures. The relationship between doctors and patients has also changed so that the latter are no longer (but not always) treated as inferior to the former (Aulino, 2019). The patient-healthcare provider relationship overall is complicated by the pervasive deference (*kreng jai*) in Thai culture with respect to people considered to be worthy of it, because of status, wealth or age. Thai culture considers family circumstances to be combined with morality and virtue, so that people with a high rank in society are considered to be worthy of respect by all. Although the indicators of this are not always evident to outsiders (Moore, 2012), they are clear to Thai people. Those responsible for marketing this industry have resorted to familiar themes in the portrayal of Thai and Thai culture: "As a provider in the global service company, the Thai state and its corporate partners have capitalized on feminized Thai cultural traits as warmness, hospitality, and servility, as well as bodily and emotional labour performed mostly by Thai women, to compete in the market (Sunanta, 2014)." These dynamic factors are not operating in the same direction and this begs the question as to how the retirement industry will develop in a professionalized manner suitable for scaling up to the current and potential future level of demand. The subject is one of considerable interest in the study of tourism (e.g. Kolar & Tabkar, 2010; Zhou et al, 2013) and, more generally, in the ways in which traditional patterns of behaviour are converted to market-based processes (e.g. Walsh, 2011). The research contributes, therefore, to the understanding of how tourism development has an impact on Thai culture and economy and gives rise to some policy and managerial implications.

2.2. Overall Contribution of an Industrial Sector

For some years, the contribution of a company to the wider economy was measured purely in the form of the overall profit or loss it made, which was the historical bottom line of the financial accounts. While business managers have always recognized that there are more measures relevant to the health of a company than the single bottom line, the professionalization of accountancy as a distinct category in the C18th and C19th required the production of an external, apparently objective measure by which companies might measure themselves against each other and by which potential investors and other observers might judge them (Lee, 1995).

As it became increasingly evident that this single figure approach was insufficient for a world in which sustainability issues were becoming more important in understanding a company's impact and that stakeholder interests were both relevant and important, newer approaches emerged. Principal among these was the triple bottom line (TBL) approach (Elkington, 1994). This approach added environmental impact and social impact alongside the financial impact to create more of a balanced scorecard approach to understanding overall impact. The TBL approach also became popular in the arrival of the polluter pays principle, which requires that an entity that has caused environmental and social damage to be responsible for repairing that damage (UN, 1992). Exactly how to calculate the different parts of the TBL remains problematic. The most intuitive approach would be to try to convert every aspect to a monetary value, probably denominated in US dollars, which could be easily compared. However, it has proven difficult to reach agreement on which criteria should be included, how they should be measured and how the different ratings should be weighted. As a result, efforts have been made to calculate indices or offer other quantitative or qualitative approaches. No one approach has yet become dominant and, instead, it has become more common to combine quantitative and qualitative judgements of included categories.

This is the approach that will be used in this paper. Much of the data that would be required for a full TBL analysis is not available and, in several cases, would need to be conducted on a longitudinal basis which lies outside the scope of this paper. In addition, an economic multiplier effect will also be calculated. This effect combines the direct, indirect and induced economic impacts caused by the operation of one or more organizations within a specific location within a specific period of time, although parameters vary (Currie, 1983). The original concept is usually attributed to Keynes, although the genesis is lengthy and contested. The figures used in the calculation for this paper will be further specified in the Findings section.

Table 1. Proposed Variables to Be Included in TBL Analysis

Economic Measures	***Environmental Measures***	***Social Measures***
Personal income	Sulphur dioxide concentration	Unemployment rate
Cost of underemployment	Concentration of nitrogen dioxides	Female labour force participation rate
Establishment churn	Selected priority pollutants	Median household income
Establishment sizes	Excessive nutrients	Relative poverty
Job growth	Electricity consumption	Percentage of population with a post-secondary degree or certificate
Employment distribution by sector	Fossil fuel consumption	Average commute time
Percentage of firms in each sector	Solid waste management	Violent crimes per capita
	Hazardous waste management	Health-adjusted life expectancy
	Changes in land use/land cover	

Source: Slaper & Hall, 2011.

RESEARCH METHODOLOGY

The study adopted a qualitative approach to the research based on a program of in-depth personal interviews which are ongoing. Interviews were accompanied by extensive note-taking or were recorded for subsequent transcription (and this process is ongoing). Interview notes and transcriptions were entered into a database together with relevant secondary sources and the contents of the research journal, which was used to record non-interview observations and insights that occurred during the research process. The contents of the database were subjected to recognized content analysis processes and the findings thereby obtained presented in the appropriate section of this paper.

FINDINGS AND DISCUSSION

4.1. Development of the Industry

Demographic changes around the world mean that people are living longer on average and fewer children are being born. Thailand follows the same pattern and became an ageing society in 2002. One of the impacts of this is that societies which depended on younger people providing care for older people have had to reconsider this aspect of care. In the past, the Thai government provided a limited number of places for indigent elderly with fairly basic facilities. In common with other aspects of healthcare, it was understood that family members would provide support in terms of money or time whenever possible. Buddhist monasteries and other religious institutions would supplement this support and have subsequently become involved in more extensive and organized operations that may offer subsidised as well as free care for those eligible. More recently, fully commercial operations have come into being that offer full-time residential care and healthcare for the elderly, some of whom might be Thai nationals and some of whom were from other countries able to take advantage of pre-coronavirus mobility. Longer life spans have had a number of impacts on general living conditions and these include those relating to housing and accommodation. In addition to containing digitalized systems for emergency communication with the outside world (e.g. security alarms, health check monitoring systems), housing for elderly households should follow the principles of universal design so as to incorporate flexibility, equitability, be tolerant of errors, require low physical effort and high sustainability (Katharangsiporn, 2014). These principles are in accordance with the declaration by the United Nations that the challenge for the future with respect to an ageing population is "… to ensure that people everywhere can grow old with security and dignity and that they can continue to participate in social life as citizens with full rights (United Nations Department of Economic and Social Affairs, 2020)." These considerations have an impact on the ways in which good quality residential care is designed in practice: "The philosophy of care is about providing for and supporting daily living activities in accordance with desired individual lifestyles, whilst maintaining general wellbeing and comfort in culturally appropriate ways (Hovenga & Lowe, 2020)."

Thailand's tourism industry and still relatively low labour costs have contributed to it becoming an important centre for long-term care of this sort. The country has already sought to position itself as a medical tourism hub aiming to attract consumers primarily from the Middle East and South Asia. International best practice is available at certain large hospitals in Bangkok especially and there is the additional advantage that many of the Thai citizens of the southern border provinces are ethnic Malay people who are likely to be Muslims and possess the local language of Javi, which is related to Arabic. Medical tourism occurs primarily in the private sector, since most public sector institutions are aimed at Thai citizens, with lower levels of facilities and limited language skills. Prices within the private sector are variable but competitive on an international basis.

Table 2. Private Room Cost per Day (US$) for Accident and Unexpected Illness

Hospital	***Cost per Day (US$)***
Bumrungrad Hospital	390-1,190
Samitivej Hospital	219-805
BnH Hospital	285-770
Bangkok Hospital	367-724
Bangkok Christian Hospital	Starts at 146
Paulo Hospital	257-325
Chulalongkorn Hospital	Starts at 123
Camillian Hospital	117-153

Source: Pacific Prime Thailand (2019).

As the table above indicates, costs and availabilities of different treatments varies from country to country and the variation within countries may equal or even exceed the differences across borders. However, price is not the only consideration to take into account. In addition to trust and management issues, it is also necessary to take into account practicality, access and international relations. Thailand now outperforms its closest rivals as host for medical tourism in Asia – India and Singapore – because of western accreditation of eight leading hospitals, presence of a wide range of language skills, flexibility of visa for family members and accompanying visitors and the full panoply of Thai tourism facilities, making a medical treatment (especially for elective surgery) together with a period of sightseeing particularly attractive (TICA, 2021).

These features also apply to attracting overseas people to settle in Thailand for residential care, with the addition that Thai people tend to understand important features of a pan-East Asian culture that includes deference to the elderly, avoidance of confrontation and conflict and the importance of face. The expectation that they will be treated in this way is an important factor in attracting residents from Japan, Korea, Taiwan and other countries where the alternative would be much more expensive. Despite the fact that the majority of elderly people are women, most cross-border residents tend to be male and so cultural patterns are fixed in the context of everyday care provided by nurses, who are mostly female, to residents who are mostly male.

Table 3. Selected Comparative Costs for Medical Treatments in Various Countries

Country	*Heart Bypass*	*Hip Replacement*	*Dental Implant*	*Face Lift*	*IVF Treatment*
Colombia	11,200	8,000	1,500	5,200	13,000
India	7,000	7-14,000	N/A	7,200	6,500
Jordan	N/A	5,640-7,050	635-915	N/A	2,540-5,640
Mexico	15-35,000	13,500	975	6,200	6,500
South Korea	N/A	25,000	1,500	6,000	8,000
Thailand	17,188	7,813	1,719-2,813	2,813	3,750-15,625
Ukraine	12-22,000	3,500-4,500	5-700	4,050	1,500-3,500
Vietnam	N/A	6,280-9,860	1,800-2,200	2,320-3,220	N/A

Source: Medical Tourism (2021).

4.2. New Projects and Industry Development

Previous research (Lao-Hakosol & Walsh, 2019) had outlined the emerging shape and nature of the industry and this was mainly confirmed by the new research. As suggested previously, the professionalization of the service was reflected in diminution of importance of feminized Thai-style services from the perspective of the healthcare provider but not necessarily from the perspective of the consumer, who often had an imagined form of Thai-ness which it was expected would be available.

Most new developments are taking place in the periphery of Bangkok, for a combination of cost purposes and to maintain a market for healthcare professionals, who are often reluctant to work in what are considered to be distant provinces.

As residential care becomes more popular in Thailand, people with capital or land have started to consider investing in the sector. This is now possible as real estate development companies have greater capabilities than in the past and more financing options are possible. The basic requirement is for land in a good location, which is usually defined in terms of access to infrastructure, specifically transportation and telecommunications infrastructure together with utilities such as electricity and water. It is also necessary to have good access to health services, police and fire response and so forth. The location must be sufficiently attractive that properly qualified staff will be willing to work there and accessible for those people who would like to visit the residents on a regular or irregular basis.

Table 4. Healthcare Villages and Condominiums

Project Name	*Prices*
Bangsai Wellness City (Ayutthaya province)	4 million baht and up
Jin Wellbeing Country (Rangsit area) (condominium)	4 million baht and up for 43-66 sq.m.
Sawangkanivat 2 (condominium, for one generation only) (Samut Prakan province)	1-2 million baht for 40-60 sq.m.
Otium Retirement Villa (Phuket province) (2021 construction in progress)	51.6 million baht for 276 sq.m.
Senior Complex (72 rai in Samut Prakan province (Ministry of Finance and Rama Hospital (expected to open in 2023)	Minimum rent 10,000 baht per month for qualified tenants

Source: authors' survey (October 2020-March 2021).

Table 5. Price Comparison per Month (Baht)

Residential Home Name (Private)	***Single Room***	***Double Room***	***Common Room***
Senior Healthcare Group	35,000		
Jin Wellbeing County (Thonburi group hospital)	Health	Vouchers	
Camillian Group (Camillian group hospital, associated with religious institution)	30,000		17,000
Srisook Home Pathum Thani	35,000	22,000	15,000*
Sansiri Sukhumvit 107	35,000		25,000
Huachew University	28,000 (60,000**)	50,000**	32,000**

Source: Authors' Survey (October, 2020-March, 2021). (* physiotherapy included; ** special care cases)

Opportunities to invest are improving generally as the government is relaxing rules on foreigners investing in land, either in the form of condominiums and in some forms of greenfield investment. Of course, this takes place against the background of the coronavirus pandemic, the collapse of the tourism industry and the understated but nevertheless desperate need for new investment. There certainly seems to be a measure of pent-up demand in the population as a whole. For example, one project in Samut Prakarn, part of the public sector, is reported to have been fully subscribed even before any advertisements could be released.

The government has produced new regulations to organize the industry to try to ensure that it takes place on a professional basis. As of January 27th, 2021, all businesses involved with providing care for the elderly must register with the Ministry of Health and, as of March 9th, more than 3,000 establishments with more than 28,000 staff members had done so. To be eligible for employment, staff must have received a minimum of 450 hours of training either from the Ministry itself or a recognised provider of such training. Existing establishments which meet these criteria and which registered in the past must do so again by July, 2021.

Figure 1. Typology of Long-Term Care Facilities of Thailand

Charitable	*Combined Charitable and Commercial*	*Commercial*
Indigent elderly		
xxxxxx	Residential care (Thai) xxxxxxxxxxxxx	xxxx
	xxx Residential care (non-Thai) xxxxxx	xxxxxxxxxxxxxxxxxxxx
xxxxx	Convalescent care xxxxxxxxxxxxxxxxx	Xxxxxxx
xxxxxxx	Long-term rehabilitation for substance abuse (Thai) xxxxx	
	Long-term rehabilitation for substance abuse (non-Thai) xxxxxxxxxxxxxxxxx	xxxxxxxxxxxxxxxxxxx
xxxxxxxxxxxxxxxxx	Hospice care xxxxxxxxxxxxxxxxxxxx	xxxxxxxxxxxxxxxxxxxx

Source: Authors' Research

4.3. Contribution of the Industry

This section summarises the impact of the industry to the Thai economy and society overall and follows the TBL approach described above.

Economic: according to the criteria identified above, it is evident that the sector is making a definite contribution, since jobs are being created which either did not exist before or which before had been part of the informal sector or, at best, semi-skilled. The jobs created are mostly in areas away from central Bangkok and so will contribute to regional economic growth. The sector contributes to the growth of the export sector and, when they are linked to additional health or leisure activities, then additional income will be generated from overseas sources. It is clearly in the interests of all stakeholders that establishment churn is kept to a minimum. Any requirements for change will impose significant costs on customers and providers and are likely to inflate transaction costs related to trust and society in the future.

More broadly, residential care homes draw labour from elsewhere. The labour is generally female and this opens up the issue of regional if not transnational chains of care. Since women are expected to provide the bulk of emotional and domestic labour in their households, their absence means that other women must be brought in to replace them. While in this particular case little or no evidence has been found of issues of exploitation, dependency, agency and so on that are often associated with such chains of care (Williams, 2010), nevertheless it is clear that the industry has had an impact on household change and this effect has further provoked disembeddedness, among other effects.

Environmental: in terms of environmental impacts, there is little reason to believe that the residential care trade would have any more of a negative impact than any other within the same general category of personal services. If the development takes place in an area in which reasonable infrastructure already exists or may be anticipated, then the additional impact of demand for water or electricity supply or for waste management or related services should be manageable in the current circumstances. The Thai government has authorized large-scale projects of spatial economic configuration, such as the border special economic zones project (which did not come to pass) and the Eastern Economic Corridor which would bring much more intensive pressure on water resources in particular and, so, it presumably believes that it can handle such issues. More generally, as long as government zoning and environmental management practices are reasonably sound and reasonably well-policed, the environmental impact of this sector does not appear to be problematic.

Social: from the social perspective, further development of this sector would seem to be beneficial, insofar as it would contribute to household incomes and improve the participation level of women in the formal labour market. As a well-governed sector, it should ensure that the overall level of education (and hence value-added) in the labour force will increase as proper training is required and monitored. There will be an overall increase in travel times, including international travel when this becomes convenient again. However, as part of the tourism industry, it would be a contradiction to try to restrict the carbon footprint of travel too severely.

Overall, the TBL contribution of long-term residential healthcare to the Thai economy appears to be positive within broad parameters of governance and the national development goals of enhancing social mobility, education and value-added with a reasonable degree of sustainability consistent with the international agreements to which the government has already assented. At the same time, there is no real argument that the industry should benefit from tax cuts or other incentives nor that it would deserve to receive them.

4.4. Multiplier Effects

Although the concept of the multiplier effect has become quite well-established, actual figures and credible calculations are difficult to identify because of the heterogeneity of circumstances both within countries as well as across borders, in addition to cultural and temporal factors. Each calculation would be likely to produce a different result and there are wide bounds within which the correct figure for any particular point in time might be found.

The first issue concerns leakage. Estimates indicate that approximately 70% of all tourist revenues collected in Thailand will eventually leave the country through money returning to international investors, spent on international travel or on imported goods such as food and beverages (Public Sector, n.d.).

The money that is spent will benefit people in the economy more widely (and ignoring for this purpose the negative externalities of foreign tourism). Estimates indicate that for developing countries, money earned from salaries will be used to support between 7-14 household members either directly or indirectly (EfD, 2015). However, this study considers residential long-term care stays to have a healthcare element. According to studies, expenditure on healthcare projects can produce a multiplier effect of up to 4.6 (Reeves et al., 2013).

If these figures are representative, then a project such as Bangsai Wellness City with units available at 4 million baht would produce 4x4.6 = 18.4 million baht of value overall, of which 70% or 12.88 million baht would be expected to leave Thailand over the course of the project. Meanwhile, Otium Retirement Villa in Phuket province, listed at 51.6 million baht, would realise 237.36 million baht of value, of which 71.21 million baht would be retained in Thailand. As for individual workers, 28,000 trained staff would contribute support to 196-392,000 people.

Of course, these figures are subject to more sophisticated calculations and will certainly be affected by unexpected external shocks such as the coronavirus pandemic.

DISCUSSION

Social changes bring about situations in which actions that used to take place in a familial or a community setting now take place in a market setting. They now take place, that is, under the capitalist system. As Polanyi wrote, pre-capitalist systems focus on the actions of individuals and "… the actions of *individuals* are always part and parcel of *networks* of social relations (Machado, 2011)." By becoming capitalist, such networks become disembedded - that is, their connections with particular places, people or modes of production are loosened and may even be broken. Schumpeter famously wrote of capitalism as creative destruction which will create winners and losers. Networks tend to take care of their numbers at different times to make sure they are sustainable. Disembedded systems behave in quite the contrary fashion, not least because members of the system may not know each other or have a stake in the well-being of others involved. The results are evident in the care systems in the UK and other high labour cost western countries where there has been a series of scandals linked to precarious and underpaid employment (Press Association, 2011).

Government regulation is usually required to ensure that standards are maintained in cases where disembeddedness occurs, such as in the case of privatisation but, also, when activities move into the capitalist sphere. Business managers may claim that their internal processes ensure that such abuses cannot occur but the history of organizations around the world suggests otherwise. In real life work situations, disembeddedness leads to a gap being created between everyday practice and previously effective social welfare systems (Chen *et al.*, 2020). New methods of governance are required for this different age of work systems.

In terms of both aggregate and net contribution to the economy as a whole, it is evident that no single computation will suffice and, further, that as the interactions between globalization and global climate change become more evident in all their complexity, then the increasing sophistication of a model that would properly accommodate the concerns of the TBL is revealed in greater depth. It is important for policy-makers to be clear-eyed about this and acknowledge the extent to which positives and negatives must be balanced for the good of society as a whole.

CONCLUSION

This paper presented findings concerning research into the emergence of long-term residential and health care in Thailand. The research was intended to determine the contours of the importance and value of this industry and its connections with other parts of the economy. It also investigated the nature of the offering provided by industry actors and government partners and the extent to which this has changed as historical approaches to promoting Thailand and Thai-ness have been affected by marketization of the industry. It is clear that the industry is still in the growth stage and that different segments can be identified which are serviced in different ways and with respect to the degree of technology and supporting equipment provided.

The paper suffers from the limitations that inevitably affect research which relies on qualitative work in whole or part. That is, unanticipated bias might emerge in sample selection (especially given some potential respondents withhold permission to be interviewed) and the homogeneity that can be introduced into the sample through a snowball sampling approach. There are always problems as well when interpretation of data is involved, since human beings are asked to interpret data provided by other human beings and, irrespective of how many safeguards are introduced, both sides are known for occasionally being non-rational and, hence, inconsistent. Suggestions for further research, therefore, begin with additional work aiming to overcome these initial shortcomings. That done, it might also be possible to consider other activities which similarly moved from or are moving from network to disembedded status with a view to determining effects and appropriate means of providing governance for them.

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THE DEVELOPMENT OF A CREATIVE AGRI-TOURISM ROUTE: *Pak Dan-Tiin Khao Rai-WitiDhama*

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INTRODUCTION

The tourism industry has changed greatly because of COVID-19. One of the tourism types that comes into play is community-based tourism. This type of tourism is one of the most popular as it gives opportunities for tourists to experience authentic local activities. That is why the department of community development has launched the *Nawatwithi project* to help develop and promote creative community-based tourism (CBT) routes in villages across Thailand. The main purposes of this recent project from the Thai government are to raise local awareness regarding home cultural preservation and to increase the value of local products. The ultimate goal of the Nawatwithi is to strengthen the local community and preserve the local way of life.

Baan Pak Dan is a village located in the Thap Put district, Phang-nga province. The village has outstanding agricultural products including the famous rice called Kao Rai. As well as these agri-products, the village is also known for its cultural attractions, for example, Bang Rieng temple. The purpose of this study was to develop a creative agri-tourism route using Baan Pak Dan as an area of study. The created route was also tested.

LITERATURE REVIEW

Research into the development and promotion of CTB routes has been popular recently. According to tourism scholars, tourism route development refers to setting up a suitable route for tourists to experience conveniently and safely. Tourists are expected to have relaxing and pleasant moments (Pinkao, 2008). This concept is in compliance with the idea of creative tourism. The Designated Areas for Sustainable Tourism Administration (Public Organization) (DASTA) has defined creative tourism as tourism related activities that provide tourists opportunities to experience and participate in local activities. Three concepts are found in the creative tourism idea: creative industries, creative cities, and a creative economy (DASTA, 2015). In addition, Jittangwattana (2006) has mentioned three main categories of tourism routes: hub-and-spoke, circle, and open jaw. Each route presents its own characteristics. For example, in the follow the circle route, tourists will visit the first place and so on until they return to the first place they visited on the trip.

A number of tourism scholars have provided definitions of particular special interest tourism types. Agri-tourism is defined as a type of tourism emphasizing local agricultural experiences. Participation between locals and tourists are part of this experience. Tourists should have a pleasant experience and environmental preservation awareness should be raised (Chai-sangprateep, 2014). He also provided three principles of the agri-tourism concept. The first is having something attractive and novel for tourists to visit and 'check in' to show the world. The second principle is providing agri-activities where tourists can participate with locals. Such activities include planting, harvesting, and manufacturing processes that make tourists feel self-esteem. The third principle given by Chai-sangprateep (2014) is offering some souvenirs, in particular, One Tumbon One Product (OTOP) licensed products. The OTOP products should be attractive and increase the living wages of locals (Taware, 2000).

The Tourism Authority of Thailand has included agri-tourism activities under the slogan *Amazing Thailand* as follows. For example, tourists can enjoy different types of rice cultivation. Tourists can also experience cutting flowers, for instance, rose farms and orchid plantations. In addition, horticulture activity can provide agricultural experiences for tourists, for example, a fruit plantation. Animal farming is another activity for tourists to explore. Agri-festivals are also mentioned, for instance, the lychee fruit festival is popular among Thais.

Ban Pak Dan is located in Moo 5, Bang Rieng sub-district in Tupput district, Phang-nga. It is a small village surrounded by forest and wildlife. The village is named after a World War II event when the village was attacked and locals had protected the place by setting up barricades. At the present, the village comprises 162 households with 620 inhabitants. The majority of the residents are involved in agriculture. Therefore, an agri-tourism route should be developed to attract tourists, in particular, special interest tourists.

RESEARCH METHODOLOGY

A mixed-methods research design was adopted for this study. The area of Baan Pak Dan in Phang-nga is used as the area of this study. Field trips and observation were applied first. During the field trips, information regarding activities and their potential as tourism attraction was obtained. Then a focus group with the head of the community and other community members was arranged. During the focus group, opinions and readiness regarding becoming a CBT attraction were sought. After these two phases, the agri-tourism route was developed, refined, and tested using locals and recruited tourists. Next, the final stage of the study was conducted using a questionnaire. The questionnaire measured the agri-tourism route satisfaction level of those who were part of the tour testing. Content analysis and descriptive analysis were adopted for data analysis in this study.

FINDINGS AND DISCUSSION

The field trips and the observation notes suggested that the most outstanding resources in Baan Pak Dan are rice fields. The rice fields are found along the roads. There are also palm trees found in between the rice fields. The locals apply traditional cultivating techniques which everyone in the village helping each other. With this authentic cultivating style, the traditional performance of *Rabum Tummao* has developed. The Rabum Tummao is created from the local way of life. The performance also conveys how to make *Khao Mao*, starting from the process of planting to harvesting to cooking Khao Mao in the household. Khao Mao is a fragrant pounded rice from unripe rice grains. The performance is created by locals and includes famous southern style songs. Audiences who watch the show should understand the Pak Dan traditional way of life easily.

As well as the rice Khao Mao story, a potential tourism resource in the local community is the *Mahathat Phutthadhama Bhunlue temple* or the famous *Wat Bang Rieng*. An important religious tradition of the community is the religious tradition of the tenth month involving the activity of dressing Pra Taat. In addition, it was found that the community is surrounded by forests with big trees. A forest view can be seen from where the Pra Taat is located. Furthermore, the exquisiteness of the Thai architecture is evident.

From the above mentioned findings, the creative agri-tourism route was developed. The route is themed "*Pak Dan, Tiin Khao Rai, WitiDhama.*" This route fully adopted the potential of local agriculture and culture in its design. The route is in accordance with the three principles of agri-tourism concept mentioned in the literature review. That is, the Rice field is where tourists can see and 'check in' to show the world. In addition, tourists are able to experience being a farmer. In this regard, tourists can try rice planting during July and August and they are able to take especially nice photographs in September and October. Those who visit the village during November and December can experience how to harvest rice. There are many more activities for tourists to experience including salted egg making, bamboo weaving, and local food cooking. Moreover, tourists can enjoy local souvenir shopping. Famous souvenirs available include Dok Kha rice, Khao Mao, and local honey.

The circle tourism route category was used. The key activities comply with the concept of creative tourism. Tourists are able to enjoy, experience, and participate in the given activities. The proposed agri-tourism itinerary is as follows:

Pak Dan-Tiin Khao Rai-WitiDhama One day Trip

09.30	Welcome tourists at the local community hall as they are getting ready for the trip.
10.00	Tourists are divided into three groups: cooks, farmers, and cook helpers. Each group is assigned its own tasks and support each other in local food cooking.
12.00	Lunch time
13.30	Tourists are separated into three groups for three thirty-minute activities. A group will enjoy one activity at a time. The three activities are comprised of bamboo weaving, salted egg making, and rice vermicelli making.
15.00	Worship the Buddha's relics. Tourists are able to experience the Bhudda image being dressed.
15.30	Back to the community hall and the sharing of experiences.
16.00	Return to home/hotel safely.

Twenty-three tourists participated in the tested tour. The majority of them were male, most of them were students. The highest level of satisfaction was for tour guides and how they conveyed the local story, followed by authentic and unique activities. Local friendliness was also mentioned. The tested tour participants were satisfied with the authentic food they cooked and tried.

However, they reflected that some improvements should be considered. In this regard, more toilets should be provided and more local products should be offered.

CONCLUSION

This study is beneficial practically as the local community can utilize the given tourism route for local community tourism development. In order to impress tourists, the local community should focus on offering its tourists unique and authentic local experiences. In addition, tourism infrastructure, including more toilets, and additional local products should be developed. Most importantly, local tourism personnel should be trained extensively. In this regard, the government should provide support and train locals in the essential aspects of being tourism hosts.

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AIR BNB'S DEFIANCE TO MORAL PANICS IN POST-COVID-19 DESTINATION RECOVERY

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INTRODUCTION

As Covid-19 continues to tighten its grip on the global tourism and hospitality sector generally, Airbnb is proving a blessing for an international hotspot in Australia, leading the way through this dramatic recovery period. This perspective article responds to extensive anti-Airbnb studies and principally seeks to expand understanding of the revolving, robust, and discursive short-term rental accommodation (STRA) sentiments. Particular focus is to examine community feeling around micro and macro change within neighbourhoods perceived as bought about by the sharing economy (SE), not least the online accommodation platform of Airbnb. The mere word "Airbnb" may signify moral panic, perpetuating recurrent hostile SE platform rhetoric. Stories surrounding Airbnb catalyse a vibrant sharing economy discourse, with the participation of the media, incumbent industries, entrepreneurs and grassroots activists - each aligned to a particular campaign. Subsequently, the discourse frames in contradictory ways, ranging from a potential pathway to sustainability (the so-called Host movement) to a nightmarish form of neoliberalism (the anti-Airbnb movement).

Notwithstanding, concerns about the prevalence of Airbnb worldwide as dominant within the STRA sector are broad-based, though without holistic critique. In answering the call of Imperatore (2018), this is an avenue we seek to address partially. The prima facie case running against Airbnb through the news headlines and nascent literature points to disruption to community amenity and associated personal concern and fear for an unknown future. Such an environment prompts the present authors to question: Is the phenomenon of Airbnb displaying more broadly as the "boogieman" or "folk-devil" (Cohen 1972) to traditional representations, values, norms, and relationships of community. The purpose herein is to present a counter-frame, thereby offering an alternate interpretation:

The Airbnb-induced "moral panic" beseeching local communities worldwide, not least in Byron Shire, Australia, is unreasonable!

We aim, therefore, to bring attention to the academy's role in producing a specific kind of knowledge on the phenomena - admitting it, however, as just one perspective!

LITERATURE REVIEW

Peer-reviewed literature (Caldicott, von der Heidt et al., 2020; Dann, Teubner et al., 2019; Guttentag 2019) and select worldwide media (Booth 2020; Business Today 2021; Law 2019) exhibits no shortage of Airbnb stories espousing perceptions of community demise. Direct stakeholder finger-pointing stems to platform technologies, and indirectly, Airbnb. The issues are particularly salient for high-profile metropolitan tourist hubs but lesser understood in regional settings (Gurran et al., 2020; von Briel & Dolnicar 2021), like our case study location of Byron Shire, Australia. Indeed, Guttentag (2019) highlights the gap between residents' perceptions of the sharing economy and factors influencing such attitudes remain among many unanswered questions.

Herein, we use the term sharing economy to mean an economic model where people create and share goods, services, space, and money, and Airbnb, as the poster-child of the sharing economy (SE). The frame (Goffman 1974) is an interpretive model based on the production of discourses, ideas, argumentations, through which specific actors give a common and shared meaning to their reality - their campaign. The campaign, or protest, is a thematically, socially, and temporally interconnected series of interactions geared to specific goal shaping of carrier viewpoints within a conflict (della Porta & Rucht 2002). Conflict of values and ideas sits at the very heart of moral panic - with issues varying according to the days' moral panic: industrialisation, bureaucratisation, urbanisation, capitalism, socialism, and technological developments (Hampton & Wellman 2018). A moral panic occurs when a condition, episode, person or group emerges to become defined as a "deviant" threat to societal values and interests (Cohen 1972). The phenomenon involves group relations and status competition often premised around fear of the unknown or the future, amplified through media. While the media-contested reality evokes "frames" thinking, the plurality of community reactions exposing juxtaposing audience segmentation suggests a greater need for "moral" enlightenment and understanding in today's technology supported world.

RESEARCH METHODOLOGY

Through a case study, theoretical underpinnings of moral panic theory and frames theory support reconstruction of the Airbnb narrative by analysing the literature and secondary sources, mostly media articles on the phenomenon, additional to an online survey of 819 residents and 22 community-gatekeeper interviews. As the authors all reside within the community of interest, lived experiences are also "data" (Glaser 2007).

FINDINGS AND DISCUSSION

Within Byron Shire, participants are cognitive to a broad set of Airbnb's impacts, eliciting four positive, eight negative and seven mixed responses. As a novel addition to the Airbnb impact literature, the latter hybrid category suggests Airbnb's leading of more destination visitors is perceivably beneficial for STRA hosts and business/tourism operators. It most likely has little impact on people living away from the tourist hotspot. Notwithstanding, it may be unfavourable for some adjacent locals concerned about the loss of amenity or change in their neighbourhood culture.

For instance, some participants drew comparisons between *'Nice families staying in an Airbnb'* with *'campervanners parking illegally everywhere'*, referring to the moral panic of public place camping in Byron Shire. (see also Caldicott, 2020). However, further participants consider Airbnb and freedom camping as part of the same moral panic. The conflation exemplifies the moral citizen position reflecting the media's sensationalism, further building a "folk devil" interpretation.

However, through deeper review, a counter-narrative to Airbnb as a folk devil reveals itself. Hosts particularly defend their guests as undeserving of the "deviant" label and Airbnb as unworthy of "moral panic". Overall, respondents agreed that Airbnb has positive associations for the following specific stakeholders:

- For Airbnb hosts (AHs) through income generation (94% agreed), and allowing AHs to stay in their home (47% agreed).
- For AHs, approved accommodation providers (AAP) and other business operators bring more visitors to the area (84% agreed).
- For tourists, by providing various accommodations (81% agreed) and making the tourist destination more affordable (35% agreed).
- For property investors (PI) through an increase in investable properties (79% agreed).
- For general property owners, in terms of the increased property price (61%).

The Byron Shire has also shown, through STRA, how to reap the rewards of Covid-19 induced border closures as reflected through the following media headlines:

- Date set for regional tourism restart, Byron Bay to lead recovery (Taylor & Smith, 2020).
- Byron Bay is full of them: Border closures a boon for regional tourism (Taylor, 2020).

The news reported just 11 of 564 properties - or 2 per cent - in Byron Bay listed on a popular STRA platform remained available for the first week of the August 2020 school holidays, a situation repeated across Christmas/New Year. Demand for luxury STRA in Byron Bay was about 50 per cent higher than 12 months earlier, despite Byron having the most expensive Airbnb properties across the New Year period averaging daily rates of US$519.

CONCLUSION

The trustworthiness of this perspective piece lies in a triangulation of data - empirical studies, media coverage, and the researchers' lived experiences - hence countering respondent bias, reactivity, and researcher bias (Lincoln & Guba, 1985). The record suggests media rhetoric around Airbnb is often louder than community-felt reality (Mody et al., 2019), with fear amplified beyond its scale. It implies worldwide Airbnb imposition rather than narrow-based impacts centred on small geographic pockets and nuanced stakeholder self-interests. Existing legislative systems are not, and cannot, respond appropriately to the new ways of doing business or the technologies supporting them. P2P accommodation platforms will not wait for Byron, nor municipal government worldwide, to catch up.

Moreover, in an era beyond seminal sociological, moral panic theory, today's technology and media-driven generation support social differentiation and audience segmentation as the norm. We, thus, contend a need for taking account of this plurality of reactions, each with its different constituencies, effectivities and modes of discourse. By unravelling perceived community sentiment around Airbnb within a non-metropolitan societal hotbed, albeit an international tourist hotspot, this paper brings enlightenment and understanding of the generalised "other" (Blumer, 1969) among tourism stakeholders, including hosts, guests, and governors. The othering of Airbnb presents through the sweeping attitudes held of a commonly perceived immoral institution. However, herein, we further demonstrate that the pros and cons of any particular type of tourism, beyond the rhetoric, can be appreciated by a knowledgeable community (Hadinejad et al., 2019). Indeed, with Airbnb's perceived impacts less harmful than portrayed in media discourse (Mody et al., 2019), proper understanding and management of the phenomenon by local authorities, in collaboration with hosts and online platforms, is called for. Airbnb can contribute to an authentic and flexible range of tourist accommodation options delivering benefits for residents and their neighbourhoods (Gurran, 2018). Subsequently, we advocate replacing the vocabulary of moral panic with representation, discourse, and the "other". We dare to suggest that Airbnb, as the SE posterchild, is not the "villain" but merely one of many change agents creating challenges and offering solutions for future modes of tourism business operation.

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EVENT TOURISM AND DESTINATION MARKETING: A SYSTEMATIC QUANTITATIVE LITERATURE REVIEW

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INTRODUCTION

The notion of event tourism has only recently linked in tourism destinations and has become apparent as a topic of examination since 2008 (Getz & Page, 2016). Event tourism is generally recognised as an integrated approach to the development and marketing of all planned events (Getz & Page, 2016) "as tourist attractions to maximize the number of tourists participating in events as either primary or secondary attractions" (Getz, 1997). Recently, events have emerged as a "booster" to market a place and develop a competitive advantage (Todd et al., 2017). Due to the highly competitive industry, much literature in the field of tourism destinations acknowledges the use of events to differentiate a destination from its competitors (Mariani et al., 2017). Destinations can create events to offer new product and experiences to either draw tourists to a destination or to ensure repeat visits (Van Niekerk, 2017). This research systematically investigates and synthesises the extant literature concerning event tourism and destination marketing, with an aim to provide an analytical review offering a novel way of presenting the themes in the literature.

LITERATURE REVIEW

Tourism destinations are defined as a mixture of tourism products that offers a cohensive experience for visitors (Buhalis, 2000) within a geographical region, political jurisdiction, or major attraction (Bornhorst et al., 2010). Due to the increasingly globalised and competitive market for tourists, destination marketing is now acknowledged as a pillar of the future growth and sustainability of tourism destinations (Pike & Page, 2014). Tourism destination marketing is considered as the National Tourist Organisations management process through which they indicate their target market, approach them to identify and alter their needs and motivations, on local, regional, national and international levels, and accordingly, create and provide tourist products to achieve ideal tourist satisfaction thereby achieving the organisation marketing objectives (Wahab, Crampon, & Rothfield, 1976). The intent of destination marketing is to raise awareness of a destination and increase visitation by creating a unique brand that positions and differentiates the destination from others (Jago et al., 2003). The ultimate success of destination marketing is recognised through the increasing competitiveness of the tourism destination (Abreu-Novais et al., 2016).

Destinations have used event tourism as an instrument that contributes to their economy for many reasons. Event tourism serves as a vehicle for facilitating community building, fostering urban renewal, and encouraging tourism development to provide a better quality of life and environment (Zhou et al., 2017). Events are highly valued as attractions, catalysts, animators, image-makers, and place marketers (Getz, 2008). Increasing numbers of destinations are implementing events as a major component of place branding strategy (Piva, Cerutti et al., 2017) and for enhancement of their destination image (Carlson et al., 2015). Events also increases awareness and interest within the market and consciously increases visitor number (Faulkner et al., 2000).

RESEARCH METHODOLOGY

Given that this study aims to map the current state of research conducted on event tourism and destination marketing and to identify research gaps in this literature, a systematic quantitative literature review (SQLR) was performed to address the objectives of the study. SQLR of relevant studies was conducted using the technique outlined by Pickering and Byrne (2014) and Pickering, Grignon, Steven, Guitart, and Byrne (2015). Research papers were obtained by utilizing five databases, which include Scopus, ProQuest, Science Direct, Emerald and Google Scholar.

Follwing PRISMA data screening method (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) by Moher, Liberati, Tetzlaff, and Altman (2010), four stages were performed in this data screening process; (1) 352 articles have been identified from the mentioned five databases, (2) Google Scholar was then used as a supplementary database to cross-check and identify articles that might have been missed or overlooked. As a result, an additional 11 articles were added at the same time, 66 duplicated articles have been removed. This remained 297 articles. (3) Eligibility check was undertaken in this stage by removing articles were not fit the research objectives and aim of this study, such as terrorism, crisis/disaster, or film events studies. This process has led to 106 articles discarded. Besides, case studies, conference proceedings, executive summaries, reviews, and web pages were also excluded in this stage. After this, there were 191 articles retained. (4) A further full-article content check was employed. Consequently, 70 studies were excluded due to they used meta-analyses, systematic reviews, or conceptual papers with no empirical data and without linkage between events and destinations. Hence, in the final stage, 121 articles remained for further analysis.

FINDINGS AND DISCUSSION

The systematic quantitative literature review has captured the literature development and key research trends of event tourism and destination marketing studies. Several key findings emerged: (1) research interest in event tourism and destination marketing has accelerated rapidly over the last decade; (2) current literature is focussed on sports events (mega); (3) an extensive body of research has investigated the impact of a singular event on the host destination and far less attention has been paid to assess the effect of conducting multiple events (a portfolio) on destination marketing; (4) there is a lacuna of empirical studies on event tourism in the Middle East region; (5) quantitative research methods have been the most common; (6) much of the extracted research does not have a clearly articulated theoretical basis; (7) destination image is the most frequently researched topic; and (8) the variable of *image* was the most common concept investigated. Based on these emerging trends and patterns identified from the synthesis, implications for further investigation into event tourism within the context of destination marketing are proposed.

CONCLUSION

Guided by research aims to map the current state of events tourism research in destination and identify research gaps concerning event tourism in destination marketing, this paper has identified future steps for scholars developing theories on event tourism in destination marketing. This paper reviewed and found that the research on this topic has increased rapidly over the last decade and is concentrated in certain countries which are the U.S. (14%), Australia (10.7%), China (9.9%), and Korea (9.9%). Evidence from this review suggests that there is a need for various types of samples and research methods other than the dominance quantitative studies to provide a different framework to examine various aims of research in the field of event tourism and destination marketing. Further, lack of a theoretical basis was most evident in many of the published studies indicating a need for more theoretically informed event tourism and destination marketing research. This quantitative systematic review contribute toward achieving a more comprehensive understanding of the groundwork, gaps, and opportunities for future research to build upon.

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PARTICIPATION IN COASTAL RESOURCE MANAGEMENT FOR COMMUNITY-BASED TOURISM AT BAN BANG PHAT AND BAN KO MAI PHAI, PHANG-NGA PROVINCE

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ABSTRACT

The purposes of this research were to study the participation level in the coastal resource management for community-based tourism, and to study factors which related to the participation in the coastal resource management for community-based tourism at Ban Bang Phat and Ban Ko Mai Phai, Phang Nga Province. The samples of the study were people from 159 households: 78 households from Ban Bang Phat Community, and 81 households from Ban Ko Mai Phai Community. The purposive sampling method was used to select the samples who participated in the coastal resource management for tourism. The research instrument was the questionnaire, and the statistical data analysis were in frequency, percentage, averge, standard deviation, and inferential statistics.

The results of the study revealed that the participation of both communities in the coastal resource management of both communities was at the 'moderate' level (averge: 3.17) in overall. The participation level of Ban Bang Phat Community was higher than the participation level of Ban Ko Mai Phai Community. At Ban Bang Phat Community, the participation level in the coastal resource management for community-based tourism was at the 'moderate' level of participation (averge: 3.21) in overall. The local people at Ban Bang Phat Community mostly participated in follow-up and evaluation on enforcement of fishing gears such as trawl nets, scoop nets, and stow nets; and control of chemical release which might damage aquatic animal larva. On the other hand, at Ban Ko Mai Phai Community, the participation level was at the 'moderate' level (averge: 3.13). The local people at Ban Ko Mai Phai Community mostly participated in terms of benefits by fertilizing mangrove forests which resulted in the increasing number of black crabs for them to earn income for families. Regarding the study on the factors relating to the participation in the coastal resource management for community-based tourism in the areas of Phang Nga Bay in Phang Nga Province, it was found that the participation of Ban Bang Phat Community and Ban Bang Mai Phai Community did not depend on educational levels, duration of living in the communities, and membership of coastal resource preservation group at the statistical significance level of 0.01. Recommendations is 1) The community requires study on the diversity and abundance of aquatic life and other coastal resources in the areas. 2) Villagers are required to attend meetings with government agencies on mangrove forest conservation and restoration. 3) Villagers want government officials or organizations involved in mangrove conservation and restoration to strictly clarify the rules and regulations on the use of mangrove forest resources and 4) Activities are promoted and persuaded such as mangrove plantation.

Keyword: public participation, coastal resources, community-based tourism

INTRODUCTION

Local communities in the Phang Nga Bay area that participate in the utilization and maintenance of natural resources and environment in the area for their livelihood benefit the public in terms of resource use, maintenance and conservation, and prevention of conflicts arising from the competition of resources, as well as the destruction of natural resources and the environment of local people as well (Sinthipong, 2015). In addition, it is another option for the community to be able to use the existing natural resources in the community for future tourism purposes. Activities from tourism contribute to the damage of resources in tourist attractions. Tourism not only affects coastal resources, but also the quality of life of communities living in the coastal areas that are tourist attractions. (Sathumanatpan, 2011)

From the reasons mentioned above, the researcher is interested in studying both communities, namely Ban Bang Phat Community and Ban Koh Mai Phai Community in Phang Nga Bay Area, Phang Nga Province, as both communities have rich mangrove forest resources and use of marine resources and coastal resources together. People in the community also realized and saw the importance of resources. Additionally, leaders were established in the community to protect, preserve, and oversee resources, and persuaded the community to jointly conserve and realize the coastal resources in their own communities. The community is a model for the use of resources for tourism. This research is to study the level of public participation in the community in the implementation of coastal resources for community-based tourism management in Ban Bang Phat community and Ban Koh Mai Phai community, Phang Nga Province. The Objectives is 1) To study the level of participation in coastal resource management for community-based tourism in Ban Bang Phat community and Ban Koh Mai Phai community, Phang Nga Province and 2) To study factors related to participation in coastal resource management for community-based tourism. In the area of Ban Bang Phat community and Ban Koh Mai Phai community in Phang Nga Province. The body of knowledge gained can be used to benefit other coastal communities and communities. Relevant persons could continue to adopt appropriate resource management planning guidelines.

LITERATURE REVIEW

In the past, southern Thailand was rich in coastal resources such as mangroves, corals and marine life. It was the land of the perfect coastal ecosystem in the Asia-Pacific region. Fishermen could make a living using these resources. Natural resources are part of the environment. Due to the rapid increase in population Along with the relentless advancement of technology, it has led to natural resources being exploited and destroyed so that some are dwindling and some are degraded. Therefore, it is necessary to study and understand both the development and application of natural resources, including the conservation of natural resources for sustainable and long-lasting benefits. (Benjawan, 2013)

Most of the villages in Phang Nga Bay are coastal and make use of coastal resources for their livelihoods. Therefore, collective participation of the people was established in the management of coastal resources to restore resources, with various conservation groups being formed. Community regulations and local surveillance have led to the recovery and complete recovery of coastal resources, enabling people to turn to coastal resources due to the increased availability of coastal resources. Furthermore, it has also resulted in an increase in the number of aquatic animals, respectively, from the cooperation of local residents to jointly conserve mangrove forests with mangrove forest protection volunteers, mangrove reforestation project, by creating a nature study route, The Crab Bank and the village regulations prohibiting the use of fishing equipment such as trawls, fish trap. In addition, ecotourism is organized in the area to present the beauty and abundance of natural resources such as mangrove forest, black mangrove forest to attract both Thai and foreign tourists in ecotourism and environmental conservation of the community to strengthen the community in conjunction with OTOP products. With the cooperation of the people of the community in the management of the natural resources and the environment in the area, the occupation and strength of the community and the sustainability of natural resources and the environment were occurred.

From Sathumanatpan, (2011) said that Coastal management is defined as addressing the degradation of coastal resources by managing their exploitation and resolving conflicts. To be efficient and effective and integrated coastal management is a management process that is integrated between different departments and programs. Related User groups or stakeholders apply for sustainable utilization while conserving coastal areas and resources. As well as Coastal and Marine Spatial Planning, Integrated Coastal Management Planning and Spatial Coastal Management. This is one of the most important tools for coastal management. (Department of Marine and Coastal Resources, 2015)

Community-Based Tourism (CBT) is a tool to strengthen villagers' organizations in resource management. Nature and culture Through the participation process of people in the community Allowing the community to participate in determining the development direction and benefiting from tourism and a tourist interested in exchanging Learned between homeowners and visitors. It also increases awareness and understanding of the role of local communities in Conservation of natural resources and encouraging or encouraging further due to the conservation work in both nature and culture (Thai Ecotourism and Adventure Travel Association, 2010). In the Phang Nga Bay area, Phang Nga Province, there is a study on Sustainable Community Tourism Management: A case study of Ban Khok Khrai, Phang Nga Province, is a qualitative study with objectives to study sustainable community tourism management. An important component to sustainable community tourism management of Ban Khok Khrai Community Tourism Group, Phang Nga Province. The researcher conducted the research through in-depth interviews with group leaders and use of participatory and non-participating observation during tourism activities of the Ban Khok Khrai Community Tourism Group. Which is in the Phang Nga Bay area Similarly to Ban Bang Phat and Ban Koh Mai Phai Community, it was found that the Ban Khok Khrai Community Tourism Group operated as a community enterprise that provides tourism services to both Thai and foreign tourists. The outstanding tourism activities include hot mud spas and hot sand, red ant crabs, clam collecting. Kayaking: Ban Khok Khrai Community Tourism Group has joined the Phang Nga Province Community Tourism Network. Focus on promoting and driving the sustainable growth of communities that carry out tourism activities. The Ban Khok Khrai Community Tourism Group has 4 management potentials, namely the potential of tourism resources. Competence in service and providing quality experiences for tourists Tourism management potential and the potential for community participation As well as maintaining the cultural capital of the community Including the community leaders who provide opportunities for members of the community to have opportunities to directly and indirectly participate in tourism activities. Which is an important part of the community tourism group receiving support from most community members (Pongsakornrungsilp, 2014).

RESEARCH METHODOLOGY

1) Population and Sample

The sample group used in this study used a Purposive Sampling method of 2 communities, namely Ban Bang Phat community and Ban Koh Mai Phai community. The selection criteria was the community that presented natural resources in the community, such as the mangrove forest for tourism in the community of 159 households, e.g. the Ban Bang Phat community (78 households) and the Ban Koh Mai Phai community (81 households).

2) Data Collection Tools

The questionnaire was created and adapted by the investigators based on relevant concepts, theories and research findings. The studies of Kuljira Saowalakjinda (Saowalakjinda, 2012) and Suthathip Khemnoi (Khemnoi, 2011) were modified, as well as a sequence of close-ended questions and open-ended questions. The questionnaire was examined the content validity, structural validity, language correctness by 5 experts. The results of the expert's consideration were calculated for Index of Consistency (IOC), each of which had to be 0.05 or more, and then revised in order to collect the data for both community informants. The data collection area was selected which was an environment similar to that of the study area by using a questionnaire to use a sample group apart from a sample of 35 people to examine the reliability by looking for the Cronbach's Alpha coefficient using a confidence factor of a reliable instrument, namely a confidence factor of 0.70 and above (Kanchanawasri, 2013). The questionnaire consists of the objectives of the study in 4 parts: Part 1) Respondent general information, Including gender, age, marital status, education level, occupation, number of household members, length of stay in the village (years), Status of membership of the Coastal resource conservation group conditions of living in a village or moving from another place and number of arable land one-year participation in coastal resource management in the village. , Part 2) The level of public participation in the management of coastal resources for community tourism, Including participation in the study of coastal resource management, Participation in coastal resource management planning; Participating in actions in coastal resource management, Participation in the monitoring and evaluation of coastal resources management and Participation in the benefit of coastal resource management. Part 3) Barriers to participation in coastal resource management for community tourism, and Part 4) Additional suggestions for participation in coastal resource management for community tourism.

3) Data Collection

The investigators conducted data collection in the area by using specific questionnaires to each of the 2 communities with 159 copies. Show Figure 1

4) Data Analysis

The completeness of the questionnaire was examined and the data was analyzed with statistical packages and presented in descriptive and tabular form by frequency distribution, percentage, average, and standard deviation (S.D.). In analyzing the level of public participation in coastal resource management, which was a Check List, it was divided into 5-level estimations with a score of 1-5 (from lowest to highest level) (Saenguraipen et al. 2018). The average in each items were then determined for each area of the household and rated the public participation in coastal resource management. The scoring criteria for each participation level were divided into a scoring range: 1.00–1.80, 1.81–2.60, 2.61–3.40, 3.41–4.20 and 4.21–5.00, meaning the participation level from lowest to the highest, respectively. Data obtained from the study of Part 1, the general information of the respondents, included education level, length of stay in the village, location, to analyze the relationship participation in coastal resource management were analyzed by Chi - Square (Vanichbancha, 2018)

Ban Bang Phat

Ban Koh Mai Phai

Figure 1. Field data collection using questionnaires

FINDINGS AND DISCUSSION

1. Study results on the level of participation in coastal resource management for community-based tourism in Ban Bang Phat community and Ban Koh Mai Phai community, Phang Nga Province. It was able to show the level of participation in each area and the sub-points with the highest average for each area of the level of participation in coastal resource management. As shown in Table 1

From table 1 The study results presented that the overall level of participation in coastal resource management in both communities was moderate. The level of participation in Ban Bang Phat community was higher than that of Ban Koh Mai Phai community. In Ban Bang Phat community area, people involved in coastal resource management for community tourism were at a moderate level with the average of 3.21. The majority of people had the greatest contribution in monitoring and evaluation, with the average equal to 3.34 in terms of participation in monitoring and evaluation in the enforcement of fishing equipment such as trawler, fishing net, fish trap, and to control the release of chemicals that might be harmful to young fish, followed by the Ban Koh Mai Phai community area with the overall participation in the moderate level with the average of 3.13. The majority of the population had the greatest contribution to benefit participation, with the average of 3.33 in terms of participation of the abundance of mangrove forests, increase of the supply of black crabs, and generation of income for families. In the overall of the two areas, people participated in coastal resource management at a moderate level, which was in line with the studies of Kumlom et al. (2018) on the use and public participation in conservation and restoration of mangrove forest in the case study of Ban Klang Bang Toei, Muang District, Phang Nga Province, of Sangkhanan. (2017) on the utilization and public participation in conservation and restoration of mangrove forest in the case study of Ban Ta Sae, Thung Krabue Sub-district, Ta Khao district, Trang Province, and of Thammathikul. (2007) on the public participation in environmental management of mangrove forest, Ngao Sub-district, Muang District, Ranong Province.

From the summary of study results, Ban Bang Phat community in area 1: Participation in finding problems and their issues (average = 3.07), the mean of the point of participation in the study of suitable areas for oyster culture and other aquaculture in order not to affect coastal resources and the compliance of the regulations of the Department of Fisheries was at the highest level, which was consistent with the study of Pattaphan (2015) who studied the level of public participation in coastal resource management, Marui Sub-district, Thap Put District, Phang Nga Province. 2: Participation in planning and decision-making (average = 3.06), the mean of the point of participation with community leaders to prevent invasion and destruction of coastal resources was at the highest level, in line with the study of Chanvinij & Kumlom (2017) It was found that the average of the participation in planning was at the highest level. In the 3: Participation in operation, the average of the point of participation in conservation and rehabilitation of mangrove forests for development as a tourist destination in the community was at the highest level (average = 3.27). In the 4: Participation in monitoring and evaluation, the average of the point of participation in monitoring and evaluation in the implementation of fishing equipment such as trawler, trawler nets, fish trap, and control the release of chemicals that might kill young fish was at the highest level (average = 3.34), in line with the study of Chanvinij & Kumlom (2017). 5: Participation in receiving benefits, the mean of the point of participation in enriching mangrove forests and increasing aquatic animal supply, generating income for families was at 3.29. Based on the summary of the study results, the Ban Koh Mai Phai community found that Area 1, the mean of participation in finding problems and issues in the point of participation in the study of the area to determine the capacity to support the number of tourists in the ecotourism route was at 3.01. In the Area 2, the mean of participation in planning and decision-making in the point of community tourism promotion plan or project was at 2.99. In the Area 3, the average of participation in operation in the point of mangrove plantation held on important days was at 3.32 which is in line with Tidarat Kumlom (Kumlom et al., 2018).

The study results illustrated that Ban Koh Mai Phai community in the 3: on the point of participation in operation was found that the average participation in mangrove plantation held on important days was at the highest, which was consistent with the study of Sangkhanan (2017). In terms of participation in mangrove forest conservation practices, the highest average participation was in activities such as conservation of mangrove forests, organization of mangrove forest conservation camps on Father's Day, Mother's Day and other important days every year which was at the moderate level (average = 3.26), in line with Kumlom et al. (2018) Furthermore, the results of the study found that in both communities in 5: participation in receiving benefits on the point of participation enriching mangroves and increasing the aquatic supply, and generating income was in line with the study of Tharasuk (2013).

Table 1. Participation in Coastal Resource Management for Community Based Tourism by Ban Bang Phat community and Ban Koh Mai Phai community

Participation in coastal resource management in Ban Bang Phat community	Average / Participation level
1. Participation in finding problems and issues.	3.07 (medium)
Participation in studies of suitable areas for oyster and other aquaculture So as not to affect the coastal resources and comply with the regulations of the Department of Fisheries	3.28 (medium)
2. Participation in planning.	3.06 (medium)
Engaging community leaders to prevent invasion and destruction of coastal resources.	3.26 (medium)
3. Participation in performance	3.27 (medium)
Participation in mangrove forest conservation conservation to develop into a tourist attraction in the community	3.71 (high)
4. Participation in monitoring and evaluation.	3.34 (medium)
Participation, monitoring and evaluation in the enforcement of fishing equipment such as trawlers, fishing nets, and control the release of chemicals that may kill young fish.	4.05 (high)
5. Participating in receiving benefits	3.29 (medium)
Participation in mangrove planting as a result, the mangrove forest is fertile and increased the amount of black crabs make money for your family	3.95 (high)
Total mean	**3.21 (medium)**
Participation in coastal resource management in Ban Koh Mai Phai community	**Average / Participation level**
Participation in finding problems and issues.	3.01 (medium)
Participation in the study of the area to see the capacity to support the number of tourists in the ecotourism route (visit mangrove forests, nature study routes and *Bruguiera gymnorrhiza* conservation	3.26 (medium)
2. Participation in planning.	2.99 (medium)
Participation in setting plans or community tourism promotion projects such as mangrove forests, nature study routes and *Bruguiera gymnorrhiza* conservation	3.28 (medium)
3. Participation in performance	3.32 (medium)
Participation in mangrove planting held on important days	4.06 (high)
4. Participation in monitoring and evaluation.	3.00 (medium)
Participating in the regulation of community tourism practices, such as prohibiting the introduction of intoxicants into the community. Dress code appropriately, such as no shorts, sleeveless shirts, etc.	3.58 (medium)
5. Participating in receiving benefits	3.33 (medium)
Participation in mangrove planting as a result, the mangrove forest is fertile and increased the amount of black crabs Make money for your family.	3.95 (high)
Total mean	**3.13 (medium)**

2. Study results of factors related to participation in coastal resource management for community-based tourism in Ban Bang Phat community and Ban Koh Mai Phai community, Phang Nga Province

The participation in coastal resource management of Bang Phat community was not statistically dependent on educational level at level 0.01, that is in overall, people with all levels of education including the non-education level had a high level of participation as 96.20%, which is consistent with Chumpia (2007) who found that the educational level did not correlate with the participation in mangrove resource conservation of the people in Moo 2,3,4,5, and 6 in Bang Nai Sri Sub-district, Takua

Pa District, Phang Nga Province. This might be because people, at any education level, do not differ in participation in mangrove conservation, which is due to the fact that participation in resource conservation does not require much knowledge, but conscience and participation in mangrove forest conservation practices. Therefore, the education level had no effect on the contribution and participation in coastal resource management of Ban Koh Mai Phai community, and was not statistically dependent on the education level, statistically significant in Ban Koh Mai Phai community at 0.01, that is, when considering overall, it can be seen that informants of all education levels (except for bachelor's degree), having a high level of participation in coastal resource management at 81.50%. In particular, informants with a lower secondary education level were 88.20% participated in coastal resource management. This is consistent with the study of Suelueam et al. (2011), As shown in Table 2

Table 2. shows the percentage and Chi Square of the relationship between participation in coastal resource management and the community education level.

Participation in coastal resource management	Education level							
	Uneducated	Elementary level	Lower secondary level	High school level / Vocational certificate	Diploma level or equivalent (Vocational Certificate)	Bachelor degree	Other	Total
	F/%	F/%	F/%	F/%	F/%	F/%	F/%	F/%
Ban Bang Phat								
Less involved	0/0	2/4.3	0/0	0/0	0/0	1/33.3	0/0	3/3.8
Very involved	2/100	45/95.7	15/100	5/100	6/100	2/66.7	0/0	75/96.2
Total	**2/100**	**47/100**	**15/100**	**5/100**	**6/100**	**3/100**	**0/0**	**78100**
Ban Koh Mai Phai								
Less involved	1/16.7	10/21.3	2/11.8	2/20	0/0	0/0	0/0	15/1 8 . 5
Very involved	5/83.3	37/78.7	15/88.2	8/80	1/100	0/0	0/0	66/8 1 . 5
Total	**6/100**	**47/100**	**17/100**	**10/100**	**1/100**	**0/0**	**0/0**	**81/100**

Ban Bang Phat Chi Square = 8.195, df = 5, p<0.01
Ban Koh Mai Phai Chi Square = 1.006, df = 4, p<0.01

Participation in coastal resource management of Ban Bang Phat community was not significantly dependent on length of stay in the community's village at the level 0.01, that is in overall, those who lived in the community for all periods had 96.20% of participation. Especially those living in more than 15 years, the participation level was 95.90%, inconsistent with the study of Tharasuk (2016) who studied factors affecting the participation of Ban Thang Sai community in mangrove management, Lipang Sub-district, Palian District, Trang Province. The study results presented that the factors affecting participation in mangrove management of Ban Thang Sai community were status and utilization factors which significantly influenced the participation in mangrove management at Ban Thang Sai community at 0.05. While the length of stay in the community had an effect on participation in mangrove management at the level of 0.01. The participation in coastal resource management of Ban Koh Mai Phai Community did not significantly depend on the length of time of living at 0.01, that is in overall, people who live in the community for all periods have a high level of participation at 81.50%, and considering the length of stay in the village, those living in the community for more than 15 years have a level of participation of up to 83.6%, which is inconsistent with the study of Sueluea et al. (2011) who found that the length of stay in an area influenced participation in mangrove forest conservation. As shown in Table 3

Table 3. shows the percentage and Chi Square of the relationship between participation in coastal resource management and length of stay in the village.

Participation In coastal resource management	Time period to live in the village									
	Less than 5 years		5- 10 years		11- 15 years		More than 15 years		Total	
	F	%	F	%	F	%	F	%	F	%
Ban Bang Phat										
Less involved	0	0	0	0	0	0	3	4.1	3	3.8
Very involved	0	0	3	100	1	100	71	95.9	75	96.2
Total	**0**	**0**	**3**	**100**	**1**	**100**	**74**	**100**	**78**	**100**
Ban Koh Mai Phai										
Less involved	1	50	1	25	3	21.4	10	16.4	15	18.5
Very involved	1	50	3	75	11	78.6	51	83.6	66	81.5
Total	**2**	**100**	**4**	**100**	**14**	**100**	**61**	**100**	**81**	**100**

Ban Bang Phat Chi Square = 0.169, df = 2, $p<0.01$
Ban Koh Mai Phai Chi Square = 1.686, df = 3, $p<0.01$

Participation in coastal resource management of Bang Phat community was not significantly dependent on the community's coastal resource conservation membership status at the level of 0.01, that is, both those with membership status and non-membership status of the coastal resource conservation group, contributing at a high level of 96.2%. Those with a membership status of a coastal resource conservation group had a participation level of up to 100%. Participation in coastal resource management of the Ban Koh Mai Phai community was not significantly dependent on the community's coastal resource conservation membership status at the community level. 0.01, that is in the overall, both those with membership status and non-membership status contributed at the level of up to 81.50%. Those with a membership status of a coastal resource conservation group had a level of participation of 86.8%. As shown in Table 4

Table 4. shows the percentages and Chi Square of the relationship between participation in coastal resource management and coastal resource conservation group membership status.

Participation In coastal resource management	Status of being a member of the Coastal Resource Conservation Group					
	Not a member		Be a member		Total	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Ban Bang Phat						
Less involved	3	5.4	0	0	3	3.8
Very involved	53	94.6	22	100	75	96.2
Total	**56**	**100**	**22**	**100**	**78**	**100**
Ban Koh Mai Phai						
Less involved	8	28.6	7	13.2	15	18.5
Very involved	20	71.4	46	86.8	66	81.5
Total	**28**	**100**	**53**	**100**	**81**	**100**

Ban Bang Phat Chi Square = 1.226, df = 1, $p<0.01$
Ban Koh Mai Phai Chi Square = 2.866, df = 1, $p<0.01$

CONCLUSION

Ban Bang Phat Community, the participation level in the coastal resource management for community-based tourism was at the 'moderate' level of participation (average = 3.21) and Ban Ko Mai Phai Community, the participation level was at the 'moderate' level (average = 3.13). The study on the factors relating to the participation in the coastal resource management for community-based tourism in the areas of Phang Nga Bay in Phang Nga Province, it was found that the participation of Ban Bang Phat Community and Ban Ko Mai Phai Community did not depend on educational levels, duration of living in the communities, and membership of coastal resource preservation group at the statistical significance level of 0.01. Recommendations is 1) The community requires study on the diversity and abundance of aquatic life and other coastal resources in the areas. 2) Villagers are required to attend meetings with government agencies on mangrove forest conservation and restoration. 3) Villagers want government officials or organizations involved in mangrove conservation and restoration to strictly clarify the rules and regulations on the use of mangrove forest resources and 4) Activities are promoted and persuaded such as mangrove plantation.

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Impact of eWOM (electronic Word of Mouth) on Consumer Behaviour in OHV (Off-Highway Vehicle) Recreation Markets

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INTRODUCTION

Off-highway motorized vehicle (OHV) recreation activity is one of the fastest growing segments of recreation in the U.S. (Hughes & Paveglio, 2019), and continues to be popular during the pandemic. OHV is any vehicle intended to be ridden off-highway, including all-terrain vehicles (ATVs), utility task vehicles (UTVs), Side by Sides, recreational off-highway vehicles (ROVs), dune buggies, sand rails, motorcycles or dirt bikes, and snowmobiles (Kil, Holland & Stein, 2012). OHV trails in the U.S. are managed by federal, state, local and/or tribal agencies as well as private organizations (Arizona State Parks, 2018).

Extent literature has recognized the power of WOM communication in tourism, especially by mixing traditional WOM with Internet based media. WOM communication is described as "informal communication directed at interested audience about the ownership, usage or characteristics of particular goods and services or their sellers" (Westbrook, 1978: p261). The WOM process allows customers to communicate information and perspectives that hold potential to influence their decision-making process. Electric word of mouth (eWOM) is recognized as the most persuasive marketing tool in its ability to influence consumer purchase decision process (Goldenberg et al., 2001; Ye et al., 2009). Litvin et al. (2008) described eWOM as "all informal communications directed at consumer through Internet-based technology related to the usage or characteristics of particular goods and services, or their sellers" (p.416).

This study examines whether eWOM influences on consumer behaviour in terms of loyalty and spending. Both loyalty and spending behaviours are important components in consumer behaviour. To explore the relationships between consumer behaviour and eWOM, it argues for hybrid conversation strategy between providers and receivers, by incorporating traditional WOM perspectives in SNS environment.

LITERATURE REVIEW

Internet has provided an innovative platform for eWOM communications (Chhabra, 2015). Many people use social networking site (SNS) platforms to communicate about products, brands and companies (Mangold & Faulds, 2009). In tourism, SNSs have become as critical tools creating and sharing the travel information (Shirazi, 2018). SNSs have underscored as a fundamental information source when sharing experience, especially on the subject of eWOM. Numerous studies in tourism state that people can trust eWOM as an information source among friends, relatives, families and co-workers (Shirazi, 2018). Significance of SNSs on the subject of eWOM has been well recognized in marketing literature (Chi & Qu, 2008; Gupta & Harris, 2010; Murphy et al., 2007; Simpson & Siguaw, 2008).

Several traditional/digital WOM models have been presented in academic literature (Haywood, 1989; Litvin et al., 2008; Harris & Prideaux, 2017). In their WOM model, Litvin et al. (2008) illustrated that several factors (meditating variables) influence originators and receivers of messages. Originators' perspective includes: positive personal relationships, a higher degree of product involvement, intensity of surprise, and trustworthiness of the source, satisfaction with the product, identity salience. The receivers' perspective highlights source of information, brand evaluation, stoichiometric integration and memory. Customer trust and loyalty, product value, purchase decision, customer empowerment and product acceptance are reported as meditating variables that facilitate positive WOM (Litvin et al., 2008; Chhabra, 2015).

According to Pandey & Sahu (2017), eWOM holds tremendous potential to reach a large audience whereas the traditional WOM conversation is mostly bidirectional. Pandey & Sahu (2017) presented several factors influencing eWOM intention in tourism. Their study contributed to modelling the relationship between the identified variables to develop better marketing strategies by considering the potential of eWOM. In their proposed eWOM framework, the authors identified various attributes such as: customer experience, quality, price, value, satisfaction, technology acceptance factors, place attachment, and destination image (Pandey & Sahu, 2017).

Harris & Prideaux (2017) recognized the importance of eWOM in consumer behaviour and offered a framework. They suggested how travellers might consider eWOM communication by outlining the integrated and supplementary roles of traditional WOM and eWOM in travel behaviour. Their study indicated that eWOM offers a means for consumers to use their own filters to determine the information in their decision making (Harris & Prideaux, 2017).

Leung, Sun & Bai (2019) examined the state-of-the-art development in social media research and developed a thematic framework of social media research via content analysis and correspondence analysis based on literature review on tourism and hospitality journals. The authors argued that tourism and hospitality businesses promote marketing messages and consumers generate user generated contents while post contents on social media platforms. Social media platforms help in business management and change consumers attitudes and behaviours. The results shows that a lot more social media research conducted form the consumer perspective than from the business perspective (Leung et al., 2019).

RESEARCH METHODOLOGY

The data for this study is part of a bigger project titled "Economic Impact of Off Highway Recreation in the State of Arizona." The project aimed to provide marketing information about the OHV (Off Highway Vehicles) visitors in Arizona and present a comprehensive analysis of the economic impact. A total of 3,550 surveys were randomly collected (1,654 were usable for data analysis) in 2017 and 2018. The survey data used in this study is from retained only (n=960). Retained visitors are defined as local visitors who would have travelled outside the State if OHV trails had been absent. This particular study focuses on tthose who use WOM and/or SNS for their primary information sources. One-way ANOVA and regression were conducted to see the relationship between information sources and consumer behaviour.

FINDINGS AND DISCUSSION

Table 1. Spending & Loyalty of WOM & SNS users

	N	Repeat %	Times Visit	Day Trip %	Hour	Overnight %	Nights	Average Total Spending (per visit)
WOM	396	80.3	20.1	67.7	6.7	30.6	5.1	$1,192.96
WOM ONLY	312	78.8	19.3	67.6	6.4	30.1	5.4	$974.88
SNS	153	77.8	22.6	67.3	7.3	31.4	3.3	$1,509.22
SNS ONLY	69	68.1	19.6	68.1	7.1	30.4	2.7	$908.12
WOM &SNS	84	85.7	25.6	66.7	8.7	32.1	3.8	$2,003.00

This study suggests OHV users who use both WOM and SNS for their information sources have higher chance to visit the destination with OHV trails more often, and higher propensity to spend more for OHV trip. This result may serve as the marketing foundation for leisure/recreation tourism as it suggests the significant impact of eWOM on consumer behaviour in terms of loyalty and spending.

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THE ROLE OF ELECTRONIC WORD OF MOUTH (e-WOM) BETWEEN THE ANTECEDENTS AND PURCHASE INTENTION AMONG BEVERAGE CONSUMERS IN SARAWAK, MALAYSIA

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ABSTRACT

The objective of this study is to investigate the influence of Electronic Word-of-Mouth (e-WOM) on Purchase Intention (PI), as well as to examine the mediating effect of e-WOM between antecedents (service quality, trust, utilitarian value, and hedonic value) and purchase intention among international brand coffee outlet consumers in Sarawak. Studies have proven that e-WOM to be rather persuasive compared to advertising in transferring positive or negative information and is set to be one of the most relevant and important strategies to promote International brand coffee products. This cross-sectional paper, using self-administered questionnaires, is one of the few papers to examine the prominent factors on e-WOM and PI in the context of Sarawak hospitality industry. The targeted population sample consisted of 400 respondents who visited the coffee outlets in Kuching. Quantitative study, random sampling method, descriptive statistic, and structural equation modelling, using SPSS version 22 and PROCESS Model 4 were utilized. The result from the PROCESS Model 4 indicated that e-WOM has a significant mediating effect between all the four antecedents and PI. Further, e-WOM was also significantly associated with PI. This study is helpful for coffee outlet operators in ensuring effective promotional strategies toward greater sales and more promising profits that reflect the understanding of the Eastern context, particularly Sarawak

Keywords: Antecedent, outcome, electronic word of mouth, international brand coffee outlet visitors, purchase intention

INTRODUCTION

In the year 2020, the COVID-19 pandemic brought disastrous impact to the world's hospitality industry. Countries worldwide were forced to impose rules and restriction to curb the spread of the virus (Davahli et al., 2020), including Malaysia leaving country's hospitality industry heavily affected (Khan & Hashim, 2020).

The international brand coffee outlet (IBCO) business posed to be one of the most affected sectors. Coffee is one of the most consumed beverages in the world. Malaysia alone saw an increase in coffee consumption from an average 1.3Kg to 3.5Kg in 2017 (Sinniah et al., 2018), indicating that Malaysians developed a likeness towards drinking coffee. Due to the impact of the pandemic, global coffee consumption decreased dramatically (Kruft, 2020). The pandemic forced IBCO such as Starbucks to close approximately 2,000 outlets in China ("Coronavirus Outbreak: Starbucks Closes about 2,000 Outlets in China," 2020), in Malaysia Starbucks reported a financial loss of more than a million ringgit during the 3rd quarter of 2020 (Wong, 2020); the total impact suffered by all IBCO is unclear as the statistics shown refers to one IBCO in Malaysia only. Besides that, the coffee business is highly competitive, IBCOs are constantly competing with local coffee outlet, and other beverage outlets (Sinniah et al., 2018). Hence, since the pandemic IBCOs has been struggling to cope with the impact of the pandemic and the competitive landscape. To cope with the crisis, IBCO ought to seek for ways to gain an advantage to benefit their business, one such way can be through studying whether Electronic word–of–mouth (e-WOM) can be a mediator between antecedents and purchase intention among beverage consumers.

e-WOM refers to online word-of-mouth, a way of using the internet platform to share reviews between existing consumers and future consumers (Duan et al., 2008). Various studies identified benefits associated with e-WOM thus making it a great tool in marketing product and services (Harrison-Walker, 2001; Lin et al., 2013). However, people tend to question the reliability of e-WOM as some might spread false information using e-WOM. However, no known past study specified e-WOM as a mediator among beverage consumers. Most studies reported the effect of e-WOM on purchase intention in restaurants (Fox & Longart, 2016), fashion product (Saleem & Ellahi, 2017), cell phone brand for Youth (Torlak, et al., 2014), but none among the recent studies examined the role of 3-WOM as mediator among the IBCO consumers in Sarawak context.

In addition, the antecedents such as service quality, trust, utilitarian value, and hedonic value have proven to be related to WOM (Gildin, 2003; Berger, 2014). However, there is still a lack in literature reporting about E-WOM between the antecedents that have the possible impact on e-WOM and purchase intention. Most specifically, in view of lacking past studies about e-WOM as mediator is what causes this study to be conducted especially in Sarawak context. As each country or state represents their own unique cultural background and value, each cultural values and background may have stronger effects under certain conditions than others (Kirkman et al., 2006; Leung et al., 2005); Even though Sarawak is a state of Malaysia, however Sarawak contain its unique culture and background; Thus, past literatures may not be relevant to be generalized in the context (in Sarawak) of this study, therefore Sarawak was chosen as the research site. Besides that, due to the COVID-19 pandemic, inter-state travel in Malaysia was prohibited; Hence as being in Sarawak, researchers could only conduct the research locally. Therefore, it is important to examine the importance of e-WOM on customer purchasing intention as mediator to fill up the gap in literature.

LITERATURE REVIEW

e-WOM can be defined as statements provided by people towards a product via the internet (Hennig-Thurau et al., 2004). This present study was conducted in accordance with the suggestion for future research by a study reported by Kasa et al. (2018) which revealed that in view of the advancement in information technology. The high frequency of technology utilization by consumers and the high dependency on smart devices to seek relevant information and provide feedback to others may affect the consumers' purchase intention. Thus, the need for this study to be conducted is also in view of globalization and technological development that has changed the life cycle of consumers around the world which will affect the decision making among the consumers. In addition, a study revealed that internet is related significantly to business whereby consumers communicate between themselves and not so much among marketers (Levin et al., 2005).

Hypotheses 1: e-WOM Mediate the Relationship between Service Quality and Purchase Intention.

The negative e-WOM is particularly in the aspect of service quality rendered to the customers which may bring a very large impact, not only for future customers, but also to the existing customers. The unwanted phenomena due to the negative e-WOM may affect large number of consumers to switch to other products or services. Yang (2017) and Thomas et al. (2011) reported instead of unfavourable feedback, the negative WOM has a lot more detrimental impacts than the good ones about the poor service quality rendered by the beverages operators in attracting more attention and will raise up the consumers' bad perception to patronize the beverage outlet. Increasing studies discovered that consumers tend to be more interested in the aspect of service quality delivery discussed on blogs and web forums than those marketed traditionally (Pai et al., 2013). However, much is yet to be studied about e-WOM among beverages consumer in Malaysian context and the relevance e-WOM in this context is yet to be revealed in this present study. Thus, hypothesis proposed in this study is Hypotheses 1: e-WOM mediates the relationship between service quality and purchase intention.

Hypotheses 2: e-WOM Mediates the Relationship between Trust and Purchase Intention.

The issue regarding e-WOM is the ability of online information either positive or negative ways to give impact to the business organization. Positive way of e-WOM may represent good and trustworthy information review which may lead to purchase decision. Thus, the positive e-WOM would be ideal and honest opinion which is considered as valuable as free promotion for the business organization (Rowley, 2001). In relation to the statement above, future customers perceive it as more reliable and trustworthy than the product or services advertisement itself. Rowley (2001) suggested that businesses should take the drastic initiative to organise and increase the usage of online platform to promote business products and services to create trust and loyalty toward the product and services which may lead to purchase intention. Hence, hypothesis proposed in this study is Hypothesis 2: e-WOM mediates the relationship between trust and purchase intention.

Hypotheses 3: e-WOM Mediates the Relationship between Utilitarian Value and Purchase Intention.

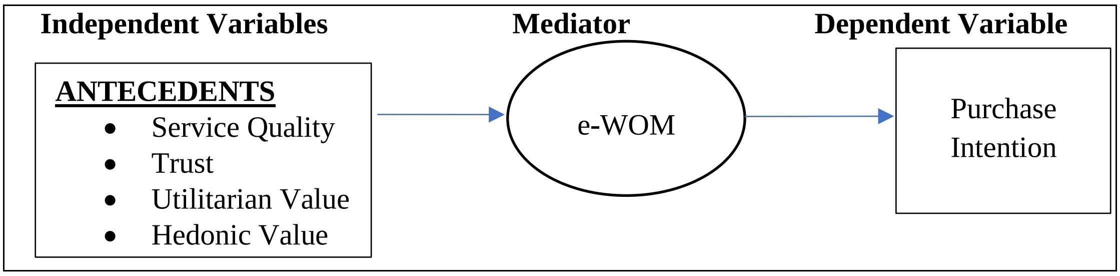
Utilitarian value refers to the value a customer receives from the functionality of a product or services purchased (Babin et al., 2005). Past studies (Anderson, 1998; Fernandez & Bonillo, 2007) shows that utilitarian value will influence customer satisfaction and their willingness to spread positive feedback through online platform. When the consumers are satisfied with the products, this will lead to positive e-WOM. Hence, when consumers have high utilitarian value, the purchase intention is expected to be higher as well as the loyalty towards the brand (Babin et al., 2005; Hu & Chuang, 2012). As the argument between traditional and modern literature, utilitarian value will influence brand loyalty, Dick and Basu (1994) reported that consumer's loyalty toward a product can influence the effectiveness of WOM because when the consumer is loyal to an organization, they will spread the positive feedback and opinions to those who are interested in the products verbally. Nevertheless, modern literature stated that consumers are willing to share new information about the organization to their friends, family members, colleagues, and even to strangers through online networking. Thus, depending on the rational of purchasing the products, accessibility and availability of the products (Fernandez & Bonillo, 2007), the customer will have high utilitarian value, the purchase intention is expected to be higher as well as the loyalty towards the brand will be enhanced (Babin et al., 2005; Hu & Chuang, 2012). Thus, hypothesis proposed in this study is Hypothesis 3: e-WOM mediates the relationship between utilitarian value and purchase intention.

Hypotheses 4: e-WOM Mediates the Relationship between Hedonic Value and Purchase Intention.

Hedonic value is perceived as the feeling of joy and enjoyment when making a purchase (Sarkar, 2011). Based on past studies, experiential view of hedonic consumption centred mainly on aesthetic products such as novels, movies, and art is developed (Ditcher, 1966). Meanwhile a study in by Jones et al. (2006) among the respondents who shopped and visited the retail store (excluding on-line, television, and catalogue retailers) mentioned that there is relationship between hedonic value and customer brand loyalty. Previous studies found that customers are willing to spend money on a product or service that meets or exceeds their expectation (Jones et al., 2006). In food and beverage sector context, when consumers enjoy themselves and have good experiences in an outlet, they are typically forming a positive attitude into it and develop positive e-WOM (Kim et al., 2013). This would encourage them to share with their friends and family about their positive (or negative) experience while enjoying (dislike) the products and services in the outlets. Although studies reported the correlation between hedonic, word of mouth and intention to purchase but little is reported on the mediating role of e-WOM between hedonic and purchase intention. Hence, hypothesis proposed in this study is Hypothesis 4: e-WOM mediates the relationship between hedonic value and purchase intention.

Thus, based on the theory of Planned Behaviour, the mediating role of e-WOM between the antecedents of purchase intention and independent variable and purchase intention as dependent variable is being adopted to construct a research model of four hypothesis as shown in Figure 1.

Figure 1. The research conceptual model



Note. Source: Developed for this research

Underpinning Theory

Theory of Planned Behaviour (TPB) model was used to measure purchase intention of consumers. TPB model was used to explain if an individual's performance of a certain behaviour is determined by his or her intent to perform that behaviour. Thus, perspective of a behaviour can be evaluated positively or negatively and perceived behavioural control is the consumer's judgment and what the individual believes in the product or service (Ajzen, 1991). Previous literature mainly focused on the direct impact of e-WOM on purchase intentions (Zamil, 2011), while few studies have discussed the antecedents of WOM (service quality, trust, utilitarian value and hedonic value) on purchase intention. Gildin (2003) suggested that e-WOM plays a persuasive and influential role most of the time in hospitality industry as it targets to develop long-term relationships among customers and tourists as well. In recent years, e-WOM communication in marketing has primarily been analysed from the point of view of individual contacts (Derbaix & Vanhamme, 2003). This is the main motivation of this research.

RESEARCH METHODOLOGY

Dual language questionnaires (English and Bahasa Melayu) with 42 total items have been constructed and were utilized for data collection. Purposive sampling was applied in representing the population where IBCO in Sarawak were selected as samples. A pilot test was carried out before the conduct of actual study to determine the reliability and validity of all research instruments and to identify any potential issues that arise from research methods. A total of 400 questionnaires were distributed among the beverage's customers patronizing beverage outlets in Sarawak, Malaysia, which had exceeded the minimum sample needed and had been calculated through G*power version 3.1.9.2 with actual power was 0.950 with effect size of 0.15 calculation. There are a total of 201 female respondents, with 50.25%, while male respondents consist of 199, with 49.75% of the total. Quantitative method analysed with Scientific Package for Social Sciences (SPSS) version 23 was applied for data analysis. Table 1 summarized the variables, all the mentioned variables items met the benchmark value in validity as well as the reliability tests results as follows: factor loadings for all items exceeded value of 0.40 (Hair et al., 1998), KMO values exceeded the value of 0.70, meanwhile for Bartlett's test of Sphericity, p-value does not exceed 0.05 which revealed the significance difference of correlation matrix from identity matrix (Hair et al., 2007). In conclusion, all variable items met the recommended value as per reported in the past studies (Hair et al., 2007).

Table 1. The research instrument

Variable	Items	Sources	Factor Loadings	KMO	Bartlett's Test of Sphericity	Cronbach Alpha
Service Quality	9	Babin et al., 2005	0.481 to 0.791	0.812	1706.305 P=0.000	0.859
Trust	6	Kassim & Abdullah, 2006	0.421 to 0.788	0.815	860.086 P=0.000	0.831
Utilitarian Value	8	Babin et al., 2005	0.461 to 0.684	0.828	1486.392 P=0.000	0.858
Hedonic Value	9	Babin et al., 2005	0.504 to 0.698	0.864	2213.849 P=0.000	0.894
e-WOM	4	Chu & Kim, 2011; Sun et al. 2007; Park et al., 2007	0.431 to 0.922	0.776	1053.139 p=0.000	0.846
Purchase Intention	6	Jalilvand & Samiei, 2012	0.546 to 0.824	0.890	1536.158 p=0.000	0.886

Note. Source: Developed for this research

FINDINGS AND DISCUSSION

Hypothesis 1 proposed that e-WOM mediates the relationship between service quality and purchase intention, the result exhibited that there is a significant indirect effect of e-WOM in the relationship between service quality and purchase intention with significant score value of 0.099** (LLCI 0.041, ULCI 0.160). Based on statistical data, IBCO customers are likely influenced by e-WOM (as a mediator) despite the service quality itself. Since services are intangible, customers tend to rely more on e-WOM to obtain information which improves the confidence of decision-making as well as purchase intention (Berger, 2014). Gildin (2003) claimed that good quality result in positive e-WOM, hence increasing the purchase intention. Furthermore, in the services industry, e-WOM may assist to reduce risk particularly to decision in purchasing intangibles product (Pourabedin & Migin, 2015). Therefore, positive e-WOM may assist IBCO to create a positive/negative image while enhancing the customers' purchase intention. A satisfactory experience from IBCO in terms of attributes such as availability of services climate as well as the positive outlet's surrounding conditions can lead to generating positive e-WOM (Abdalla et al., 2014).

Hypothesis 2 suggested that e-WOM mediates the relationship between trust and purchase intention. The outcomes revealed that there is a significant indirect effect of e-WOM in the relationship between trust and purchase intention with significant score value of 0.096** (LLCI 0.036, ULCI 0.162). The possible reason is due to the perception of the customers in purchase intention toward IBCO beverage. If consumers observe negative feedback through e-WOM, it will affect their trust and purchase intention on the IBCO. This statement aligns with past studies that reported the only method to gain consumers' trust on certain product is through e-WOM in view of the ability to gain the access on all the information and details about the products and services that they would like to purchase (Biehal & Chakravarti, 2006). In short, e-WOM does play an important role between trust and purchase intention as it is the most appropriate mode of information gaining to minimize effort, time, and risk in buying decisions (Hennig-Thurau et al., 2004).

Hypothesis 3 proposed that e-WOM mediates the relationship between utilitarian value and purchase intention. Results show that there is a significant indirect effect of e-WOM in the relationship between utilitarian value and purchase intention with significant score value of 0.061** (LLCI 0.024, ULCI 0.162). Mediating role of e-WOM can be described as the customer satisfaction and their utilitarian value will affect their willingness to spread the positive e-WOM (Anderson, 1998; Sanchez-Fernandez & Iniesta-Bonillo, 2007). While consumers who received positive e-WOM but have no intention to purchase will eventually have the purchase intention due to the reason that utilitarian value expressed and shared by consumers already patronized the IBCO (Babin et al., 2005; Hu & Chuang, 2012). In addition, e-WOM is often the main source for consumers to choose certain products or services and customer rely very much on e-WOM in increasing their utilitarian value based on others who have purchased before (Hennig-Thurau & Walsh, 2004).

Hypothesis 4 suggested that e-WOM mediates the relationship between hedonic value and purchase intention. Result shows a significant indirect effect of e-WOM in the relationship between hedonic value and purchase intention with significant score value of 0.030** (LLCI 0.008, ULCI 0.061). This indicates that e-WOM plays a significant role as mediator between hedonic value and purchase intention. Hedonic value will affect consumers' purchase intention, but when e-WOM is involved, the influence of e-WOM lead to purchase intention among the customers. Furthermore, customers are likely to be engaged in positive feelings on the products when they receive hedonic information (Pöyry et al., 2011) and there is a close relationship between e-WOM and the need for social acceptance among the customers in term of hedonic value (Lloyd et al., 2011; Kim et al., 2013). Thus, customers are willing to spend money on a product or service that meets or exceeds their expectation in terms of fun, enjoyment, interest and excitement and if those elements are present, they develop positive attitude which leads to positive e-WOM (Jones et al., 2006) which also leads to purchase intention.

CONCLUSION

This study attempts to determine the mediating role of e-WOM between the antecedents and purchase intention among IBCO in Sarawak. There is a high possibility for purchase intention to occur due to the impact of the antecedents where the role of positive e-WOM plays an important role to attract and persuade consumers which lead to better business performance for IBCOs. In simple words, customers are keen to acquire either good or bad information about a product or service provided by IBCOs, which they search through online platform (Bickart & Schindler, 2001). Thus, when the customers have no ideas or have little information about an IBCO, customers prefer to utilize e-WOM as the main source of information to determine the quality, specification, or standard of a IBCO (Harrison-Walker, 2001).

This study can help IBCO to understand the importance and power of e-WOM and should make good use of e-WOM platforms to engage with customers and to monitor feedback in order make any necessary improvements. IBCO should make good use of e-WOM to as a medium to employ promotional strategies to achieve more promising profits and brand reputation.

This study had several limitations. First, this research was conducted in Sarawak only, hence the result only represents a segment of the Malaysian population. To obtain more comprehensive understanding of this topic, future research should attempt to cover wider geographical area. Second, the number of respondents was relatively low as compare to the whole population of Sarawak. Even though the respondents exceeded the minimum sample size (as calculated using G*Power) required, however as compare to the whole population of Sarawak, the sample size is relatively smaller. Future research should attempt to cover a much larger sample size relative to the population of Sarawak to obtain a more precise and conclusive result. Third, this study was conducted using a quantitative method only which lacks personal insights and does not reflect experiences. Future research should consider employing qualitative method for this topic to gain insight and glimpse into the experience of respondents which might contribute a more in-depth result. Future study should integrate

Phenomenology approach to provide better understanding on any relationship pattern of finding on e-WOM issue. This might lead to the discovery of new variables that are much more reliable.

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THE POTENTIAL OF DIGITAL STORYTELLING IN HERITAGE FOR DESTINATION MARKETING

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INTRODUCTION

It is neither a recent nor revolutionary discovery that human lives are constructed, reflected and projected through stories. However, during the 20th century research in consumer psychology and neurobiology drove scientists and practitioners into developing neo-behavioristic buying decision models with an ever increasing granularity and a strong focus on the elements (e.g. preferences, attributes, benefits, perceived risks, image items) instead of the – holistic – gestalt. It is not too long ago that marketing (re-) discovered the power of storytelling as a tool for message persuasiveness and bonding with consumers (Kilic & Okan, 2020). Tourism marketing followed with a certain time lag to adopt this tempting tool for communication purposes. However, what is convenient and straightforward for individual businesses and brands appears to be challenging for place and destination branding. Even before destination management and marketing organizations could develop and implement appropriate storylines and the appropriate Web 2.0 platforms, travelers started sharing their own stories related to place experiences. Implicitly, these digital storytellers are co-creating brands, however, in most cases, without control over the directions by those in charge of the place marketing management. This paper reviews briefly the current development of (digital) storytelling in tourism. It continues to integrate concepts from marketing and consumer behavior theory into the realm of storytelling from a destination management perspective. Hence, it offers a conceptual development emphasizing the challenges for implementation particularly in the context of cultural heritage tourism.

REVIEW OF STORYTELLING IN TOURISM

It is important to understand in which fields of theories and model building storytelling is embedded. Storytelling addresses the "how" or the format of communication activities. Marketing distinguishes different sources of information that consumers exploit actively and passively. Marketers have control over their induced media content and to a much lesser degree over organic content: nowadays hugely driven by social media. Goals in communication and advertising are multi-faceted. However, increasing awareness and credibility (Loda et al., 2009), changing the mindset and the emotional bonds are key in most of the goal settings.

Why stories and storytelling have the potential to achieve better results in the quest for persuasive communication? Woodside et al. (2008) summarized the foundation for this potential in five propositions: 1. Human brains rather work narratively than through arguments and paradigms. 2. Information in the human memory is stored and retrieved to a large degree in episodes and scripts combining experiences, characteristics, summaries, and evaluations with a particular context. 3. Reading, watching, retrieving and re-enacting stories helps the individual to identify archetypes and to project the self on to those archetypes. 4. Brands and products can act as mediators in this projection which ultimately creates pleasure on the side of the consumer (Bagozzi & Nataraajan, 2000). 5. Repeating a story (both telling and listening) contributes to clarification of prior experiences and interactions, particularly towards anchoring these in specific archetypes (e.g., story of rebellion, mother-of-goodness, little trickster, ultimate strength, the hero; Wertime, 2002).

Up to date, only a few studies in tourism look into destination marketing through the lenses and propositions mentioned above. Woodside & Megehee (2009) benchmark the theoretical framework proposed earlier (Woodside et al., 2008) through 14 propositions and three examples of epiphany travel experiences demonstrating how relatively unimportant the destination is for the entire journey. Their study focuses on a better understanding what travelers do during their journey and how they interpret their experiences (the unfolding of events and the related archetypical explanations). These insights should help destination marketing applying storytelling for journeys appropriately and pushing the preoccupation with benefits derived from a destination's features into the background.

A rather practical attempt to combine storytelling and place management has been published recently by Bassano et al. (2019). Yet, the authors acknowledge the elementary role of storytelling unfolding myths, legends, and folktales for humankind and three different perspectives in the literature: the social construction of storytelling, the organizational symbolism, and storytelling management. They propose "that storytelling may be applied to place storytelling, whenever "place" is conceived as a service system and in building competitive identity to obtain reputation through value co-creation processes (Bassano et al., 2019, p. 11). Their storytelling management comprises three macro-stages: a) building a place story; b) telling it to place stakeholders (storytelling), c) listening to story feedback.

The majority of studies concentrates on the story listening part of this framework and its potential effects (Moscardo, 2018). This trend reflects the genuine function of proposition five of Woodside et al.'s (2008) theoretical foundation of storytelling: repeating, clarifying and anchoring in particular archetypes. Studies investigated empirically the effects of storytelling as co-creation behavior (Pera, 2014), or the effects on destination branding (Ben Youssef et al., 2019; Lund et al., 2018; Zhong et al., 2017). A particular interest can be seen into studies investigating travelers' storytelling and its persuasive effects on empathy and travel intentions (Ali Ekber et al., 2015; Hsiao et al., 2013; Kim & Youn, 2017; Li & Liu, 2020). However, these studies rarely link this listening stage back to the story building and storytelling parts which would be essential for a consistent strategy of identity development and improved destination competitiveness.

Cultural heritage offers a wide range of content opportunities for profiling a place. In the context of this study, it is asked how heritage themes can be used beneficially to make places distinct and attractive. Museums and archeological sites experimented already with making the hidden stories and myths more accessible and comprehensible by applying means of digitalization including augmented and virtual reality (e.g., Bec et al., 2019; Gretzel et al., 2009). Principles of storytelling are applied to a varying extent. What might work favorably for enhancing visitor experiences at a particular attraction, fails probably to serve the purpose when it comes to increasing destination attractiveness as a whole and winning the race for the travel itinerary.

STORYTELLING: A CONCEPTUAL MARKETING SYNOPSIS FOR TOURISM

The more destinations are entering the market, the more travel product information has been disseminated, the more the degree of mobility and accessibility rises and the easier it becomes to access factual and experiential data: the more destinations are exposed to competitive pressure. Following the principles of marketing management, destinations had to (re-) consider their appeal by assessing and redefining their perception from outside and in comparison to other competitors (Chacko, 1996; Balakrishnan, 2009). To date, destination images, their role in word-of-mouth recommendation and subsequent travel decision making rank among the top most researched areas in tourism (Tian et al., 2011). Differentiation and branding strategies emerged as a response to the constantly increasing competition.

Image and branding attempts seek to achieve uniqueness and a strong emotional bond with the destination (Zhang et al., 2014). While nation-level loyalty can be considered globally relatively high (particularly when including domestic tourism), the battle for renewing travelers every year cannot be compared to brand marketing efforts in the consumer goods market with much higher shares of loyal customers. However, the means and instruments remain the same: working with impressive visuals (pictures and videos), audio and still with text or spoken language. The interesting and - at the same time - challenging question is: What and how to present?

Emotional appeals like stunning cityscapes, steep waterfalls and valleys, magnificent beaches, brilliant concerts and unique historic art work are common elements to be found in promotional material. These cues are devised to create robust links between particular destination names and those characteristic elements. It is widely known that the underlying attributes - whether more emotional or more functional - represent disjoint categories which can be fulfilled independently and metaphorically 'filled into different containers like a juice bottle, a spaghetti box, a yoghurt cup or a meat vacuum bag'. However, consumer behaviour theories suggest to look deeper into the values in life (Kostelijk, 2017; Walker & Olson, 1991), the consumers' personality (cf. self-image congruence; Jamal & Goode, 2001), and their lifestyles in the hope to find systematic associations with those superficial emotional and functional attributes (Kahle & Chiagouris, 1997) and meaning from a particular consumption behaviour. This is one stage when marketers have to acknowledge that demand in most markets is not homogenous. Customers buy the same brand and model, but with different underlying life values, lifestyles, and mindsets.

Marketing managers for consumer goods introduce similar products under different brand names to find an optimal match with their target segments (e.g. beverages, personal hygiene articles, detergents, fashion). Destination managers are facing rather stringent limitations for this strategy: budgets, campaigns and the genuine goal of distinct brand profiles usually do not allow a multi-brand approach. And yet, they need to attract definitely not only one traveler segment knowing that travel products and services within their own destination are multi-faceted. With the promotion of the service-dominant logic, the focus on consumer experiences, experience design and value co-creation, tourism marketers could extend their portfolio of instruments for finding solutions for an optimal product – brand – market match.

The following conceptual framework (see Figure 1) helps visualizing the tensions arising from applying storytelling principles in destination marketing. "To be sustainable, innovative service design needs to build on the destination's cultural, social and natural capital as its heritage and future to void the creation of similarity with other destinations that has come with globalization" (Gnoth, 2017). Commonly, the destination marketing organization is in charge of developing and implementing the communication strategy. If this strategy is not anchored in the culture and values of the destination community, it will lack authenticity, identity and - ultimately - sustainability. Hence, any common storylines should be deeply rooted in the collective heritage and values of the people living in the destination.

Using archetypes to convey a certain brand personality has a great potential for tapping into universal emotional desires. Individual tourism players demonstrate the applicability of this principle already: restaurants (Joe Farelli in Göteborg), hotels (Klaus K Hotel in Helsinki), theme parks (Disneyland), entertainment venues (The Venetian). For larger geographic entities though, convincing examples are not so easy to identify: e.g. Las Vegas (for the jester type), West Virginia (for the explorer type), Amsterdam (for the explorer and innocent type). An interesting exception is the study on the Hero's journey illustrated by destination brand commercials from Australia, Bangladesh, Brazil, South Africa, Scotland and California (Moin et al., 2020). This paucity of examples is clearly related to the problem of choosing the 'right' archetype and matching story which are capable to represent the overall destination personality. Wertime (2002) recommended, however, the use of multiple, overlapping sub-archetypes: "Indeed, the great brands might stand for one word or idea in consumers' conscious minds, but they often harmonize multiple archetypes on a subconscious level, which is the reason for their broad appeal and strong consumer connections. A blend of archetypical powers can add new layers of richness to the image." (p. 204).

Figure 1. A conceptual framework for storytelling in destination marketing (inspired by Moscardo, 2020)

In this respect, the principles of experience design (Gnoth, 2017; Kim & Fesenmaier, 2017) and storytelling (Moscardo, 2017, 2018, 2020) are insightful and helpful for developing umbrella storylines. However, it requires a sensible and creative approach to open sub-spaces for travelers and visitors to explore and fill these sub-spaces with their own experiences. The overwhelming majority of these experiences will be co-created with members of the destination community, but not with those stakeholders who are primarily responsible for the launched stories. Hence, for filling the travelers' own storybook with 'matching' enactments, many different encounters with company owners and managers, with frontline people in tourism, with locals and, last but not least, other visitors are necessary. The more these co-actors understand the tourist with his/her fundamental desires and quests (e.g see the familiarity-novelty continuum and the knowledge-existential continuum as outlined in the Tourism Experience Model: Gnoth & Matteucci, 2014; also characterized as stratified processes of involvement: Gnoth & Zins, 2013), the better the co-creation process will generate satisfaction and emotional bonds (Ben Youssef et al., 2019).

Travelers who do not want to leave the familiar roles, norms and activities (a) the 'Pleasure Seekers' and b) the 'Re-Descoverers' in Gnoth & Matteucci's terminology) will turn 'the destination into a stage or a means to an end' (Gnoth, 2017) and experiencing the environment and the activities pursued mainly in a self-reflective manner. Towards the other pole of the continuum sits the traveler who is willing to explore and to immerse in their environment. The two ideal types are described as: c) the 'Knowledge Seeker' getting involved in new activities and acquiring new skills but within a schema of their own socio-cultural environment and identifying the differences and contrasts between 'us' and 'them' (Gnoth, 2017), and d) the 'Holistic, Existential Tourist' with a similar interest in immersing and understanding a different culture, however with the pursuit of emotional convergence.

For destination marketers and the stakeholders in the destination community it is essential – at least – to consider these differences or heterogeneity of consumers (in marketing jargon). In addition, tourists have their own life stories (mostly hidden and unknown for the host community), their own stories and experiences with destinations and generate new and partially re-enact previous ones related to particular attractions, activities and places (Moscardo, 2017). A good proportion of the spheres and sense-making of such experiences and stories remains unconscious (Woodside & Sood, 2017). Hence, designing opportunities for tourism experiences and developing adequate stories require a differentiated and insightful view on the role of heritage artefacts.

Destination stakeholders develop their own rationale (stories) about artefacts like typical dishes, food ingredients, handicrafts, music, songs, rites, costumes, architectural styles, art work, museums, and inventions. This represents their emic sense-making, which might be different from the emic understanding by travelers. Moreover, what the researcher or outsider interprets from stories initiated from destination marketers or community representatives and travelers (etic perspective) may not capture the same meaning. Therefore, to which extent these enactments and new plots developed and voiced by travelers are matching with the intended strategic positioning (see Figure 1: storytelling congruence), is subject to a separate and complex process: story listening, what travelers share on social media either during or post-trip. Timely and systematic analyses allow for adjustments in both directions: re-orientation in collaboration with the destination community and re-design of communication instruments.

The results of story listening research confirm the positive results of using the principles of storytelling: e.g. the narrative elements and plot types on empathy and travel intentions (Ali Ekber et al., 2015; Hsiao et al., 2013; Kim & Youn, 2017; Li & Liu, 2020) and on destination branding (Lund et al,, 2018). Another stream of research delivers many details on how to structure storylines and the interaction with experience design in tourism (e.g Moscardo, 2018, 2020; Mossberg 2008; Woodside & Megehee, 2009). Yet, the implementation of the proposed design principles to enable travelers and visitors to grasp and ultimately enact the underlying story themes, myths and plots by themselves is still an under-researched domain.

Museums, archeological and other cultural heritage sites employ more and more augmented and virtual reality applications. Bec et al. (2019) developed a conceptual model for the management of immersive heritage tourism experiences with the expectation that cutting-edge technology enables the better engagement with history. While these approaches support technology enhanced experiences on-site, the integration into a more generic storyline a destination intends to pursue is commonly not integrated. However, there are attempts of realizing dynamic digital storytelling systems accomodating social information about the user (traveler, visitor) into the discovery of cultural heritage (Clarizia et al., 2017) and of using non-linear storytelling techniques in an adaptive and mobile environment where the audience becomes a co-author (Casillo et al., 2016). This is where the idea of transmedia storytelling comes into play (Johnston & Rowney, 2018) which may contribute to exploit the full potential of the persuasive character of stories to be told by destination management organizations and their stakeholders.

CONCLUSION AND IMPLICATIONS

The content of blogs, tweets and other user generated content is not the same like what the consumer behaviour and marketing literature considers as stories and storytelling. However, when 'listening' carefully and systematically to what internet users (travellers and non-travellers) are writing and sharing, the essence of many stories can inform the management of places in which ways the intended stories (if existing) about these places and destinations are re-enacted, in which ways they are extended, and in which ways they are completely deviating. Modern interactive communication tools and platforms enable and facilitate all three elementary stages: story building, storytelling, and story listening. While much attention has been drawn already to the latter stage, a thorough understanding and the swift management of the initial two steps are pending challenges. This creates a huge barrier for using heritage content and heritage attractions as a vehicle for destination and place branding via storytelling.

The conceptual framework for storytelling in destination marketing outlined above tried to integrate concepts and theories for destination management, communication, narratology, experience design, and consumer co-creation. The complexity of tourism service eco-systems cannot be reduced or resolved by simply adopting the principles of storytelling for destination advertising. Yet, digital tools are opening new avenues for bridging storylines at different experience levels (life, place, trip, activity), implementing segmentation strategies through self-selection and co-creation which leads to stories enacted, written, and completed by the traveller.

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AN EXPLORATORY STUDY OF PREDICTIVE VOICE ANALYTICS AND LEVERAGING MACHINE LEARNING TO MONITOR EMOTIONAL LABOUR OF HOSPITALITY FRONTLIERS

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INTRODUCTION

In the hospitality industry, emotional labour is a well-practiced concept (Lee & Madera, 2019). To further illustrate, employees in the hospitality industry often need to work long hours with varying shift times, face customer aggression, and they even ought to depend greatly on tips. Thus, hospitality professionals have high tendency to be emotionally burnt-out, stressed, frustrated, or exhausted, yet they are still expected to hide their true emotions and put up a cheerful face to their customers (Hülsheger et al., 2015; Kashif et al., 2017; Kim, 2008; Lee & Madera, 2019). The term 'emotional labour' has been defined as "the management of feeling to create a publicly observable facial and bodily display" (p.7) (Hochschild, 1983). This is true as suggested by a recent literature that hospitality professionals are expected to manage their emotions including their expressions towards their customers to be able to gain outstanding service quality and customer satisfaction (Hu, Hu, & King, 2017).

LITERATURE REVIEW

According to Grandey, Diefendorff, & Rupp (2013), there are two commonly used strategies by employees to regulate, modify and control their emotions which are deep acting and surface acting. Deep acting is modifying the truly felt emotions to produce the desired feelings. One such example is regulating inner feelings. Surface acting, on the other hand, involves faking the expected emotions such as regulating superficial expressions (Grandey, 2000; Wang & Xie, 2020). Surface acting is known to be extremely detrimental to labours' well-being and may lead to labour stress or strain (Krannitz et al., 2015). To date, there is lack of research investigating ways to capture labour emotions in a real time, especially the extend of emotional labour towards frontline employees such as those in the hospitality industry, and how to prevent them from detrimental emotional and physical effects of emotional labour. Whilst recent literature has suggested that training programs may facilitate employees to better manage their emotional labour (Anderson et al., 2003), however, there are still ongoing debates in the emotional labour literature pertaining the best way to manage emotional labour (Zhao et al., 2019).

Therefore, the objective of this paper is to explore the emotional labour of hospitality frontline employees in real time by leveraging technology. With the exponentially high demand in technology, there are numerous technological tools which utilised deep learning algorithms and sophisticated machine learning to detect people's emotion by monitoring their speech sentiments in real time (Gavrilescu & Vizireanu, 2019; Gideon et al., 2019; Kwon, 2020). The development of this type of technological tools, which monitor emotions through Artificial Intelligence (AI), is known as emotion AI (Chakriswaran et al., 2019). One example of organisation which develop a mobile application that would be able to predict symptoms of depression by monitoring speech in real time is WatchYourTalk. Another organisation is Empath, an emotion AI company which provide a platform to identify emotion in real time via voice. Empath is capable to analyse multiple physical properties of the voice. Recently, call centres have also started to utilise voice-analysis software which detect mood in both agents and customers to attain better product delivery (Hildebrand et al., 2020; Scheidt & Chung, 2019). By utilising software to detect signs of emotions such as distress in customer's voice, agents would be able to adjust how they should be communicating with their customer (Akçay & Oğuz, 2020). With the development of such technologies, organisations especially hospitality organisations should leverage the existence of these technologies for dual purposes, that is, for monitoring employee existing emotional well-being and for monitoring the extent of emotional labour they are performing.

Yet, as technology keep evolving, there are many concerns raised by users such as social influence, trust, perceived usefulness of the product, and perceived ease of use (Beldad & Hegner, 2018). Given the paucity of prior research in this area, a qualitative approach will be undertaken to gather in-depth information to better understand this nature (and nuances) of this phenomenon and the willingness to adopt the technology. This inductive will be based on Technology Acceptance Model (TAM) (Davis, 1989), that is, by exploring how the hospitality organisations and employees perceived the adoption of TAM as tool to monitor labour emotions when working. The rationale of choosing TAM is not only because it is widely accepted and is one of the most cited models of Information Systems, but also due to its reliability which entails a well-defined procedure. Despite many quantitative studies on technological adoption in various industries (King & He, 2006; Sagnier et al., 2020), several researchers argue that the true comprehension of technology integration is limited if depend solely on quantitative approach, as most of the quantitative studies in the related field focus more on the impact of system- or individual-related features.

RESEARCH METHODOLOGY

This research is one of its kind as it utilises qualitative approach to explore the new perspectives on a well-known research topic (Strauss & Corbin, 1998). The research problems framed as open-ended questions and would support the discovery of new information, hence updating our knowledge on the topic (Pope et al., 2000). Specially, two-phased semi-structured interviews will be executed. The first phase interviews will be performed towards frontline employees, and the second phase will be executed towards those with management roles in food and beverage departments of hotels in Australia. The rational of choosing food and beverage professionals is because their job description requires them to spend most of the time in serving customers (Afsa et al., 2018) which makes them the ideal respondents. And the rational to investigate those with the management roles is to understand whether they are interested to utilise the technology to help their employees in managing emotional labour, if so, the reasons of their preferences, and to which extent they are willing to adopt the technology.

CONCLUSION

The implications of this research are two-fold, for research and practice. Firstly, this study provides original research exploring emotional labour from a technological perspective. In particular, this study considers sophisticated AI to understand emotional labour in real time. Secondly, this research provides practical contribution for organisations to consider technological tool to better understand the emotions of their employees. This scientific paper is also essential for the Human Resource (HR) practitioners not only to manage employees' performance, but also to perform employees' training need analysis. The findings from this study may facilitate the management to act proactively by providing related training programs to employees, rather than act reactively when the employee performance has gone downhill.

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ALCOHOL CONSUMPTION INTENTION AMONG HOSPITALITY AND TOURISM STUDENTS DURING COVID-19: ISSUES, RESPONSES AND UPTURN STRATEGIES

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INTRODUCTION

The issue of global outbreak of coronavirus disease 2019 (COVID-19) and the restricted movement order measures as implemented by the government have raised concerns in regard to their effect on alcohol consumption. It is indeed has become a crisis during the pandemic as the studies have found out that college students' alcohol consumption increases during pandemic (Lechner & Kenne, 2020). The claim has frequently been made that hospitality and tourism students consume alcohol at higher rates than the students from other affiliations (Borchgrevink et al., 2010). In Sarawak, particularly, the alcohol consumption among non-Muslims is very popular as it is a way of leisure and a means of celebration. Looking at the booming numbers of entertainment outlets in Sarawak, Kuching which is the capital city of Sarawak has suffered from excessive alcohol intake as compared to other neighbouring cities. Therefore, there is a need to tackle this issue so that hazardous drink among the Kuching people could be minimized. As such, this study aims to examine the factors influencing alcohol consumption intention among the hospitality and tourism students in Kuching, Sarawak.

LITERATURE REVIEW

Alcohol consumption can be referred as drinking beverages containing ethyl alcohol (Vaillant & Keller, 2020). According to Huang et al. (2017), alcoholic beverages are mainly categorized as wine, beer, and spirits (liquor). In this study, alcohol consumption intention which is the dependent variable refers to a person's intention or likelihood to consume alcohol, in particular, the university students within hospitality and tourism industry. Underpinned by Theory of Planned Behaviour (TPB) as proposed by Ajzen (1991), this study includes the three main variables to predict intention behaviour namely attitude, subjective norms, and perceived behavioral control. However, although widely used, over the years, the TPB has suffered various criticisms in relation to insufficient number of variables to explain the reasons causing a person to behave in a certain way (Teo et al., 2016; Wang et al., 2016; Karimy et al., 2015). This limitation has led many scholars to make changes to the original theoretical model by extending various added variables such as "past behaviour", "perceived risk" and so on. Therefore, in this study, price factor was added as additional factor to TPB in order to understand further the determinants pushing the hospitality and tourism university students to have intention to consume alcohol.

Attitude as one of the determinants for alcohol consumption is viewed as a routine part of day-to-day life (Aldás, 2011). Furthermore, subjective norm towards alcohol consumption refers to an approval or influences from an individual's surrounding such as parents and peers (Aitken et al., 1988). Additionally, perceived behavioral control relates to perceived ease or difficulty of performing a certain behaviour either indirectly (through association with intentions) and directly influence behaviour. Past literatures revealed that the perceived behavioral control is a strong predictor of the university students' drinking behaviour, such that higher drinking refusal self-efficacy or perceived behavioral control predict lower drinking quantity, frequency, and experience of problems (Caudwell et al., 2019; Nguyen et al., 2019). Price, which is an added factor to TPB could also be one of the factors that affects the intention of alcohol consumption among the university students. Sharma et al. (2017) believed that the focus on role of prices is an essential factor that would lead to reduction in alcohol consumption behaviour.

RESEARCH METHODOLOGY

The study adopted quantitative research design with convenience sampling that targets the hospitality and tourism university students in Kuching, Sarawak. The study utilized self-administered questionnaires and it was designed in Bilingual languages (English and Bahasa Malaysia). Using Statistical Package for Social Science (SPSS) version 22, 30 pilot study samples were utilized to validate all instruments. In actual study, a total of 129 hospitality and tourism students in Kuching, Sarawak were approached, a valid number to represent the population based on powerful software of G*Power 3.1.9.4.

FINDINGS AND DISCUSSION

The study revealed that attitudes predicted alcohol consumption intention which is in line with the findings previously reported in the literature (Collins et al., 2011; Cooke et al., 2016). In this sense, the study revealed that the students showed positive attitudes toward alcohol consumption during COVID-19 as they see it as one of the solutions that help them to release stress after stressing over remote online learning, financial constraints due to loss of jobs during the pandemic or uncertainty towards future career prospects (Sundarasen, 2020). Secondly, the study found out that the subjective norm has a significant relationship with alcohol consumption intention which corroborates Ajzen's (1985) TPB assertions. The study findings revealed that social manipulation during COVID-19 could influence the intention to consume alcohol as the students have more time with their families and friends. This socialization factor forces the students to fit with the environment especially when they need to consume alcohol during family or friends' occasions, festivity and so on. Additionally, in the current model, it is specified that the perceived behavioural control has a significant relationship with alcohol consumption intention among the hospitality and tourism university students. Therefore, the study supports previous literatures suggesting that the perceived behavioural control predicts on the university students' intention to consume alcohol (Collins et al., 2011; Ajzoon & Muna, 2017). In relating to this study's context, it can be seen that the university students undertaking hospitality and tourism industry course have the likelihood to consume alcohol when they believe that it is easy for them to access the alcoholic beverages even during the COVID-19. It is evidenced that alcohol availability and accessibility is still high even during the pandemic considering the retail stores are opened and operates as usual. Lastly, different from the TPB associated factors that have been studied in this research, price factor revealed an insignificant relationship with alcohol consumption intention among the hospitality and tourism university students. Hence, the study result for the price factor is not consistent with the findings by Sharma et al. (2017) who asserted that the price could influence the alcohol consumption intention. One of the possible reasons for this may be due errors in the measure of price used as mentioned by Chaloupka & Wechsler (1996). Nevertheless, this is considered a general phenomenon in econometric studies of alcohol demand among the university students (Chaloupka et al., 2002). For instance, much of the drinking session by the university students during COVID-19 take place at small parties where alcohol is available at no charge (i.e families and friends' small occasions or celebrations) or at local bars that offer discounted prices to attract the students during this difficult economic situation or simply, joining other working adults who are willing to pay for them during one session.

CONCLUSION

The major finding of this study revealed that the attitudes, subjective norms, and perceived behavioral control have significant relationships towards alcohol consumption intention, whereas price factor has insignificant relationship with alcohol consumption intention among the hospitality and tourism university students in Kuching, Sarawak. Theoretically, this study extends the TPB model by including price factor which might be for the interests of field researchers, academicians, students, and other agencies. Practical implication of this study is beneficial for public health agencies, tertiary education institutions and private companies within the hospitality and tourism industry to come out with strategies that could reduce harmful alcohol consumption practices among the university students. Furthermore, social implication of this study will help the university students to better understand the factors that could influence them to consume alcohol so that the alcohol consumption would not affect their studies or learning abilities.

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GENERATIONZ'S PERCEPTIONS TOWARDS HOSPITALITY AND TOURISM CAREERS AFTER INTERNSHIP COMPLETION: RESPONSES, EXPERIENCES, AND RECOVERY STRATEGIES

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INTRODUCTION

The hospitality and tourism industry are important to as it provides approximately 10.4% of a country's GDP (Kendall College, 2018). The hospitality and tourism industries help to generate income and revenue for local economies, especially when tourists spend on hotels and local products. Brown (2014) examined the experiences and perceptions of graduates of a hospitality management course. These young graduates may provide an interesting insight on how they reacted to and view work motivations as compared to the previous generations. Colleges and universities prepare their students for entry-level positions by engaging them in professional settings, giving them course acknowledgement, and by having counsellors push internship jobs as an approach to excel in the search for careers that are rewarding and relevant to their programs.

However, as internship positions become more common, university students begin to utilize internships as an avenue to try out. According to Ranzetta (2019), almost ¾ of college graduates end up in fields that are not related to their major. Most of these graduates are in the Generation Z category. Generation Z is the generation born from 1997 to 2015, who forms the majority of the current college student (Dimock, 2019). Known as the postmillennial generation, their characteristics, motivations, and learning preferences, which differ from those of millennials, may require educators to rethink and redesign strengths-based education to ensure content and pedagogical approaches are aligned with this new generation.

This research study is mainly focused on the issues faced by Generation Z hospitality and tourism students' industrial internships as they may not choose the hospitality and tourism industry as their future career paths. This could lead to a lack of fresh blood and creativity in the industry.

LITERATURE REVIEW

Underpinned by Experiential Learning Theory proposed by Kolb (1984), this research study believes that experience is the key to the learning process. According to DiConti-Donahue (2004), experiential learning is a philosophy of education based upon the premise that experience is a major part in the learning process. Kolb's theory involves four stages: Concrete Experience, Reflective Observation of the new experience, Abstract Conceptualization, and Active Experimentation (Kolb, 1984).

Another point to emphasize is, the current study was exempted pandemic consideration. The target respondents focus more on those students who have taken their internship training prior to the pandemic occurrence. Pandemic has made a great impact towards hospitality and tourism industry, even it could be said the industry has suffered a great loss. Numerous numbers of hotels, restaurants, airlines, and other tourism products were reported to shut down the business and extensively cut down their employees. Consequently, many people have agreed that the chance to survive in the industry is small before the pandemic end. As written in Sheng (2020) there is a tough competition between hospitality and tourism graduate's students with employees who had been laid off. As such, the result may not be applicable for the mid of pandemic situation.

In relating to the context of internship programs, experiential learning is used to engage students in work-related activities in order to build the knowledge and skills needed in the employment field. The relationship between experience and classroom theories enhances students' training and subsequently, cultivates interests among students to choose the industry as their future career path. One must realize that the internship is one element, obviously a very important one, to the students' academic learning experience. However, this singular element might affect and dictate whether the students would decide to stay in the hospitality and tourism industry after their internship ends.

Nonetheless, the absence of innovative experiential learning activities could pose several issues associated with the students' internship (Zopiatis & Constanti, 2013) that may, consequently, affect their keenness to stay, to learn, and to become an expert in the industry. This is because the students might not see the connection between what they have learned and the relevance to the hospitality and tourism industry. According to Richardson (2009), the students who have direct experience with the hospitality and tourism industry may develop negative attitudes and views towards pursuing a career. Even more so, previous studies indicated that the hospitality and tourism industry has long been perceived as an unattractive industry to work among the graduates and most of the employed graduates work outside of the hospitality and tourism sectors (Costa et al., 2013; Daskin, 2016). Hence, this situation could lead to the reduction of the number of the new knowledge workers in the hospitality and tourism industry which might lead to a potential crisis for both the industry and country. Therefore, this potential crisis should be addressed to prevent the lack of "fresh blood" in the industry and the improvement this fresh blood can bring to the innovation of the industry.

RESEARCH METHODOLOGY

The proposed research study will adopt a qualitative research design which targeting Generation Z final year hospitality and tourism degree student's Malaysian private university. The reason for using a qualitative research design for this research is to delve deeper into the student's perception and observations especially the changes that drastic paradigm shift they might face with regards to staying in the respective.

To be more specific, this proposed research study will use ethnographic research method where the researchers study the respondents in their environment through the use of face-to-face interviewing methods for data collection. The semi-structured interview questions are constructed based on the literature reviews. A total of 12 samples would be randomly selected using the simple random sampling technique (probability sampling), following the suggestion by Boddy (2016) who asserted that conducting an in-depth interview with small sample size is appropriate in qualitative research. The sampling frame would be obtained from the private university's Registrar Office. Triangulation will be used to test the validity of this research study through the convergence of information from different sources (Carter et al., 2014).

The examination of trustworthiness is also crucial to ensure reliability in qualitative research (Seale, 1999). Finally, the collected interview data would be analysed using content analysis that involves several steps including transcribing the data, conceptualizing the data, generating the codes, categorizing the codes, transcription of the codes if any of new codes emerge, and revising codes and categories (Elo & Kyngas, 2008).

FINDINGS AND DISCUSSION

As this is a conceptual paper, a proposed field study is underway and will be completed before the end of 2021.

CONCLUSION

In conclusion, this proposed qualitative research study aims to understand and explore the

Generation Z hospitality and tourism degree students on their perceptions and experience towards having a career in the industry after completing their internship placement during their Diploma study or after having experienced work before progressing to their degree studies.

This proposed research study is underpinned by Experiential Learning Theory, as proposed by Kolb (1984) which argued that experience is the key to the learning process and that it would then cultivate interests among the learners when the knowledge learned in a professional setting transform into an experience that moulds an expert within the industry.

It is hoped that the future results of this proposed research study contribute valuable insights to relevant higher education institutions, governments, educational agencies, and the industry by providing suggestions for effective and innovative internship mechanisms that enable the students to stay interested in the industry even after they have graduated from the university. Additionally, this proposed research study would be beneficial to academicians, researchers, and students who wish to understand perceptions and experiences towards future careers in the industry after internship experiences. Lastly, it is suggested that the future research could also extends this study by considering the COVID-19 pandemic situation that may change the hospitality and tourism students' perceptions after undertaking internship placement in order to further contribute to the field of study.

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THE OPPORTUNITIES FOR ONLINE RESEARCH IN A GEOGRAPHICALLY DISTANT, POST-CRISIS CONTEXT: THE CASE OF KOH PHI PHI, THAILAND

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INTRODUCTION

In the wake of the Asian Tsunami, research was undertaken on the island of Koh Phi Phi, Thailand, to evaluate how political economy and interpretations of sustainability affected post-disaster tourism redevelopment (Taylor, 2012). It sought to resolve academic concern about the limited insight within existing bodies of knowledge into how sustainability and sustainable tourism development are conceptualised at a grassroots level by inhabitants and other stakeholders of tourism destinations (Redclift, 1987; Liu, 2003; Swarbrooke, 1999; Mowforth & Munt, 2015) and furthermore how these conceptualisations were shaped through expressions of political economy in a post-crisis context. In the current day, continuing research on the vulnerability of Koh Phi Phi to crises is hampered by the current international health crisis of Covid-19. The present paper therefore explores the potential for online research to study tourism impacts and vulnerability in a geographically distant context.

LITERATURE REVIEW

Numerous authors have highlighted a relative lack of academic attention directly addressing the influence of political economy on achieving sustainability in post-disaster reconstruction (Klein, 2018; Hystad & Keller, 2008; Faulkner, 2013; Ritchie, 2004). This work extends existing academic debates and studies in a number of areas. Concerning the political economy of post-disaster reconstruction, there is a trend towards 'disaster capitalism' (Klein, 2018) or 'smash and grab capitalism' (Harvey, 2007: 32) and 'attempts to accumulate by dispossession' (Saltman, 2015). However, this did not occur on Phi Phi. Despite claims of a 'clean slate' being offered by the tsunami in developmental terms (Dodds, 2011; Brix, 2007; Ghobarah *et al*., 2006; Dodds *et al*., 2010), this research provided evidence and explanation of why this did not and would never exist on Phi Phi, a finding that may offer insight to other destinations in a post-disaster context.

RESEARCH METHODOLOGY

An interpretive philosophy informed the research design, in which primary data was gathered using an inductive mixed methodology. Methods included online research, comprising the design and operation of a tailored website to overcome geographical and access limitations; and offline methods such as visual techniques to monitor change and confirm opinions offered by participants of the research; in-depth face-to-face interviews with hand-picked stakeholders of Phi Phi's development; open-ended questionnaires with tourists; and extended answer Thai script questionnaires in order to overcome language barriers and present a Thai 'voice'.

FINDINGS AND DISCUSSION

At the time, it was found that the factor with the greatest influence over Phi Phi's development was the desire to develop the economy through tourism, and the philosophy underpinning the development was largely economic. The tsunami did not cause any significant reassessment of the tourism development trajectory but served to uncover a range of conflicts and unlawful activity, resulting from powerful stakeholders pursuing their own interests and desired outcomes, in order to suit their own needs rather than those of the community as a whole.

In terms of how sustainability was conceptualised by different stakeholder groups, it was found that the meanings attributed to sustainability in this context differed greatly to meanings elaborated within western ideological debates. Stakeholders' conceptualisations of sustainability were mapped against key debates within literature. How meanings differed between stakeholder groups was also examined and a definition for sustainable tourism development on Phi Phi was compiled encompassing a broad range of interests. The work provided a rare opportunity to see which political, economic and cultural factors shape the planning of tourism development and whether actual practice mirrors the principles of sustainability.

In response to Blaikie *et al.'s* (2004) concerns that vulnerability is often reconstructed following a disaster and may create the conditions for a future disaster, the research refined the work of Calgaro & Lloyd (2008) to identify a detailed framework of vulnerability factors intertwined with factors of political economy, presenting a post-disaster situation that was highly vulnerable and non-conducive to sustainability. The strategic response to the disaster was analysed through an adapted Strategic Disaster Management Framework (Ritchie, 2004) to identify the shortcomings of the disaster response to comprehend how such a disaster has influenced tourism development and planning on the island, showing that this experience deviated from the theory of how a disaster should be handled (Ritchie, 2004; Coppola, 2006; Faulkner, 2001; Baldini *et al.*, 2012).

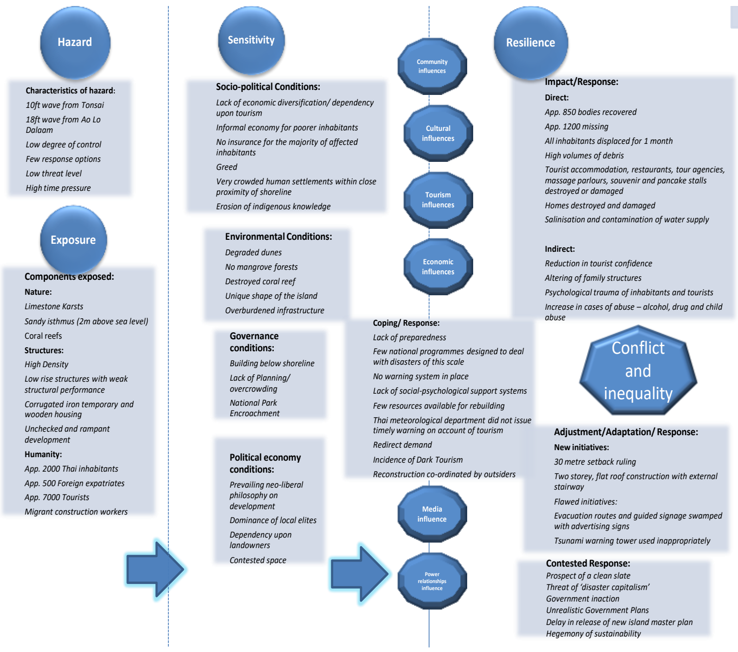

Figure 1. A framework of factors influencing Koh Phi Phi's vulnerability to disasters (Author's own comprised through data collection)

An examination of development philosophy established how specific factors of political economy and relationships of a hegemonic nature influence the development trajectory of both Phi Phi and Thailand. Despite governmental rhetoric influenced by a strong 'sufficiency economy' hegemony led by the late King Bhumibol Adulyadej (Noy, 2011), the observations of dependency theorists provide a better fit for the experiences on Phi Phi and present significant challenges for the pursuit of sustainability. The research posited that an effective response to the disaster and pursuit of sustainability were undermined by the political economy of the destination.

CONCLUSION

In the current day, the author is revisiting this location to explore whether propositions presented within her earlier work had been realised. In 2012, when the original research was concluded, there was still much ongoing redevelopment work on the island, and it was of interest whether the outcome of this work has resulted, once again, in a form of tourism which is socially and ecologically unviable in the longer term. Whilst there has been limited research undertaken from a tourism development perspective in the intervening years (Calgaro et al., 2014; Steckley & Doberstein, 2011), much web-based discussion of the Ton Sai/ Ao Lo Dalaam area adopts a negative tone, and there is growing evidence to suggest that tourist satisfaction has been diminishing for a long time now (Kahl, 2014). The presentation will discuss preliminary findings resulting from data collection in March 2019 during a field visit, which included observation, visual data, focus groups with island residents and online surveys following the author's return from Thailand. The main focus of the presentation however concerns the methodological challenges that are presented when the current crisis, that of Covid-19, makes it impossible to travel to the island to engage in traditional data collection. Therefore, the prospect of online research is considered (Lu, Chen and Lew, 2018), as an interim measure until international travel safely resumes. The presentation will consider the utility of online methods in tourism research, particularly visual methods supported through tools such as Google Earth and Google Streetview to monitor development and assess destination vulnerability to disasters (Proisy et al, 2018).

The importance of undertaking this longitudinal research lies in Blaikie et al's (2004) prediction of the reconstruction of vulnerability. Has vulnerability been re-created on Phi Phi and, does it create the conditions for a future disaster? With an ever-increasing range of shock events threatening the tourism industry (Ritchie and Campiranon, 2014) and with increasing competition from other south-east Asian island locations (Hampton and Hamzah, 2016), now seems an appropriate time to assess whether Blaikie's (2004) assertions are true.

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ADOPTION OF TECHNOLOGICAL INNOVATION IN HOTEL INDUSTRY: PERSPECTIVES OF HOTEL MIDDLE MANAGERS IN KUCHING

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INTRODUCTION

Hospitality and tourism sector is one of the most prominent sectors in the world. It continues to expand and diversify over decades that become one of the largest sectors that contributes to the economy of the country and the hotel industry plays major role so that the tourism sector is well developed as it provides lodging to the guests (Cheng et al., 2018).

The COVID-19 pandemic changed the landscape of hotel and tourism overnight. The fear of uncontained infection and public health concerns have reduced hotel occupancy. However, technology can be leveraged as both short-term and long-term solutions to overcome this and even future challenges faced by hotels.

LITERATURE REVIEW

The intense competition between hotels, which stems from increasing their occupancy and revenue to adapt more strategies such as upselling, to retain and attract its customer loyalty and revisit intention to the hotel (Norvell et al., 2018), which also includes incorporating different elements of customer service (Cheng et al., 2018).

Technological innovation is seen as the most natural step in this matter, which is in tune with the needs of hotel guests and advancements made in technology. As mentioned by Gursoy & Chi (2020), technology adoption is vital in reducing human interaction and would most likely be an integral component in the future of the hospitality industry. Furthermore, successful implementation of technology in hotels would lead to increased customer satisfaction, improved service quality, reduce costs, increase revenue, and provides a unique guest experience (Aziz et al., 2012, Chevers & Spencer, 2017, Gibson & Swift (2011), and Kabadayi et al., 2019). In view of limited and outdated findings from the past studies, more research regarding technological innovation adoption in hotel industry should be conducted in Malaysia, which is what this study hopes to contribute.

Furthermore, this study was conducted when COVID-19 disrupted survivals of hotels. The sudden drop of occupancy rate (Jiang & Wen, 2020) which was caused by health concerns and adherence to government-mandated Standard Operating Procedures (SOPs) to protect public health (Povera et al., 2020), have drastically changed the way hotels operate, especially be leveraging technological innovation as a means of risk reduction strategy (Adam, 2015). With an emerging body of knowledge on how all this affect hotels, there is a need to study on it to provide a more comprehensive view on this matter.

As argued by Rozila & Scott (2019) and Markkanen (2020), hotel middle managers play a vital role in adopting a new technological innovation as their perception could influence operations and they could provide a more comprehensive view on the strategic implementation as they have direct interaction with the management and employees. Add to the fact that there are no known studies particularly on the opinion of hotel middle managers on technological innovation, it adds more credence to the need for such a study.

Upon extensive literature review, there is no known research done on the adoption of technological innovation on hotel industry in Kuching, Sarawak. As shared by P. Lau, personal communication, April 24, 2020, hotels in Kuching have to either seriously consider or already implement the use of new way to operate, such as contactless check-in and check-out as a way to adapt to the needs of their guests and to mitigate any unforeseeable health crisis. Thus, this point is considered as the empirical gap of the study as this study will be the first that conducted in Kuching, Sarawak. Besides that, the targeted population for this study is selected operation managers from the targeted hotel in Kuching as they have the prerogative to judge whether the implementation of any technology in their organization is viable, thus being a great fit to obtain insight from

Finally, this research findings would have a lot of differences compared to previous research conducted before the COVID-19 outbreak as this unprecedented global crisis have drastically changed the way many industries operate, hotel included.

RESEARCH OBJECTIVES

Based on the gap of the literature, the aims of this study are:

a. To investigate the managers' opinions regarding the adoption of technological innovation in hotel industry during and after the COVID-19 pandemic era.

b. To investigate the feasibility on the adoption technological innovation for hotels in Kuching during and post COVID-19 pandemic.

c. To investigate the viability on the adoption of technological innovation for hotels in Kuching during and post COVID-19 pandemic.

d. To investigate the implications for hotels when utilizing technological innovations during and post COVID-19 pandemic.

e. To identify ideal supports to overcome the challenges in implementing technological innovation.

RESEARCH METHODOLOGY

This research is done as an action research as it is conducted as an attempt to bring about change and practice in the hotel industry by assessing the feasibility and viability for technological innovation adoption in hotels and to find out the middle managers' perspectives regarding the adoption of technological innovation.

The chosen sample from the population are 4 middle managers from different departments in a hotel in Kuching, Sarawak. In this study, all 4 hotel managers are chosen as the research informants. Due to the qualitative nature of the data collection and limited number of middle managers, the Non-Probability Sampling method was chosen for this study, specifically Purposive Sampling. In qualitative research, the minimum sampling size not an issue rather the saturation of data has to be achieved and attainment in saturation of data is mainly the focus and accepted as a methodological principle especially in qualitative research method Saunders et al., (2018). Past literature stated that saturation of data is sufficient enough being operationalized consistently with the research questions while aligned with the theoretical foundation and there should not need for more data collection or/and data analysis (Saunders et al., 2018).

Primary and secondary data will be collected for this study. For primary data, the source will derive from interviews that will be conducted with the selected hotel managers. Pre-determined set of questions will be used for the interview and the informants will be able to provide whatever answer they deemed fit. For secondary data, journals, databases, hotel and tourism magazines, publications, and relevant hotel reports will be utilized.

Four informants were interviewed for this study. Below are their details:

Informant	Information
A	Assistant F&B Manager, 58 years old, 18 years working experience
B	Executive Chef, 67 years old, 45 years working experience
C	Housekeeping Executive, 41 years old, 20 years working experience
D	Front Office Manager, 57 years old, 35 years working experience

Table 1: Research Informant's Information

RESEARCH FINDINGS AND DISCUSSION

The findings and discussion derived from the research question which was posed to the middle managers. The feedback from the middle managers enables this study to obtain insight into the current situation on the perspective of the technological innovation adoption among hotels in Kuching, Sarawak.

RQ$_1$: What are the managers' opinions regarding the adoption of technological innovation in hotel industry during and after the COVID-19 pandemic era?

During the interview, Informants A, B, and C agreed that the adoption of technological innovation is crucial during and after the COVID-19 pandemic. They believe that the adoption of technological innovation will allow hotels to strive, be more competitive and equipped with higher survivability chances if another disaster hit. To quote Informant C, "*once when we are hit by all these, these COVID thing, whether it's during or post, we have to find ways to solve this problem is a crisis and this crisis, we need to be creative in solving how can we how can we manage this problem? You know? So ermm.. one of the we actually come up with a few technology innovations for the hotel."*

Informants B and D stated that technology is important but still it cannot replace human touch, so a balance is needed when it comes to the adoption of innovative technology. As stated by Informant D, *"…if you're talking housekeeping, (what) you must (think) in your mind is cleanliness of course, hygiene… Do you rely on the robot to clean the house?".*

All informants mentioned that even though they knew the benefits associated with the adoption of technological innovation, however certain restriction such as cost of implementation and maintenance (Informant D), adaptability and acceptance of staff members (informant A), required skill and knowledge to manage the technological innovation tend to hinder hotels from adopting technological innovation (Informants B, C).

RQ$_2$: Would technological innovation be feasible for hotels in Kuching to adopt during and after the COVID-19 pandemic?

Informants A, B, and C stated that they believe it is feasible for their hotels to adopt technological innovation during and after the pandemic due to the nature of hotel which is a hotel that is filled with employees with high adaptability nature and high acceptance level when it comes to the adoption of innovative technology; and as long as the relative advantage is high and the technology is compatible, those managers believe that the hotel will be more active in keeping up with the innovation of technology and active in adopting technological innovation.

Certain managers stated that the nature of their hotel is more traditional thus they are concerned about whether the technology adopted will be too complex. Thus, this might hinder the feasibility of their hotel when it comes to adopting innovative technology. This is related to the Innovative Diffusion Theory (IDT) by Rogers (1983) which stated that relative advantage and compatibility are two of the factors that influence people when it comes to adopting technology.

RQ$_3$: *Would technological innovation be viable for hotels in Kuching to adopt during and after the COVID-19 pandemic?*

All four informants stated that it is viable for their hotel to adopt technological innovation during and after COVID-19 pandemic, because they have been adopting certain technological innovation in their hotels but at a small scale, such as hygiene related technology during the pandemic.

Informants C & D are more sceptical as the hotels they are associated with tend to be conservative when it comes to adopting technological innovation and added that one major concern is the cost that will be involve when it comes to implementing and maintaining the technology. For instance, as Informant C mentioned *"initially the staff is of course sceptical erm.... because it's something new".* Also, Informant D shared *"as we still consider as new of these kinds of technological innovation because it's not easy to educate"* and *"we need to focus on the monetary in progress of our innovation"*. On the financial costs, Informant C stated *"when you have this technological innovation or any innovation, you need to have a financial… you must have the financial capabilities to do it… Even if you want to move for you don't you don't have the financial means to move and they were very challenging"*.

Overall, all managers agree that in order to fully know the viability of hotel in adopting technological innovation, a trial period is needed, and the result must be observable in order to be convincing for the hotels to further invest in technological innovation in the future. This view was best articulated by Informant D, who shared *"at the end of the day, we need to see the result. Okay, time is change… Like I told you is time already change is called to the ah... it's not the boomers or Gen X era is already Gen Y so on. see it's good also because now everything on hands"*.

RQ$_4$: What is the implication for hotels when utilising technology innovation during and after the COVID-19 pandemic?

Overall, as stated by the informants, the implications of technology innovation can be summarised into:

Implications	Informants
Increase in Customer Satisfaction	A, C
Improved Service Quality	A, B
Reduce Costs & Increase Revenue	A
Provides Unique Guest Experience	B, C, D

RQ$_5$: What is the ideal support that hotel needs when it comes to overcoming the challenges in implementing technological innovation in the hotel industry?

Overall, all informants agreed that a strong supportive and positive climate is important; if everyone is open about adopting technological innovation and everyone is open to adapting to these technological innovations then the process for hotels to adopt technological innovation will be quick and easier. Having a good policy is important as well such as policies to have staff constantly trained and keep updated to keep up the technological advancement.

Managerial support is an important element as well, Informants B and C believes that the hotel stakeholders and policy makers play a vital role in this matter. a middle manager must be a role model themselves when it comes to adopting technological innovation, they must be strong and convincing as well to persuade others when it comes to using and adopting technological innovation. One last important support is financial availability, as the cost is not cheap and hotels need to consider about maintained, upgrades and training for staff.

CONCLUSION

The study will provide a direct, relevant, and precise input from the hotel industry on the issue of the adoption of technological innovation with the implementation and normalization of new norms and practices. In addition, this study would tabulate new strategies for hotels to stay competitive and sustainable during and post the COVID-19 era. Such strategies would also open new avenues for future studies. Furthermore, the findings could pave way for a revamp in Human Resource policies, particularly in recruitment, compensation, and reward system. Next, this study could enable relevant parties to develop well-designed and user-centric software and applications for the stakeholders. Finally, the study findings may be used as a wake-up call to policy makers on making the adoption of technological innovation a necessity and relevant to be implemented in the hotel properties.

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Saunders et al., (2018)

CHALLENGES AND IMPLICATIONS OF ICT FOR SUSTAINABILITY TOURISM EDUCATION POST COVID-19

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ABSTRACT

Empiric phenomenon covid-19 implication had killed millions of people in the world. In all Tourism activities, social, economic, cultural, religious, educational have completely stopped and changed to obey several the governments policies such as: to stay at home (lockdown Policy), health protocol with 5 M (using masker, washing hands, social distancing, avoiding crowds, delay travelling) to reduce the spread of corona virus covid-19. The world of multimedia information technology has been able to provide solutions to changes in the education system during the Covid-19 pandemic of the current era globalization. The advancement of information communication technology (ICT) has proven capable of building productivity recovery in the world of education by e-learning and on-line system. Internal academic activities such as dissemination of any informations for the new student admissions and initial registration, financial administration, academic information, implementation of learning programs, innovation of curriculum program, up to schedule of graduation all those programs applied by information communication technology (ICT) digital system. Other external academic activities such as discussions, meetings, and webinar used zoom on-line program. The public industrial sectors both micro and macro scale had changed and having crusial and difficulties in the recovery development. This research study uses qualitative research that provides empiric issues with a big data flexibility to be informed, that aim all information by valid informants, and relevant data suitable into research has objectives and can be knitted more effectively and sustainably. Enhancing educational by the role of ICT need creating innovation in learning process that should be more global scale education program, so that students can take advantage of online learning opportunities at any time while doing industrial practice activities, internships outside the city or abroad without leaving the learning process on campus. Finally, the positive impact of ICT in the world industrialized 4.0 has increasingly important as a part of human life. Nowadays, the development of E-Commerce, E-Banking, E-Government, E-Mail, E-book, Education, and all community business by on line or delivery order using Market place, Gojeck, Go-food, Go-pay. Hotels, restaurants, on-line travel agent (OTA), Traveloka, Booking.com, have been allowed consumers easier to make direct contact with producers, and services can be carried out quickly and effectively by role of multimedia digital.

Keywords: Innovation technology, digital multimedia, E-learning program

INTRODUCTION

Rapid development in world tourism has fully supported by communication networks in the era of globalization, that has been shown by significant growth of cyber communication by the role of *information communication technology* (ICT). Characteristic of tourism broadly has been developed by faster community digital access by ICT technology that has increasingly by sophisticated innovation of gadget technology and has obsessed by using these devices for global public communication. The information technology has supported many challenges in business opportunities. Everyone easier looking to get something what they want at any time and any places. All information by digital access were broadly presented by YouTubers, Instagramers, and Facebookers gain a lot of money just by enhancing subscribers on links. Companies has marketing their business by on-line were easily, fastly and effectively by multimedia internet, that has leaved selling product by door-to-door program. The government, which is always in touch with the public, can provide various information quickly and effectively. The public communication and enhancing relationship among Government and society can be soluted by sophistication of the digital program on e-govement publication technology. Understanding Information and Communication Technology (ICT) has been including capability hard wares equipment for processing of conveying linkage of various information by big data were very important, and need human resources who capable applying technology to process program using tools using right management. Meanwhile, by technology make easier to do everything related to the use of tools in processing and transfering data from one another devices (Awaluddin & Murtiadi, 2013)

Educational issues in global communication have to increase the quality tools that relevance with education program digital on-line design, maintain the access and equity in geographical range, improving education management, enhancing autonomy and accountability for efficiency and productivity. Those need a lot of budget and has to be sustainabled to overcome any failures in processing education during pandemic covid-19. Furthermore, without the role ICT, education program system cannot be utilized both by educator and students in improving quality, productivity, effective learning program to be access into hybrid education. UNESCO (2003) state that Information and Communication Technology (ICT) are pair of items that should be collaborated and related to the change of technologies that have used for accessing, gathering, presenting of any communication and information program. The technologies communication could include capabilities on hardwares such as computers and others digital devices, software applications, high power of WiFi link connectivity in internet access, enhancing networking mobility infrastructure for any video conference zoom program (Elston & Carol, 2007).

The development of information technology has been supported by complete and adequate digital tools and infrastructure. Mainly, in practice, online education programs that have been carried out in formal and informal educational institutions are in dire need of ICT equipment including facilities and infrastructure such as: computers, laptops, computer networks, printers, scanners, video players, digital cameras, tapes, interactive boards. ICT program has role in all fields, especially in the development of the world education, as a storehouse of knowledge, as teaching aids, educational facilities and the development competency standards. Apart from the positive impact role but of ICT also has negative impacts if users can access unlimited information and mostly students often use internet not for education learning purposes, but only for chating, watching video film, playing games, other HOAX activities. Now internet has a big role as a mediator of knowledge broadly access of digital libraries, millions of articles, Journal's publications, millions of e-books, and others. ICT has a role as learning aid by presenting any moduls of learning program to all students in the classroom. and by ajusting multi learning media to design posters, graphics, photos, images, displays, and other graphic media. As to facility in developing media technology especially by suphostificated electronic facilities, computer labs, equipment in language laboratories, multimedia rooms, sound recording studios, music studios, video product and editing studios.

Innovation programs education with collaboration foreign countries by internship has empowering students in improving foreign language in particular, but now in pandemic covid-19 there no possibility to go abroad, so they create collaboration by teleconferences webinars. The use ICT technology is now become necessity for every individual in the millennial era. The challenges improving knowledge, skill and competency in education should be achieved continously. Improving education by mastering knowledge and skill need not anly theory and modules but need practising, but also need meeting by face to face in sharing psychological attitude and behavior education that cannot only by downloaded modul online. In this case gadget mobility are become very important in education program learning. (Awaluddin & Murtiadi, 2013).

Educational program has changed a lot for any problem human life, but the crusial problem citizen communities now is to recovery their life during pandemic covid which hard to predict when it will end. Eventually not many people have entrepreneurial spirit so they need education for having knowledge how to create a new business, or improving their former business, capable to follow mobile business competiton. In the era digital community and governments are required to be smarter to utilize apply information and communication technology. Increasingly sophisticated digital technology requires professional and highly mobile human resources, especially understanding communication and information technology that can be used in tourism development effectively, seeing the various challenges of very tight global competition. Human resources must truly be able to improve their professional abilities and work optimally, for the sake of creating the economic welfare of the community at large. This is relevant to smart city development which is currently booming to promote the existence and image of the region as a smart city. In the development of smart cities have emphasis on aspects of (1) technology, people and collaboration become characteristics of smart cities, (2) perspective changes for smart governance, and (3) need support for government legitimacy. In the smart city perspective governance has brought collaboration of new forms of human capital related to role of information communication technology (ICT) to be more comprehensive applied.

The challenges of ICT in the Tourism development.

In the world of education during the corona pandemic all curriculum programs, and the learning system changed completely, conditionally adjusted using on-line programs (DARING) via the internet and blended systems (hybrid systems) which must be able to create innovative learning modules that are more effective and practical for applied in learning. In education role of ICT were developed electronic books or e-books programs education technology computers in multimedia. In the e-book facilitated by sound shows, graphics, images, animations, and movies that has more integrated than conventional education system. The simplest type of e-book is simply moving conventional books into electronic forms displayed by computers.

Utilization of Information and Communication Technology (ICT) nowadays become important as the effort of the regional government has developing global information by sensing, understanding and controling various resources in the city to be more effective and efficiently in maximing services to tourists and citizens to support the sustainable development of City with free wifi facilities that make it easy for ant activities by internet mobile In the world education, the presence of ICT may give appraisal an increasing quality education. By multimedia internet also institution was able to provide educational program collaboration among other institutions abroad become easier and wider by using MOU and MOA. International education program meeting, conference, collaboration education used by webinar, zoom on line also for internal program like learning program, discussion, presentation class meeting and graduation.

(Keen, 2007) states that ICT information solved easier way to make business during pandemic by on-line multimedia technology. All business activities can be accessed on-line, from operational activities, marketing, distribution of goods and services and especially customer service, those are highly dependent on the ability of human resources of multimedia management. The role of information technology that applies to the hotel business today with the use of multi-media for its marketing branding, including: hotel room reservations, information about facilities, as well as prices and booking confirmations. This can be done directly through the internet, which is more effective and quickly accessible to the consumer community. The online information system has replaced the manual hotel operation system which is not competitive in global competition, so that the online business with digital marketing is now more extreme. Business on-line now is on rising by Marketplace, tokopedia, shopee, OLX, Lazada, and delivery orders with Gojeck, Go-food, Go-shop and Go-pay so easier helping a lot of company's sales operations during pandemic era (Palmer, 2006). Along with technological advances, this information system opens up many business opportunities can be developed by all individuals and on-line businesses where hotel's business is now taking advantage on marketing opportunities by on line travel agent (OTA): Traveloka, Airyroom, Red door, Booking.com, Agoda, Ticket.com etc.

LITERATUR REVIEW

Perspective Sustainability Tourism Environment

Kuncoro (2000) and Dominggus (2007) stated that ICT networks were emphasizing competencies of regional products and resources. High impact of tourism industry became clear on every change were implicated into community's life in accordance with tourism development based on based local community. Local community have an opportunity to sell their yields to decent more individual income with their high productivity need socialization of knowledge of entrepreneurship and digital marketing. In line with the implications of branding in marketing as an aspect of industrial development to build national economic resilience affecting the nation's sovereignty.

Emine & Azhar. (2016) tourism development has not been well involved and may explored not only the role of social community by applying social education. But in tourism is mostly presenting all the potential of natural assets with their beautiful natural resources and the uniqueness of culture to identify problems of regional tourism development that mostly has related with smart city development that has not been maximized. So, that need to be more seriously to be improved to increase branding of city image. The process of developing regional tourism is a part of smart environment that must be evaluated and discussed for being understand the advantages and disadvantages of a smart city. Developing smart environment in smart city fully supported by increasing multimedia internet make public communication and any services easier. The information system technology everything can be accessed through multimedia website provided by the city government. Actually, the development increases sophisticated information technology has made easier for all users communicate in two directions in real time from different places.

Nam & Pardo (2011) tourism development perspective of smart city should be implemented by involvement and active role of penta helix especially from city governments with all communities fully participate in smart city programs. The main objective of developing smart tourism is to enhance community economic development and improve quality of life of citizens addressed by basic points such as: governance, environment, economy, multimedia quality, human resources and adequate urban transportation by sustainable program tourism development.

In perspestive of tourism development program, innovation of social education has integrated mainly enhancing tourism knowledge to improved community's awareness, understanding and aplying the slogan seven attractions (*Sapta Pesona*) in social environment. Enhancing sustainable cooperation among Penta helix's communities (Academic, Business, Community, Government, Multimedia) working together to bulid the winning team in local tourism development program. Social education improving so fast by social networking and make big value in contact social community (Putnam, 2000)

RESEARCH METHODOLOGY

Qualitative research has to understand a life problem, and by an inquiry process empiric data in the field, by some questions and reporting procedures to carry-out in formed of using valid process.(Ihalauw & John, 2014) Formerly the first step is to make inventory all data that have empirical and relevant to the objectives of research study. Select and determine number of appropriate problems that used in the aim of the research. Next, identifying problem related to the problem of tourism education development and create innovation strategy during the Covid-19 pandemic facing opportunities and challenges of digital technology innovation in tourism development. Theoretical and literary have to be approached through the result of direct interviews from valid tourism informants, and reliable multimedia aspect. Interviewed from several aspects: social education, economic, environmental, community institutions, government global aspects during pandemic covid. This qualitative study utilizes a review of relevant literature and research analysis that should be used as material for developing strategic innovations that can be used further. (Kriyantono, 2007) stated that empirical phenomena in depth through collecting appropriate data should be more relevant. In this study has to be able to understand the real conditions that occurred in field. Therefore, the result analysis in this study can be useful for further development.

Analysis Data

Bungin & Burhan (2007) stated that research should obtained some procedures by various characteristics research by empiric data of empiric phenomenon as research instruments. In general, research has conducted by observation and interview related grounded theory. Analising data has fully obtained from the real detail field situation.

Research progam activities used in collecting data such as:

- In-depth research by interviewed from reliable informans in collecting data to describe information in form of reveal and focus to description.
- Observation has done directly in the field to get empiric phenomenon as an objective information should be related into the aim of research study.
- Documentation that's important information about qualitative data information from organizations or individuals that could well informed related to the specific problem, and in general operational obtain reports, record, and descriptions of documents related to the research study.

Work frame and model

This qualitative research was conducted by using various data from empirical phenomena and literature relevant to the research objectives, as well as information on the results of interviews from selected informants related to the research subject and a research framework was prepared to follow up on existing data so that a clear general picture of the state of the research object was obtained. which is aimed. Based on the observations and big data obtained, then it is formulated to be categorized by concepts and themes that are arranged in certain propositions so as assist in further analysis. Interpreting and analysis should be addressed with the challenges in sustainability development of strategy existing as unit of observation.

In this qualitative research use descriptive data from the results of interviews with informants who have competence and related to the aim of research, those has valid data from the right person in the observation obtained directly from interviews and questionnaires by respondents who have quality data that relevant into the objectives research. The secondary data has obtained from observations in the field like documents, photos, pictures, videos and books that can provide references in this research study. Furthermore, this research data is examined to find research gaps, both from literature review and theory related to research problems which are appropriate analytical materials so as to be able to produce new "theories" that can be used in the future by the community, for example: • The study uses valid data sources as the unit of analysis, with interview methods from trusted and valid informants and is relevant to the triangulation technique of research instruments used as measurement variables. Stages of research by submitting research proposals, data collection equipped with observation, literature and theory studies, analysis of data associated with existing literature review.

This qualitative research is in accordance with some criteria of the problem discussed. Qualitative research uses interviews and naturalistic approaches to search for and find phenomena in a particular contextual setting. Qualitative research is based on efforts to build detailed research views formed with words holistic and complicated images (Moleong, 2011).

Research Purposes

Formulation of the problems:

- To know the opportunities of ICT community could empowering social education and support tourism development.
- Describe effective multimedia opportunities for local communities enhancing sustainable tourism education development.
- How the role of ICT could consistently expect to be able to foster the efforts of local communities to become productive and competitive education related to sustainable tourism development.

FINDINGS AND DISCUSSION

The benefits of role ICT and multimedia in regional tourism development has been proven and related in maintaining smart cities, that has various perceptions upon innovative views and ideas through mutual information of community development, industry, and local government has capable to create mobile information system to make easier of any communication from the public to provide suggestions, opinions, complaints, also aspirations through on-line networking by government websites in mobile applications. Selfie in the millennial era has become a global life style and culture, so that innovative ideas in each tourist attraction have important to built smart environment, interesting, unique and specific places to take photo selfies to be uploaded. Selfie tourism is becoming more and more interesting because it has a positive aspect in the branding to attract tourists and also participate in building public trust and positioning through their photo's selfies. However, there are also some images of negative aspects for those who do not understand the benefits of branding by selfies. Perception is an internal education process for improving any individual recognition in tourism education.

The Strategic Role of ICT for Education.

The case of the Covid-19 pandemic has a very bad impact on the economic life of the community. All tourism activities have been forced to stop, air, land, sea transportation is totally jammed or not operational. The government is working hard to make various efforts to create policies to suppress wider Covid-19, because in pandemic virus is still high scale, for there are still many people who are indicated positive corona virus. But recently a corona virus vaccine has been found, so that gradually the entire community can be given vaccination injections, this effort makes people have immunity to the corona virus. In the education sector, in anticipation of large-scale restriction (PSBB) government policies using health protocols. Educational programs with distance learning can be implemented for community who cannot participate on regular learning. On-line learning has carried out in the form of modules and effective learning has supported by service assessment system which are expected to be able to maintain quality of graduates. Distance education is currently the main foundation in the implementation of learning in every university, each institution is making innovations in adjusting the educational curriculum, meaning that in the world of education, distance learning programs have been allowed.

Based on the role of ICT mentioned above, several opinions arise about the role of ICT in education:

- *ICT as Skill and Competence*: mobile digital era improves so fast need ICT to be apart of educational learning process. Education Process in digital era should be maintained progressive, effective and efficient for educators, students, and stakeholders. Thus, learning is mandatory.
- *ICT as Educational Infrastructure*: The current empirical phenomenon may store in various digital formats users. Educators, instructors, and students totally should be active into the learning program, consistently whenever needed.
- *Analysis of ICT as a Source of Learning Materials*:
  - The development of technology changes fast.
  - Competent elements have spread by ICT
  - The number teaching materials, and references has changed by innovation, to be updated continuously through the development of innovative ideas
  - acknowledged that without technology, the "new" educational process that allows students to participate will not long.
- *Role of Information Community Technology (ICT):*
  - Transferring knowledge must be taken by in to vision account the real-world context the more digital and global.
  - The changes of empiric phenomena have to accelerate the teaching system easier and effective designed.
  - Students have explored their knowledge (self learning) more freely and independently.

- The knowledge acquisition process comes from the interaction between students and educators that must simultaneously.
- *Role of ICT as Supporting Education program*: Every individual in society needs program learning by ICT have continuously progressive learning and gradual manner.
- *Role of ICTs as Decision Support Systems*: Every individual in society, in this case educators must be able to improve their learning modules related to their knowledge, experience and practice competencies to maintain carrying capacity as a part of output.

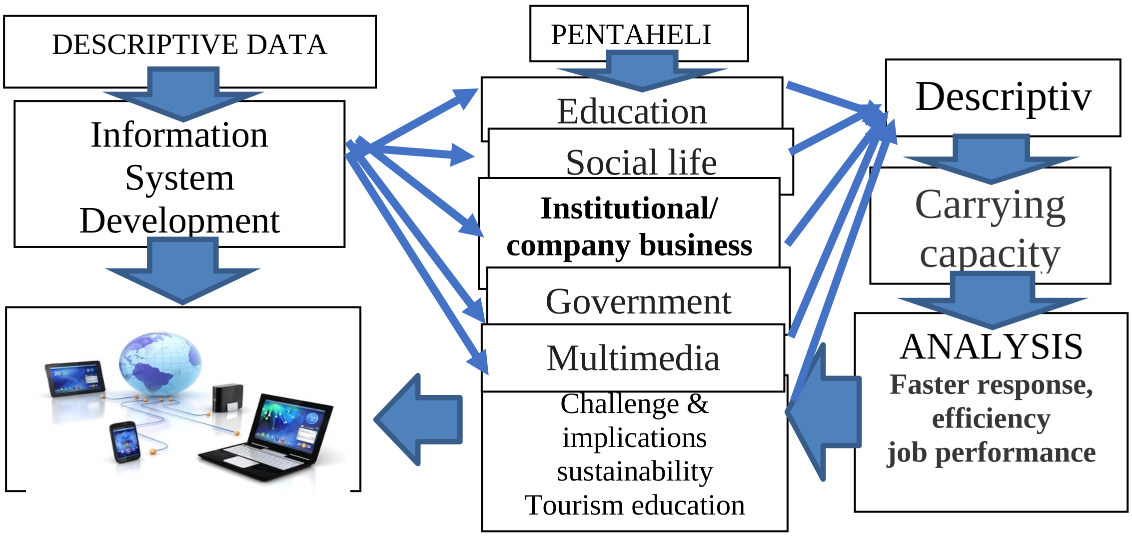
The empirical phenomenon in pandemic has changed and stopped several tourism activities in aspects of life around the world from the social, economic, business, culture, tourism and education aspects, since March 2020 until now it is uncertain when it will end. So that it has a bad impact on the social life of the community. The entire learning education program has been changed through an online e-learning system and the learning module must be applied according to conditions and government policies with an independent campus, so that the learning program can still be carried out effectively and efficiently.

(Simon Anholt et al., 2009), development of tourism and education should together to define innovation in all program activities enhancing tourism's image of potential regional tourism destination that have to be developed and maintained sustainability to recovery social economic life during pandemic era.

Perspective role of ICT

In the continuous education process (table 1), role of multi media is very decisive for the implementation of the education program during the corona pandemic, requires following government policies by health protocols avoid wider spread covid-19 virus. However, the role of the Penta helix from academia, business, community, government and the role of multi-media in a structured and sustainable synergy can create solutions to crucial problems so that positive responses in every change can be anticipated effectively by challenge and implications world sustainability development of tourism education in post-pandemic corona.

Table 1. Flow of the ICT to World Sustainability Tourism Education Process



CONCLUSION

The benefits of ICT in the digital era were important related the sustain development in the world of education. Knowledge and experience were easy to obtain and apply the use of ICT. The education process through on-line system, tele conferencing, webinars, short courses have benefid and easy to follow after graduation predictable. Job vacancies and information opportunities can be easily searched through multimedia. Actually, development of education and tourism have been developed by the role of social media sites. Tourism development through the use of digital multimedia is able to boost natural, heritage, art, and culture well as regional culinary products. Multimedia networks are able to improve smart education by applying smart city concept that more efficient in the values requirements of a smart city. Commitment from the Pentahelix community, government has anticipated the challenges of global tourism education competition. Community social education for people who are involved should have social awareness allow the government health resilience policies in the Covid-19 era. In the sustainable development of regional tourism, public awareness is the main factor to gain the trust of potential tourists. The smart education is a form of tourism development that must be apllied by every individual from local community as regional tourism actors who are responsible for the sustainability of tourism development in the future.

Suggestion

The role of information and communication technology must be maintained in the tourism education program by strengthening the multimedia service network. That must be updated strengthly for existing infrastructure and equipment networks. Learning global communication programs has accommodated Penta Helix and the local community be able to act as professional tourism agents by awareness, concern, loyalty and high responsibility. People of Yogyakarta Tourism itself should have strategic innovation management enhance effective ways to obtain strategic benefits from the application information systems. Developing tourism education by the change of educational programs have to create sustainable innovation program on tourism education development during the current Covid-19 pandemic. Demands of global technological change mental and character citizen have to learn and understand about ICT networks as a part of a critical solution for implementing sustainable regional tourism development. Last but not least, it is hoped that the development in education will be more solid through changes in high technology of robotics. For this reason, the institution must be able to produce graduates (outcomes) who have high competence (carrying capacity) related to the need of future globalization.

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THE EFFECT OF INTERNAL SERVICE QUALITY ON JOB SATISFACTION AND JOB PERFORMANCE: THE STUDY OF THE MINSTRY OF HOTELS AND TOURISM, MYANMAR

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INTRODUCTION

Tourism contributes directly towards national economic development by earning foreign exchange, creating job opportunities and flowing cash directly or indirectly to all walks of life. Attraction, accessibility, accommodation and administration are the distinctive characteristics of healthy tourism. For development of Myanmar tourism industry, although the Ministry of Hotels and Tourism is closely cooperating with related Ministries, international tour agencies, development partners and private tour operators, the efforts of employees who are working at the Ministry drive as a key point to perform well. In order to build Myanmar into a leading tourist destination in Southeast Asia and to increase tourist arrival, Myanmar Tourism Master Plan 2013- 2020 was drawn by the Ministry of Hotels and Tourism. Hence, the number of tourists visiting Myanmar has increased year after year, Myanmar has seen the increase of inbound tourists by one million in 2019 with 4.4 million, compared to more than 3.5 million in 2018 (www.tourism.gov.mm).

The Ministry of Hotels and Tourism organized with two sectors in which the Minister's Office and Directorate of Hotels and Tourism located in Naypyitaw, capital of Myanmar as Head Office. There are five departments and secretariat office under Minster's office and six departments under the Directorate of Hotels and Tourism in Naypyitaw as following organizational structure (figure 1). According to the data from the Ministry of Hotels and Tourism (2020), the total number of employees who are working in these departments is approximately 500 people (as shown in Table 1). Moreover, under the Directorate of Hotels and Tourism there are 37 branch offices in each State and Region respectively in Myanmar. The Ministry tries to enhance the performance by providing high quality service to the people and stakeholders according to its logo;"To Serve Better: Service to Tourists, Tourism Industry and the Public". In line with this logo, the role of employee working at the Ministry plays a vital role to provide better service to people. Farner et al (2001) also identified that providing quality of services to external customers requires the provision of the quality of services to internal customers and their satisfaction.

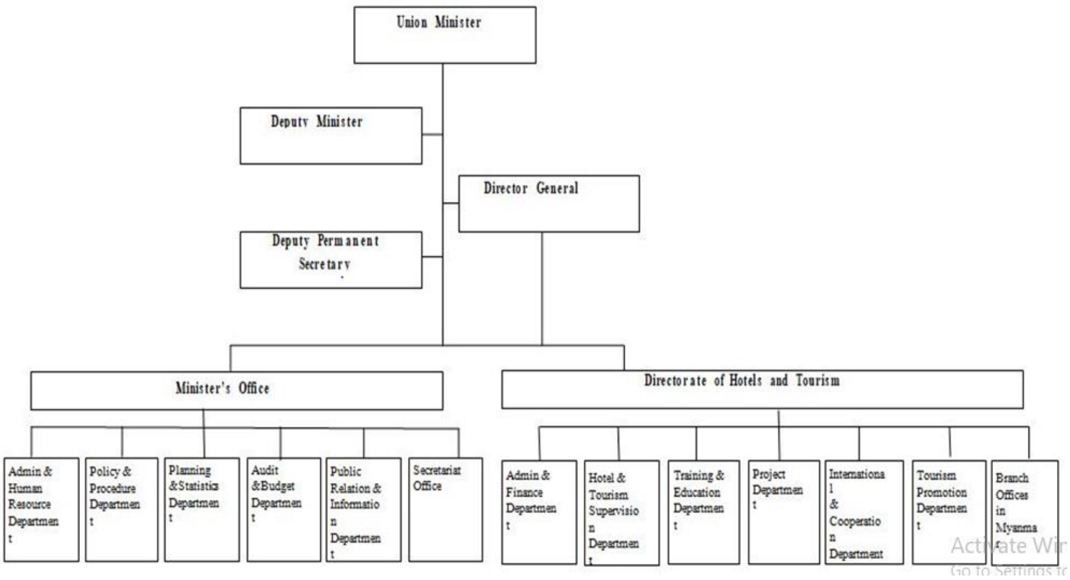

Figure1. Organizational structure of the Ministry of Hotels and Tourism, Myanmar Source; Ministry of Hotels and Tourism, Handbook (2017)

Table 1. The number of staff in the Ministry of Hotels and Tourism (2020)

Head Office		**Branch Offices (37 offices)**	**Total Number**
Minister's Office (5 departments)	102		
Directorate of Hotels and Tourism (6 departments)	392	518	1,012
Total	494		

Ministry of Hotels and Tourism has emphasized to enhance its public delivery system through empowering its employees in order to meet the expectations of its customers in line with its logo; "To Serve Better: Service to Tourists, Tourism Industry and the Public". These days, most of the organizations deal with both internal and external customers and offer quality of services to both of them. It is important to consider the level of internal service quality providing to employees whether they are satisfied or not in their workplace. Thus, Ministry of Hotels and Tourism can acknowledge and data from this study about its level of internal service quality by conducting this research. Moreover, although there are many studies on service quality carried out on the external customer side, in Myanmar context, internal service quality is relatively new in the field of research for service quality. The result would be added to the literature of internal service quality fields in Myanmar context.

Therefore, there is a need of the study to examine how internal service quality would affect employee job performance in public sector especially in the Ministry of Hotels and Tourism which is the head office in service industry in Myanmar. In order to fill in the research gaps, the objective of this study is to identify the relationship and INTQUAL factors that influence on job performance and job satisfaction at the Ministry of Hotels and Tourism, Myanmar.

LITERATURE REVIEW

Internal Service Quality and INTQUAL

Numerous studies defined that internal service operations serve as a key part of any service quality strategy (Feldman, 1991; Pfau et al., 1991). Miguel et al (2006) also identified internal service as services provided by particular organizational units or people working in these departments to other units or to the employees within an organization. Most of the previous studies have focused on product quality or the service quality between front-line employees and external customers. For example, successful internal service encounters were directly linked to external customer satisfaction (Davis, 1992; George, 1990). However, the delivery of better quality services between internal suppliers and their internal customers also plays a vital role in the service operation strategy. Thus the important role of internal service quality providing to internal customers (employee) is a relatively new idea.

In order to measure the external service quality, many researchers applied a global measurement namely SERVQUAL developed by Parasuraman et al (1988) in various service industries. Some studies have also applied SERVQUAL for assessing internal service quality and claimed that this instrument could be successfully used to measure internal customer service quality (Frost & Kumar, 2001). Moreover, others academia namely Kang et al. (2002) and Farner et al., (2001) used SERVQUAL to measure internal service quality in their studies. Caruana & Pitt (1997) applied internal service quality namely INTQUAL in their survey of service quality of the largest service firms in the UK and developed it as an internal service quality measure based on five dimensions of SERVQUAL. Based on the previous studies, this study used five dimensions of INTQUAL which are empathy, reliability, responsiveness, assurance and tangibility for the measurement of employee's perception on internal service quality.

Internal Service Quality, Job Satisfaction and Job Performance

Matzler & Renzl (2006) defined job satisfaction as one of the most important drivers of employee service quality, productivity and loyalty. The previous studies of Eskildsen and Dahlgaard (2000) have shown that the employees who are satisfied with their jobs have good morale at work and work more effectively and efficiently. In turn, job standardization on service quality directly affect the improvement in the quality of external services associated with job satisfaction (Bouranta et al. 2009). Hence, job satisfaction of employees can affect their cutomer satisfaction when delivering the services. In another way, internal cutomer satisfaction plays as a driving force for achieving the cstomer satisfaction which is the most important to meet the organizational goals. That's why, organizations need to consider about quality of internal service that provide to their employees. Moreover, previous studies have provided evidence that internal service quality is related to both job satisfaction and it helps employees to do their jobs betetter which makes them feel more satisfied in their work place (Jun & Cai, 2010; Pantouvakis, 2011).

Regarding to job performance, there are numerious studies that defined job performance deffierently. For example, Viswesveran and Ones (2000) regarded it as the attitudes and outcomes with which employees achieve things that help to achieve organizational goals. Moreover it is the result of two factors which are employees' abilities and skills and their motivation to use them for better performance (Sarmiento & Beale, 2007). Moreover, the performance of each employee is closely related to customer satisfaction in public sector (Fountain, 2001). That's why, employee performance plays a vital role in public service delivery aimed at providing high quality services to public at all levels. Besides, Singh (2016) also proved that there is positive relationship between internal service quality and job performance. Hence, organization should focus on internal service quality (ISQ) as it can promote the employee's satisffaction and abilities which directly improve the quality of service to exter cutomers (Bouranta et al., 2009). There are some previous studies on internal service quality as follows;

Table 2. Previous studies on internal service quality

Author	Key Variables	Results
Zailani, Din and Wahid (2006)	Management of Expectation, Service Reliability, ROCE, Sales Growth, Overall Performance	Internal Quality of hotel is positively related to business performance
Bai, Brewer, Sammons and Swerdlow, (2006)	Job satisfaction, internal service quality, organizational com	Job satisfaction and internal service quality has positive relationship with organizational commitment
Jun and Cai (2010).	Customer intimacy, communication	There is significantly positive association with internal customer service quality and satisfaction
Pantouvakis,(2011)	ISQ- inputs (Hard, Soft) - Job satisfaction-Transformation process - Business Performance- outputs - Input-Transformation-Output model	Soft ISQ and Hard ISQ dimensions can be used to measure the outcome (performance) of business They also influence on job satisfaction
Chen (2013)	Organizational culture, Leadership style, InternalService Quality	Organizational culture and leadership style influence on Internal service quality
Chiang and Wu (2014)	ISQ, Job Standardization, Supervisor Support, Co-worker Support, Job satisfaction, Customer Orientation	ISQ and Job Standardization have direct and indirect affect on Job satisfaction
Singh (2016)	ISQ dimension: Reliability, Assurance, Responsiveness, Empathy and Tangibility Job Performance: Task Performance, Contextual Performance.	ISQ can influence on job performance Satisfactory level of ISQ enhance higher level of job performance

RESEARCH METHODOLOGY

This study is an explanatory research that aimed to investigate the relationship among internal service quality, job satisfaction and job performance. The quantitative research design was chosen as the nature of this research is a descriptive and causal-comparative research, which projects the positivist paradigm, in which the researcher believes in objective reality of the casual relationship. The positivism leads to a scientific, systematic approach to research and as such lends itself to the use of quantitative methodology).

The questionnaire was designed based on the information of INTQUAL scales comprising with five dimensions like tangible, assurances, reliability, responsiveness and empathy to assess job satisfaction of employee according to the result of their perception on the quality of internal service at the Ministry. The quantitative questionnaire applied in this study consists of four parts. The first part contains the questions relating with the perception of internal service quality including 20 items under five dimensions of INTQUAL scales on 5-point Likert scale ranging from 1 for "strongly disagree" to 5 for "strongly agree". The second and third parts include the information about the perception of employees on job satisfaction and job performance and the fourth part includes the respondents' demographic information.

Pilot tests of the questionnaire for 30 respondents were conducted to ensure that the respondents can accurately understand the questions and encountered no difficulties answering them. The result of Cronbach's alpha for all items of five internal service quality dimensions was over 0.74, the overall job performance was more than 0.91; and overall tourist satisfaction was more than 0.93. A reliability coefficient of 0.5 is considered recommended (Bujang et al., 2018). Therefore, the questionnaire used in this research passed the reliability test and was acceptable for data collection.

For the data collection, the researcher collected data from the employees who are working at the Ministry of Hotels and Tourism, Naypyitaw, Myanmar by using both paper and online systems because of Covid-19 crisis during that time. A stratified sampling strategy was used in this study because it can provide the highly representative of population being studied, assuming that there is limited missing data (Sharma, G, 2017). Samples will be selected from 494 employees who aged 18 years and older and male and female employee from all departments under the Ministry of Hotels and Tourism in Naypyitaw referred by the researcher's personal contacts. After eliminating incomplete responses, 240 qualified responses were used. The collected data were analyzed by using ADANCO 2.1 program and the variables were conducted with Partial Least Square structural equations modelling method (PLS-SEM) because it has been increasingly used to conduct research in various areas of hospitality and tourism (Sie et al.,2018). Moreover, it also permits the unrestricted use of single-item and formative measures (Hair et al., 2016)

FINDINGS AND DISCUSSION

Descriptive Statistics

Demographic Profile

Table 4.1 shows that more female employees (69.7%) than male employees (24.8%) were working at the Ministry of Hotels and Tourism. Most of the employees are young people who aged for 21-30 accounted for (32.7 %) followed by aged for 31-40 (30.3%). Employees aged 41-50 accounted for (24.4%) and the oldest employees aged 51-60 is the lowest aged group which is only 7.1% of the respondents. In terms of education, the majority of employees are bachelor degree holders (86.3%). There were employees who got the Master degree (7.1%) and some who passed high school (6.7%) which is the lowest one. Although researchers collected data from all departments, most of the staff was from the Admin and Finance department (18.8%) however, the staff from the Secretariat Office was the lowest one (2.5%). For the position of respondents, most of the staff was office helper to superintendent accounted for (72.9%) whereas only 27.1 % of staff was staff officer and above. According to the servant years, staff that has working experience between 1 year and 5 years is the largest group while the staff with the experience from 25 years and above is the lowest group. Last but not the least, most of the departments cooperated with all departments which mean they cooperated with each other under the Ministry of Hotels and Tourism.

Table 4.1. Demographic of Respondents

Sample Descriptive Profile	Category	Percentage
Gender	Male	24.8
	Female	69.7
Age	18-20	0
	21-30	32.7
	31-40	30.3
	41-50	24.4
	51-60	7.1
Education	High School	6.7
	Bachelor Degree	86.3
	Master Degree	7.1
	Doctorate Degree	0
Department	Admin & HR	10.0
	Policy	4.6
	Planning & Statistics	5.4
	Audit & Budget	6.3
	Public Relation & Information	6.7
	Secretariat Office	2.5
	Admin & Finance	18.8
	HTS	8.8
	Training & Education	8.8
	Project	6.7
	IRC	9.2
	Tourism Promotion	12.5
Position	Office Helper to Superintendent	72.9
	Staff Officer and above	27.1
Servant years	1-5	27.5
	6-10	11.3
	11-15	20.8
	16-20	23.3
	21-25	12.9
	25 and above	4.2

Table 4.1. Demographic of Respondents (Continued)

Current Working Departments	Cooperated Working Departments	
	Maximum	Minimum
Admin & HR	All departments	
Policy	Almost department	Secretariat Office
Planning & Statistics	Audit & Budget	Public Relation & Information
Audit & Budget	All departments	Admin & HR
Public Relation & Information	Brach Offices	Secretariat Office
Secretariat Office	All departments	Project
Admin & Finance	All departments	Tourism Promotion
HTS	Branch Offices	Secretariat Office
Training & Education	Branch Offices	All
Project	Admin & Finance	IRC
IRC	Training & Education	HTS
Tourism Promotion	IRC	Branch Offices

Results from the survey

As shown in table (4.2), all composite reliability scores were revealed to be greater than the endorsed point (0.60) (Bagozzi & Yi, 1988) thus, the results showed that the items were consistency. The average variance extracted (AVE) of individual constructs (AVE) indicated the convergent validity by going beyond the AVE cut-off value (0.5) (Chin, 2010; Hair et al., 2016). In terms of mean score, the perception of respondents on "reliability" dimension is the highest one (M= 4.08) whereas the perception on "tangibility" dimension is the lowest one with Mean score (M=3.59). Under the tangibility dimension, the mean score of the item "Working environment is comfort and attractive" is the least (M=3.30) followed by the "I have up to date equipments in my workplace" (M= 3.36). The findings show that it needs to improve working environment and to give up to date equipments at the Ministry of Hotels and Tourism.

Table 4.2. Descriptive Statistics of Variables

Factor	Mean	SD	Loading
Internal Service Quality(Empathy) (CR= 0.82, AVE= 0.64)	**3.79**		
1. When internal problems occur, I give them all my attention in an effort to solve them speedily.	3.91	0.76	0.75
2. I deal with all employees with respect	3.86	0.74	0.72
3. My department has a clear understanding of the needs of other employees within this organization	3.65	0.84	0.86
4. My colleagues give me individual attention	3.73	0.71	0.87
Internal Service Quality (Responsiveness) (CR=0.81, AVE= 0.63)	**3.86**		
1.My department provides quick responses to requests from other departments/ employees	4.02	0.79	0.75
2.In my organization, there is regular communication about internal service quality among employees	3.70	0.78	0.80
3. My colleagues are willing to help me	3.92	0.82	0.87
4. I am flexible with working hours	3.78	0.72	0.75
Internal Service Quality (Reliability) (CR= 0.80, AVE= 0.72)	**4.08**		
1.I am always committed to my assigned tasks by a certain time	4.23	0.73	0.83

Table 4.2. Descriptive Statistics of Variables (Continued)

Factor	Mean	SD	Loading
2.My department keeps our promises when delivering services to other departments/ employees	3.99	0.79	0.88
3.My department provides correct and necessary information to other departments	4.03	0.78	0.82
Internal Service Quality (Assurance) (CR= 0.73, AVE= 0.65)	**3.85**		
1. I have the knowledge and ability to answer other employee's questions	3.84	0.83	0.79
2. My colleagues are polite and kind	3.80	0.79	0.75
3. I can trust my colleagues	3.92	0.83	0.86
Internal Service Quality (Tangibility) (CR= 0.75, AVE= 0.57)	**3.59**		
1. I am provided the required information	3.76	0.75	0.74
2. I have up to date equipments in my workplace	3.36	0.88	0.78
3. Working environment is comfort and attractive	3.30	0.99	0.79
4. My colleagues are neat and tide	3.92	0.77	0.72
Job Satisfaction (CR=0.79, AVE=0.70)			
1. Overall, I am satisfied with my job	3.58	0.72	0.87
2. In general, I enjoy working at my current department	3.63	0.87	0.86
3. I am generally satisfied with the kind of work I do on my job	3.79	0.81	0.78
Job Performance (CR=0.87, AVE=0.66)			
1. My colleagues whom I work with meet all the formal performance requirements of the job	3.72	0.75	0.74
2. My colleagues whom I work with always complete the duties in his/her job description	3.76	0.79	0.84
3. My colleagues whom I work with fulfil responsibilities required by his/ her job	3.78	0.78	0.81
4. My colleagues whom I work with are often able to perform important duties	3.78	0.79	0.79
5. My colleagues whom I work with never neglect aspects of the job that is obligated to perform	3.81	0.84	0.86

Result of the PLS-SEM

Table 4.3. Squared Correlations; AVE in the diagonal, Fornell-Larcker in the top triangle

Squared Correlations							
Construct	SAT	Emp	Res	Rel	Asu	Tan	JP
SAT	0.6995						
Emp	0.0052	0.6457					
Res	0.2239	0.0554	0.6344				
Rel	0.1513	0.0048	0.2483	0.7184			
Asu	0.0009	0.0023	0.0004	0.0041	0.6477		
Tan	0.4792	0.0058	0.2711	0.1747	0.0012	0.5754	
JP	0.3766	0.0056	0.2769	0.1305	0.0125	0.3497	0.6569

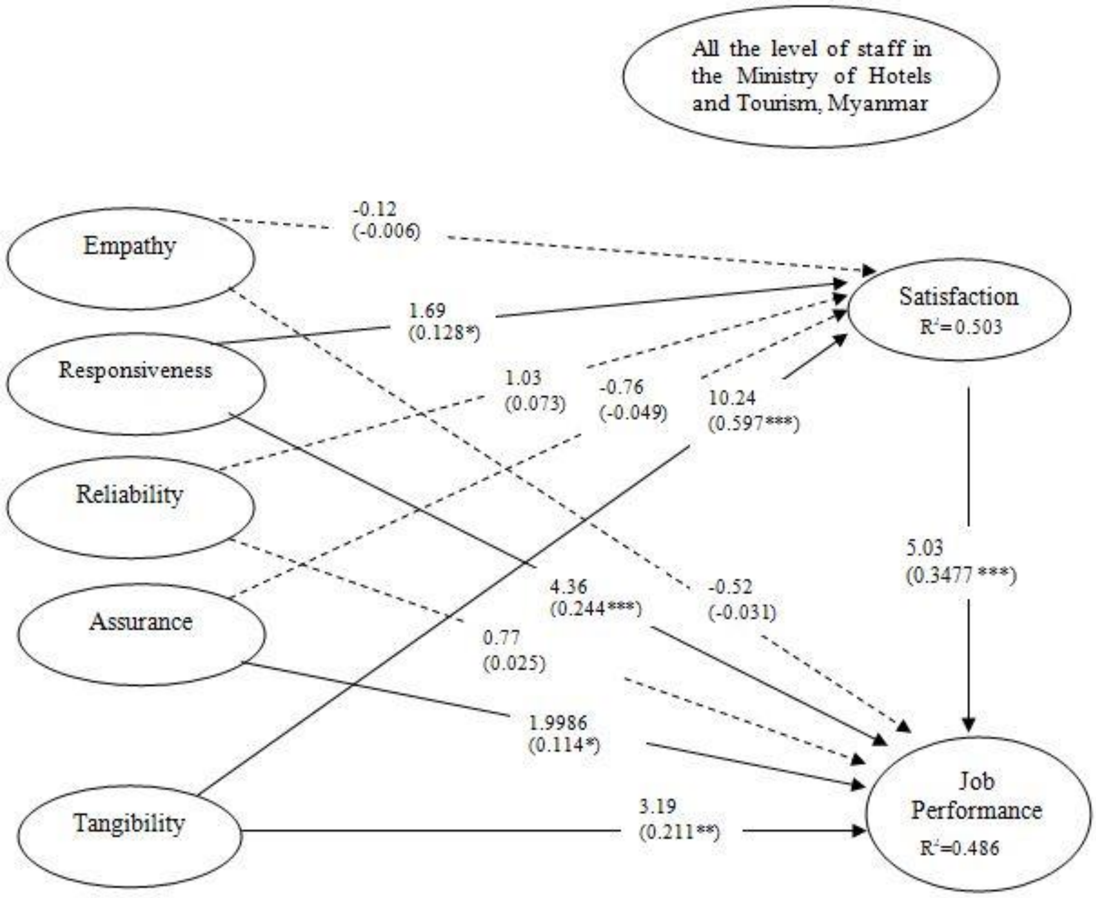

Figure 4.1. The Conceptual Model

Table 4.4. The Regression Table

Effect	Original Coefficient	Standard bootstrap results	
		t-value	p-value (1 sided)
SAT-> JP	0.3477	5.0255	0.0000***
Emp -> SAT	-0.0064	-0.1194	0.4525
Emp -> JP	-0.0312	-0.5156	0.3031
Res -> SAT	0.1284	1.6856	0.0460**
Res -> JP	0.2442	4.0813	0.0000***
Rel -> SAT	0.0727	1.0336	0.1507
Rel -> JP	0.0254	0.4287	0.3341
Asu -> SAT	-0.0489	-0.7605	0.2235
Asu -> JP	0.1137	1.9986	0.0229**
Tan -> SAT	0.5972	10.2414	0.0000
Tan -> JP	0.2113	3.1904	0.0007

Since this study aims to examine the relationships among internal service quality, job satisfaction and job performance, researcher used bootstrapping procedure in ADANCO 2.1 (Henseler & Dijkstra, 2015) which comes to analyze the cause-effect relations between latent constructs in order to analyze the regression. Specifically, this study was conducted to find out which factors of internal service quality have the greatest influence on job satisfaction and job performance. For the analysis of the relationship of INTQUAL dimensions towards job satisfaction, there are two INTQUAL dimensions which are significant to job satisfaction namely tangibility dimension ($t=10.241$, $p<0.001$) and responsiveness dimension ($t = 1.686$, $p< 0.1$) as shown in figure 4.1 and table 4.4. From the beta estimates, it can be said that tangibility dimension is strongly connected with job satisfaction than other four dimensions of internal service quality. This finding partially supports to the previous studies. For instance, Jun and Cai (2010) found that there is significantly positive association between internal customer service quality and job satisfaction, however they used twelve dimensions of INTQUAL whereas this study used five dimensions of INTQUAL. Chang & Wu (2014) also found that soft ISQ and hard ISQ dimensions influence on job satisfaction.

Regarding the relationship of INTAQUAL dimensions towards job performance, the result found that responsiveness ($t= 4.081$, $p<0.001$), tangibility ($t= 3.190$, $p<0.001$) and assurance ($t= 1.999$, $p<0.1$) dimensions are significantly influence on job performance of the employee at the Ministry of Hotels and Tourism. The coefficient path of responsiveness to job performance ($\beta= 0.244$) is the highest path followed by the tangibility ($\beta=0.211$) while assurance is the lowest path ($\beta=0.11$). This finding supports the previous study of Singh (2016) of which all the dimensions of internal service quality have significantly influence on job performance whereas this study found only three dimensions which are significant to job performance. It is also found that there is significant path between job satisfaction and job performance at $\beta=0.348$ and t-value=5.026. According to the result from the coefficient of determination (R^2 value), 50% of job satisfaction and 49% of job performance were explained by the models which were greater than the minimum threshold of R^2 value 25% (Hair et al., 2016).

According to the results, although tangibility dimension has the significant effect on job satisfaction and job performance, the perception of staff on tangibility dimension is the lowest one. Specifically, there are two items under the tangibility dimension; working environment and up-to-date equipment which had the lowest perception of employees needs to be considered to make the employees satisfied and improve their job performance by the Ministry of Hotels and Tourism. Figure 4.1 shows that "empathy" and "reliability" do not have significant influence on both job satisfaction and job performance whereas "assurance" doesn't have significant effect only on job satisfaction. Overall "responsiveness" dimension has the highest significant effect on job performance while "tangibility" dimension has the highest significant influence on job satisfaction which is the positive signs for the Ministry of Hotels and Tourism to be considered as the most important factors.

CONCLUSION

This study confirmed that there are positive relationships amongst the internal service quality, job satisfaction and job performance. There are two implications in this study; theoretical contribution and practical contribution. Regarding the theoretical contribution, this study contributes to the internal service quality management literature by addressing the Ministry of Hotels and Tourism, governmental organization in Myanmar context, which has not been done in the past. The new findings of this study perceived from the governmental organization (Ministry of Hotels and Tourism) in Myanmar context may help explain to other governmental organizations in the contexts which are similar social and economic development as Myanmar.

In terms of practical contribution, the findings of this study can be used as a guideline by the public sector organizations to increase the level of job satisfaction and job performance of their employees. Specifically, the Ministry of Hotels and Tourism can acknowledge the weakness and strongest points on internal service quality to employees and improve the weakness points and the important factors that employees pay attention to and affect job satisfaction and job performance by considering the findings of this study. The Ministry of Hotels and Tourism should realize that the internal customer service must become part of the organization's culture in order to improve service quality to people as the head of service industry in Myanmar. Moreover, the Ministry of Hotels and Tourism needs to improve tangible things because it receives the lowest average rating amongst the five dimensions and also have the positive influence on the job satisfaction and job performance. Since responsiveness shows the strongest influence towards job performance, which shows a positive sign for the Ministry of Hotels and Tourism, the responsiveness element will have to constantly be maintained in order to ensure the high level of job performance at the Ministry of Hotels and Tourism.

Besides its contributions, this study acknowledges some limitations. As all the respondents of this study worked for the Ministry of Hotels and Tourism, there may be possible differences between organizations in public sector, private sector and organizations in tourism industry. Moreover, since only five dimensions of internal service quality were surveyed, the variables of the dimensions can be limited. There may be other situational factors of internal service quality that can influence on job satisfaction and job performance. Hence, for the future researchers, it is suggested to explore other internal service quality factors that influence on job satisfaction and job performance. However, these limitations do not diminish the significance of the reported results in this study as a whole and its suggestions for future studies.

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THE PSYCHOSOCIAL SAFETY CLIMATE AND BURNOUT AMONG PENANG HOTELIERS

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ABSTRACT

Due to the COVID-19 pandemic, hoteliers from the Penang hotel industry have encountered greater levels of burnout due to their high levels of job demands and low extents of job resources. Therefore, this paper aims to investigate the predictors of burnout among Penang hoteliers. Moreover, the paper intends to examine the potential roles of challenge demands and hindrance demands as the mediating variables. A total of 313 hoteliers from the Penang hotel industry participated in the study. The results of the present study showed that psychosocial safety climate (PSC) and burnout possess a significant negative relationship whereas challenge demands and hindrance demands possess a significant positive relationship with burnout. Furthermore, PSC was found to be significantly and negatively related to challenge demands and hindrance demands. Moreover, challenge demands and hindrance demands were identified as the significant mediators between the predictor variables and burnout. The findings of the present study are helpful to both academics and practitioners who wish to manage the burnout levels among hoteliers from the Penang hotel industry.

Keywords: psychosocial safety climate, burnout, hoteliers, COVID-19

INTRODUCTION

The Malaysian Government applied few policies to reduce the spread of the Covid-19 virus. The first implementation of Restriction of Movement Control Order (MCO) for whole Malaysia started on 16th March 2020 till 12th May 2020 (Malay Mail, 2021) until recently implement the MCO 3.0 for few serious states (Kuala Lumpur, Johor, Perak and Kuantan) that starts from 7th May 2021 till 20th May 2021 (Human Resources Online, 2021) and Penang from 10th May 2021 to 23rd May 2021 (Malay Mail, 2021). In line with the MCO 3.0 implemented in Penang, it was expected that Penang tourism players brace for losses (Free Malaysia Today, 2021).

According to the study of World Health Organization (2020), the COVID-19 affects the high unemployment rate and has negative psychological impact towards to the remaining employees. The negative COVID-19 impacts include the stress, depression, burnout and loneliness. The chairman (Raj Kumar) of Malaysian Association of Hotels (Penang branch) stated that the implementation of MCO 3.0 will affect around 6,000 employees who work in the hotel line (Free Malaysia Today, 2021). Furthermore, he added most of the hotels' owners were running out of cash flow and faces the difficulty in paying their staff. The owners were forced to reduce the number of employees in the hotels. In addition, according to the Statistics Department, the unemployment rate in January in tourism-related industries increased to 9,700 people (The Star, 2021). Hence, the forecast for job demands in the hotel industry will be increased for the remaining employees and the demands will become more challenging. In conjunction with that, hoteliers from the Penang Island hotel industry encounter greater levels of burnout owing to their high levels of job demands and low amounts of job resources (Teoh & Kee, 2020; Teoh & Kee, 2019). Therefore, mechanisms to improve hoteliers' burnout levels are urgently needed during and after the COVID-19 pandemic.

LITERATURE REVIEW

The concept of PSC is a policy which is a guideline for policy makers to revise their policies, practises and procedures to protect their employees' psychological health and safety (Dollard & Bakker, 2010). In PSC concept includes four major elements which are management commitment, management priority, organizational communication and organizational participants (Hall & Dollard, 2010). The poor working environment will lead to numerous pressure towards the employees (Teo et al., 2020) and lead to burnout (Juliana et al., 2021; Juliana et al., 2021; Ahmad et al., 2020). Therefore, with the support of high PSC, it is to ensure that employees can perform their task under the poor working environment (Gan & Kee, 2020) and can act as a safeguard for employees (Teo et al., 2020), especially during the COVID-19 pandemic. Furthermore, management plays an important role to open communication between the employees. This action can reduce employee's uncertainty and doubtfulness (Agarwal, 2021).

As mentioned by Yulita et al. (2014), if the organizations apply higher levels of PSC, it can prompt their policy makers to decrease whichever hindrance job demands at the workplace that will lead employees face stress and burnout. Despite this, when employees face higher workload, the levels of burnout will increase as well (Teoh & Kee, 2020) and could cause employees to have psychological health problems (Gan & Kee, 2020). Meanwhile, employees who work in the hotel industry are considered in the high risk of burnout category. They need to deal with tourists from different places daily. With the concern of the spread of COVID-19, their mental stress will lead them to burnout. Agarwal (2021) stated that employees need mental health services to support them during the pandemic. They were stressed out because of working in an uncertain working environment.

The job demands in the hotel industry is high, including longer working hours, work stress, time constraints, high pressure in workplace, lack of training and protections for their health and safety (Ariza-Montes et al., 2017; Page et al., 2018) and these factors will lead to employees' burnout. In this pandemic, it was critical for human resources to retain their staff, especially in the hotel industry (Baum et al., 2016). The remaining employees in hotel industry were forced to cover most of the job demands and this causes them to be overloaded (Agarwal, 2021). Moreover, the employees worry whether they will be the next person to lose their jobs; employees chose to work even though the workload is unreasonable. This will cause them to be physically and mentally exhausted and will finally lead to burnout.

Although higher job demands (hindrance demands) will cause burnout, but it (challenge demands) also has the potential to lead employees to have room for growth and enhance their skills. The management provides training for their employees to gain more knowledge on how to prevent COVID-19 (Agarwal, 2021) and work based on the importance of standard operating procedures (SOP). With the updated COVID-19 safety training, this can enhance their personal growth as well. Besides that, employees were trained to multitask in different roles. This is a good platform to allow employees to demonstrate their skills or strength.

This present study will apply the COR theory (Hobfoll & Freedy, 1993). This is because the COR theory is suitable for all industries (Cavanaugh et al., 1998). Based on the COR theory (Hobfoll, 2001), it can retain stress and lead stress to have positive or negative consequence (O'Brien & Beehr, 2019). The consequences are based on the stressors and consist of the net gain or loss of resources. In other words, when employees are faced with high job demands, they need to overcome it with their current resources. Without sufficient resources, the relatively job demands will be high. Despite this, job demands will not only lead to negative outcomes (hindrance demands), it also can lead to positive outcomes (challenge demands) (Yulita et al., 2014; Ooi & Teoh, 2021). However, both challenge and hindrance demands can affect employees' performance and lead to burnout (Teoh et al., 2021; Teoh & Kee, 2018). Therefore, this is important for policy makers to come out with a strategy to enhance the

employees' well-being besides the financial approach, especially during this pandemic. Hence, in this present study, the psychosocial safety climate (PSC) acts as job resources. This study will examine the impact of PSC on job demands among employees working in the Penang hotel industry and the researchers in the present study will focus on the underlying mediating mechanisms by examining the role of challenge demands and hindrance demands in strengthening the relationship between PSC and burnout.
Based on the discussion above, the researchers have proposed the following hypotheses:

H1:	PSC is negatively associated with burnout.
H2:	Challenge demands are positively associated with burnout.
H3:	Hindrance Demands are positively associated with burnout.
H4:	PSC is positively associated with challenge demands.
H5:	PSC is negatively associated with hindrance demands.
H6:	The relationship between PSC and burnout will be mediated by challenge demands.
H7:	The relationship between PSC and burnout will be mediated by hindrance demands.

RESEARCH METHODOLOGY

Research Design and Research Setting

A quantitative approach was used in the present study. All data was collected from hotels located on Penang Island. The study employed purposive sampling. The sample was drawn based on three criteria. First, the respondents were full-time hoteliers. Second, the respondents were hoteliers who had worked in their current hotels for, at least, one year. Lastly, the respondents worked in the hotels located on Penang Island, Malaysia. The present research used full-time Penang Island hoteliers with, at least, one year of employment because hoteliers are less likely to encounter burnout during their first year of service (Teoh & Kee, 2019).

Survey data

Hotel managers were approached and informed about the purpose of the study. After receiving the approval from the hotel managers, questionnaires were put in envelopes and the hotel managers distributed the questionnaire to their hoteliers who met the criteria. The respondents in the study are expected to provide their true opinions in the questionnaire since they are required to put the completed questionnaire in the given envelope and seal it before returning to the hotel managers. A total of 313 hoteliers from Penang Island hotels participated in the study. Of the 350 questionnaires distributed, 313 returned with completed questionnaires, representing a response rate of 89.4%. Over half of the respondents were female (50.5%). Over four-fifths of them were between the age of 21 to 40 years old (86.6%). 61.7% had worked for the organization for not more than five years. Table 1 presents a summary of the respondents' profile.

Table 1.
Profiles of Respondents

Demographic Variable	Category	Frequency	Percentage
Gender	Male	155	49.5
	Female	158	50.5
Age	21-25	70	22.4
	26-30	96	30.7
	31-35	67	21.4
	36-40	38	12.1
	41-45	18	5.8
	46-50	12	3.8
	51-55	3	1.0
	56-60	9	2.8
Ethnicity	Malay	114	36.4
	Chinese	140	44.7
	Indian	59	18.8
Marital Status	Single	190	60.7
	Married	102	32.5
	Divorced	15	4.8
	Widowed	3	1.0
	Separated	3	1.0
Tenure with the Organization	1-5 years	193	61.7
	6-10 years	59	18.8
	11-15 years	32	10.2
	16-20 years	9	2.9
	21 years and above	20	6.4

Research Instrument

Psychosocial Safety Climate. A 12-item scale adopted from Dollard & Bakker (2010) was employed to access psychosocial safety climate. An example of the item includes "In my workplace, the management acts quickly to correct problems/issues that affect employees' psychological health." A 5-point Likert scale ranging from 1 "strongly disagree" to 5 "strongly agree." is used.

Challenge demands and hindrance demands. A 5-item scale for each challenge demands and hindrance demands was adopted from Cavanaugh et al. (2000) and LePine et al. (2004). Participants responded using a 5-point Likert scale ranging from 1 "not at all" to 5 "to a very great extent." An example item for challenge demands is "Time pressure I experience." An example of hindrance demands includes "The degree to which office politics rather than performance affects organizational decisions."

Burnout. An 8-item scale for each burnout was adopted from Demerouti et al. (2003). Examples of the items include "There are days when I feel tired before I arrive at work." and "After work, I tend to need more time than in the past in order to relax and feel better". Participants responded using a 5-point Likert scale ranging from 1 "strongly disagree" to 5 "Strongly agree".

FINDINGS

Partial Least Square (PLS) modeling using the SmartPLS 3.2.8 version was used (Ringle et al., 2015) as the statistical tool to investigate the measurement and structural model since it does not need normality assumption and survey research is usually not normally distributed (Chin et al., 2003). Firstly, the issue of common method variance bias was addressed by testing the full collinearity since data was collected using a single source (Kock, 2015; Kock & Lynn, 2012). In this method, all the variables will be regressed against a common variable, and there is no bias from the single source data if the VIF ≤ 3.3. Based on Table 4, the VIF values are lower than 3.3. Hence the single source bias is not a serious issue with the data collected.

Measurement Model

By following Anderson & Gerbing (1988) recommendations, a 2-step approach was used to test the model developed. It was first tested against the measurement model to investigate the validity and reliability of the instruments used by following the guidelines of Hair et al. (2019) and Ramayah et al. (2018), and subsequently the structural model was run to test the hypotheses developed.

We assessed the loadings, average variance extracted (AVE), and the composite reliability (CR) for the measurement model. The loadings' values should be ≥ 0.5, the AVE should be ≥ 0.5, and the CR should be ≥ 0.7. As exhibited in Table 2, the AVEs are all greater than 0.5, and the CRs are all greater than 0.7. The loadings were also acceptable, with only three loadings of burnout lower than 0.708 (Hair et al., 2019).

Next, the discriminant validity using the HTMT criterion suggested by Henseler et al. (2015) and updated by Franke & Sarstedt (2019) was evaluated. The HTMT values should be ≤ 0.85 for the stricter criterion, while it should be ≤ 0.90 for the more lenient criterion. As shown in Table 3, the HTMT values were lesser than the stricter criterion of ≤ 0.85. Thus, we can conclude that the respondents understood that the four constructs were different. These validity tests showed that the measurement models are both valid and reliable.

Structural Model

As recommended by Hair et al. (2017) and Cain et al. (2017), the multivariate skewness and kurtosis were assessed. The results demonstrated that the data we had collected was not multivariate normal, Mardia's multivariate skewness ($\beta = 3.213$, $p < 0.01$) and Mardia's multivariate kurtosis ($\beta = 25.319$, $p > 0.05$). According to Hair et al. (2019), we then reported the path coefficients, the standard errors, t-values, and p-values for the structural model using a 5,000-sample re-sample bootstrapping procedure (Ramayah et al., 2018). Furthermore et al. (2017) criticized that p-values were not good criteria for testing the hypothesis's significance and recommended using an integrating of criteria, such as p-values, confidence intervals, and effect sizes. Table 4 shows a summary of the criteria we have used to test the hypotheses developed.

First, we assessed the effect of the three predictors on burnout. The R^2 was 0.341 ($Q^2 = 0.259$), which shows that all the three predictors explained 34.1% of the variance in burnout. PSC ($\beta = -0.214$, $p < 0.05$) was negatively related to burnout, whereas challenge demands ($\beta = 0.375$, $p < 0.05$) and hindrance demands ($\beta = 0.314$, $p < 0.05$) were both positively related to burnout. Thus, H1, H2, and H3 were all supported. Next, we tested the effect on challenge demands, with an R^2 of 0.068 ($Q^2 = 0.041$), which indicates that PSC explains 6.8% of the variance in challenge demands. Nonetheless, PSC ($\beta = -0.241$, $p < 0.05$) was significantly related to challenging demands and was in the opposite direction as hypothesized. Therefore, this implies that H4 was not supported. On the other hand, we assessed the effect on hindrance demands, with an R^2 of 0.189 ($Q^2 = 0.113$), which denotes that PSC explains 18.9% of the variance in hindrance demands. Similarly, H5 was supported since PSC ($\beta = -0.441$, $p < 0.05$) was negatively related to hindrance demands.

To evaluate the mediation hypotheses, we consider Preacher & Hayes (2004; 2008) recommendations by bootstrapping the indirect effect. It is concluded that the mediation is significant when the confidence interval does not straddle a 0. As exhibited in Table 5, PSC → CD → B ($\beta = -0.139$, $p < 0.05$) was significant since its confidence interval bias-corrected 95% did not straddle a 0, which gives rise to H6 being supported. On the other hand, PSC → HD → B ($\beta = -0.219$, $p < 0.01$) was shown to be significant since its confidence interval bias-corrected 95% did not straddle a 0, and this indicates that H7 was supported.

Table 2.
Measurement Model

Constructs	Items	Loadings	AVE	CR
Psychosocial Safety Climate	PSC1	0.813	0.713	0.967
	PSC2	0.831		
	PSC3	0.841		
	PSC4	0.817		
	PSC5	0.919		
	PSC6	0.864		
	PSC7	0.878		
	PSC8	0.713		
	PSC9	0.819		
	PSC10	0.834		
	PSC11	0.839		
	PSC12	0.818		
Challenge Demands	CD1	0.814	0.781	0.941
	CD2	0.884		
	CD3	0.861		
	CD4	0.913		
	CD5	0.917		
Hindrance Demands	HD1	0.831	0.714	0.928
	HD2	0.819		
	HD3	0.817		
	HD4	0.816		
	HD5	0.841		
Burnout	B1	0.851	0.767	0.941
	B2	0.819		
	B4	0.928		
	B5	0.894		
	B6	0.821		

Note: B3, B7 and B8 were deleted due to low loadings

Table 3.
Discriminant Validity (HTMT)

	1	2	3	4
1. Challenge Demands				
2. Hindrance Demands	0.481			
3. Burnout	0.573	0.261		
4. Psychosocial Safety Climate	0.241	0.555	0.113	

Table 4.
Hypothesis Testing Direct Effects

Hypothesis	Relationship	Std Beta	Std Error	t-values	p-values	BCI LL	BCI UL	f^2	VIF
H1	PSC → B	-0.214	0.041	2.819	0.003	-0.215	-0.031	0.028	1.410
H2	CD → B	0.375	0.049	7.313	0.000	0.228	0.441	0.151	1.241
H3	HD → B	0.314	0.048	6.719	0.000	0.231	0.391	0.191	1.688
H4	PSC → CD	-0.241	0.047	5.128	0.000	-0.328	-0.159	0.069	1.000
H5	PSC → HD	-0.441	0.044	10.191	0.000	-0.427	-0.314	0.228	1.000

Note: We use 95% confidence interval with a bootstrapping of 5,000

Table 5.
Hypothesis Testing Indirect Effects

Hypothesis	Relationship	Std Beta	Std Error	t-values	p-values	BCI LL	BCI UL
H6	PSC → CD → B	-0.139	0.091	4.513	0.000	-0.171	-0.031
H7	PSC → HD → B	-0.219	0.064	6.499	0.000	-0.331	-0.091

Note: We use 95% confidence interval with a bootstrapping of 5,000

Following the suggestions by Shmueli et al. (2019), who proposed PLSpredict, a holdout sample-based procedure generates case-level predictions on an item or a construct level using the PLS-Predict with a 10-fold procedure to check for predictive relevance. Shmueli et al. (2019) claimed that if all the item differences (PLS-LM) were lower than predictive relevance, then there is strong predictive power; if all are higher than predictive relevance, then the predictive power is not confirmed; if the majority is lower than predictive relevance, then there is moderate predictive power; if the minority is lower than predictive relevance, then there is low predictive power. Based on Table 6, most of the PLS model errors were lower than the LM model; thus, we can conclude that our model has moderate predictive power.

Table 6.
PLS-Predict

Item	PLS RMSE	LM RMSE	PLS-SEM	Q^2_predict
B1	0.922	0.888	0.034	0.091
B2	0.771	0.831	-0.060	0.208
B4	0.801	0.791	0.010	0.219
B5	0.777	0.814	-0.037	0.313
B6	0.859	0.989	-0.130	0.268

DISCUSSION AND MANAGERIAL IMPLICATIONS

This study aims to determine the implications of PSC, challenge demands, and hindrance demands on burnout. The present study also intends to examine the mediating roles of challenge demands and hindrance demands on the relationship between PSC and burnout. Hypothesis 1 was supported because the survey realized that PSC has a significant negative relationship with burnout.

The meaningful negative relationship between PSC and burnout shows that the Penang hotel industry with high PSC levels can lower burnout among hoteliers. This finding is consistent with the prior studies that a high level of PSC decreases the burnout levels among employees (Heffernan et al., 2018; Huyghebaert et al., 2018; Mansour & Tremblay, 2019; Teoh & Kee, 2018; Teoh & Kee, 2019). A low PSC level increases burnout among employees (Idris et al., 2011; Idris & Dollard, 2011; Law et al., 2011). On the other hand, this relationship can be understood via the COR theory's perspective (Hobfoll, 1989) that Penang hoteliers experience burnout due to resource depletion. Consequently, PSC can be employed as an organizational resource to affect individuals with a lower level of resources (Dollard & Bakker, 2010). The present paper suggests that PSC can facilitate appropriate resource allocation and job control within the workplace, minimizing hoteliers' burnout levels. The paper argues, therefore, that greater levels of PSC reduce the burnout levels among hoteliers.

The relationship between challenge demands and burnout was positively significant in the study, and thus H2 was supported. This relationship implies that high levels of challenge demands can trigger higher burnout levels among Penang hoteliers. This finding concurs with the previous studies that challenge demands, such as time constraints, workload, and increased job responsibility, tend to elevate employee burnout levels even though this led to personal achievement, creativity, and ingenious attainment (Abbas & Raja, 2019; Han et al., 2019; LePine et al., 2004; Van den Broeck et al., 2010; Yulita et al., 2014). This scenario can be explained by employing the COR theory (Hobfoll, 1989; Hobfoll & Shirom, 2001) that challenge demands are still the demands at work, which cause the depletion of energy within employees. Consequently, a greater level of challenge demands predicts a higher level of burnout among Penang hoteliers.

Meanwhile, the relationship between hindrance demands and burnout was also positively significant in the study, which denotes that H3 was supported. Penang hoteliers had experienced a greater level of burnout when they faced a higher level of hindrance demands. This finding is in line with the past studies that the elements of hindrance demands, such as role conflict and office politics, lead to the occurrence of burnout (Abbas & Raja, 2019; Idris et al., 2011; Pien et al., 2019; Riedl & Thomas, 2019). According to the COR theory (Hobfoll, 1989), Penang hoteliers strive to build, protect, and maintain the resources that facilitate them to deal with job demands. Nevertheless, when one fails to cope with the significant hindrance demands, reducing their resources may promote stress or burnout (Hobfoll, 1989). As a result, failing in managing hindrance demands among Penang hoteliers could lead them to experience burnout.

The present study did not support our Hypothesis 4. Though PSC was hypothesized to have a positive relationship with challenge demands, the present study found that PSC is significantly and negatively related to challenging demands. Hence, this present finding projects discrepancies with the prior studies, which unveiled that the benefits of PSC, which are perceived as a mechanism to cultivate a better working environment, were operationalized to possess a positive relationship with challenging job demands (Cavanaugh et al., 2000; LePine et al., 2005). These inconsistencies can be delineated through the basic features of challenge demands that are considered job demands. It is further supported by previous research that discovered that challenge demands could lead to emotional exhaustion among employees (Yulita et al., 2014). Similarly, the COR theory (Hobfoll, 1989; Hobfoll & Shirom, 2001) indicates that challenge demands are one of the demands which lead to energy depletion since resources are still being lost to cope with challenge demands (Hobfoll & Shirom, 2001). As a result, PSC could reduce the characteristics of challenge demands since its roles are to decrease workplace barriers that could place employees under stress (Yulita et al., 2014).

On the other hand, PSC was negatively and significantly related to hindrance demands in the study, where H5 was supported. This result implies that a high PSC level in Penang hotels can decrease the adverse effects of hindrance demands. This finding corroborates the prior studies that the implementation of PSC at the team level could reduce the extents of hindrance demands (Yulita et al., 2014), mitigate the unfavorable work outcomes (Idris et al., 2012), and prioritize the well-being of employees (Idris, Dollard & Tuckey, 2015). Likewise, it can be perceived through the COR theory

(Hobfoll, 1989) that PSC in the Penang hotels, which acts as a resource caravan passageway, serves as another type of job resources that enhance the coping capacity of Penang hoteliers towards their work. On the other hand, Penang hoteliers assured with adequate resources at work due to PSC's benefits could also improve their coping capacity, reducing the unfavourable implications of hindrance demands. As a consequence, the hotel industry with PSC applications can reduce the unnecessary features of hindrance demands.

For the mediators in the study, the result demonstrated that challenge demands are a significant mediator on the relationship between PSC and burnout, and hence H6 was supported. This meaningful indirect relationship highlights that a high PSC level in Penang hotels could reduce the essential characteristics of challenging job demands. The unfavourable effects of job demands are avoided, and a better working environment is promoted. The COR theory also proposes that individuals tend to experience psychological stress when there is a vigorous loss in resources due to unmanageable job demands. Hence, PSC can be used as an alternative resource to provide feasible job demands at work to avoid resource loss, ultimately reducing the burnout levels among employees (Yulita et al., 2014). Consequently, the job resources used to deal with job demands can be preserved, and Penang hoteliers are less likely to be exposed to burnout. Hence, challenge demands act as a negative mediator between PSC and burnout.

Moreover, the study's finding also exhibited that the indirect relationship between PSC and burnout is significant via hindrance demands, which denotes the support of H7. In conjunction with that, this finding suggests that an excellent PSC level in the Penang hotel industry can drive the management to decrease the features of hindrance demands. The loss of resources due to unfavourable demands can be avoided. This is consistent with the study by Yulita et al. (2014), who claimed that PSC is a specific climate uphold by management initiative to protect employees' well-being, providing motivation that supports the needs of employees, as well as the removal of any hindrance that may obstruct employees in achieving their tasks goals. For instance, role ambiguity, role conflict, organizational politics, hassles, and red tape, which occur within Penang hoteliers' job demands, are reduced through the implementation of PSC at the Penang hotel industry. As a result, Penang hoteliers are not likely to experience a certain level of burnout since their resources to perform their work are maintained and preserved. Thus, hindrance demands serve as a negative mediator between PSC and burnout.

CONCLUSION

This paper investigates the predictors of burnout among Penang hoteliers due to the impacts of the COVID-19 pandemic. The potential mediating role of job demands on the relationship between PSC and burnout is also examined. The present study results show that PSC is significantly and negatively related to challenging demands, hindrance demands, and burnout. Meanwhile, both challenge demands and hindrance demands were significantly and positively associated with burnout. Moreover, both challenge demands and hindrance demands were shown as a significant mediator between PSC and burnout. Therefore, this signifies that PSC, which acts as a resource caravan, can channel the resources to Penang hoteliers to possess adequate resources to cope with the increased demands during the COVID-19 pandemic. With that, the unnecessary job demands are handled while no additional loss of resources is expected, leading to the least experience of burnout among Penang hoteliers. In a nutshell, this paper concludes that the Penang hotel industry with PSC implementation is expected to provide manageable job demands for their hoteliers, which minimizes the burnout levels among hoteliers, despite the implications of the COVID-19 pandemic still exist. In conjunction with that, the management from all levels of Penang hotel industry is proposed to implement PSC in the hotels since PSC helps to supply feasible job demands which could decrease the burnout levels among hoteliers.

In this study, there are a few limitations. One of the limitations is the limited data of COVID-19 related to the hotel industry in Penang. Only a little information could be found regarding how the COVID-19 pandemic has increased Penang hoteliers' job demands, leading them to experience burnout.

Besides, this study's results could not be used for generalization purposes since only a small sample of hoteliers was examined in this study. Furthermore, this study is done upon single-source data collection, where the issue of common method variance could be formed in the present study. On top of that, the present study did not address the demographic differences within the sample, such as gender and age. Therefore, the findings in the present study could be more informative with the interpretations of demographic factors.

For future research, more data of COVID-19 related to the Penang hotel industry can be collected so that a better understanding is developed of how the COVID-19 pandemic affects the Penang hotel industry. Moreover, a larger and more representative sample of hoteliers from Penang can be included. Also, a longitudinal study on burnout of Penang hoteliers during the implications of the COVID-19 pandemic is developed so that the causality between the variables adopted in this study is sufficiently presented. Last but not least, demographic differences among Penang hoteliers can be considered to explore further how each demographic variable is related to burnout, while a better mechanism can be proposed to address the issues of burnout due to the demographic differences.

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ENVIRONMENTAL AWARENESS, INITIATIVES AND PERFORMANCE IN SMALL- AND MEDIUM-SIZED ENTERPRISE HOTELS OF MALAYSIA: THE EFFECT OF TOP MANAGER'S COMMITMENT

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ABSTRACT

This paper examines the environmental awareness, initiatives and performance in the Malaysia Small- and Medium-Sized Enterprise (SME) hotel industry revealing that most hotel managers actively introduce and commit to the initiatives that contribute to cost savings. The main purpose of this paper aims to examine the environmental awareness, initiatives and performance in the Malaysia SME hotel industry. A mixed research method adopted involving quantitative surveys with 313 hotels in Malaysia and 11 face-to-face interviews with the selected SME hotels' top managers. Response received from 252 surveys and 11 interviews with top managers resulted that SME hotels in Malaysia showed a high level of environmental awareness such as actively introduce initiatives that contribute to cost savings. Major barriers for going green include the lack of government regulations on environmental management system (EMS), financial constraints, the lack of employees to handle EMS and the fear that environmental initiatives negatively impacted the guest's experience, especially customers who expect enjoying the luxuries services in Malaysia hotels found from the study. This paper presents a single case study of Malaysia; therefore, the results in this research may have limited generalizability.

Keywords: *Environmental Management Systems, small- and medium-sized hotel, hospitality, sustainability*

INTRODUCTION

This paper is one of the very few attempts that investigate EMS in Malaysia, renowned world tourism and nature destination, where the vast majority of hotels are SME hotels. Results show that apart from the financial consideration and the lack of government enforcement to adopt green measures similar to hotels in other destinations, EMS practices of Malaysia's SME hotels are also constrained by its customer base, decision-makers' commitment and the acute shortage of human resources.

The hotel industry significantly impacts environmental sustainability (Chan, 2011) and regarded as one of the most energy-intensive sectors of the tourism industry because huge amounts of energy are used to provide comfort and services to the guests (Han and Kim, 2010) while striving to be more socially responsible to adopt green initiatives (Park and Kim, 2014). Hoteliers also appreciate the numerous benefits of green practices, including lower operational cost, improved company image and contribution to sustainable hotel and tourism development (Nicholls & Kang, 2012).

The implementation EMS among tourism industry is highly important as the change are taking place globally in tourist taste and growing awareness related to environment conservation among consumers (Maria et al., 2011). A majority of studies concerning environmental EMS in hotels have been conducted in the Western context (Park & Kim, 2014; Rahman et al., 2012). Although the number of researches in the Eastern context are increasing (Hsiao & Chung, 2016; Hamzah, et al., 2015).

Hotel industry is one of the most important industries in developed and developing countries serving many useful events and functions consuming materials and produce waste out of these events and functions. The hotel sector has been described as an industry of which activities constitute a great impact on the environment (Kasimu et al., 2012) were highlighted to calls for greater hotel's participation in sustainable tourism practices by committing to EMS. They found out that comprehensive studies among hotels in Malaysia on their contributing efforts in curbing environmental degradation have been inadequate. Goh & Wahid (2010) study found out that despite of growing interest in examining EMS implementation and firm's performance, little attention has been devoted especially among the SMEs in Malaysia.

LITERATURE REVIEW

The data from Department of Statistics Malaysia and Malaysia Tourism and Culture Ministry (MOTAC) (2019) reflex the total number of hotel registered in Malaysia shows an increasing trend. SMEs have been acknowledged to account for a significant share of economic activity. In Malaysia, they represent 97.3% of the total establishments and are key contributors to employment generation providing employment for about 65.5% of the total workforce (SME Corp. Malaysia, 2019/2020). In Malaysia, SME hotels represented 1695 SME hotels out of 2734 hotels, which is 62% of total registered rated hotels with Tourism Malaysia.

The growing number of hotels, hotel rooms and the significant amount of energy being used to operate the SME hotel in Malaysia deserve more research to understand the hoteliers' levels of EMS awareness, the initiatives implemented and the drivers and obstacles for hotels to go green to assure sustainable development of the industry. Very much aforementioned research across a range of disciplines has attempted to identify factors that motivate and encourage top managers to commit and respond to environmental issues. Stakeholders such as customers, local communities, government agencies, public interest groups and even competitors are considered relevant parties that affect environmental decision-making and actions, which have impact on the stakeholders (Banerjee, 2002). Organizational capabilities and the availability of resources to implement a proactive environmental management strategy also largely influence managerial decision-making (Banerjee, 2001; Lee & Rhee, 2006). Some researchers pointed out that managerial perceptions of various environmental issues such threats and opportunities associated with environmental issues have impacts on corporate environmental responses (Banerjee, 2001; Lee & Rhee, 2006), management's perceived motivations to go green in the hospitality context (Kirk, 1998; Tzschentke et al., 2008), financial benefits, improved stakeholder relationships (Kirk 1995), and ethical concerns (Tzschentke et al., 2008). These motivations to go green are inevitably determined by the way the owners and top managers see the environmental issues as well as various other factors that are relevant to their organizations as managers' motivating factor for corporate social responsibility (Heminway & Maclagan, 2004). Unfortunately, most hotels are unwilling to develop EMS probably due to a lack of resources and knowledge claimed Chan & Ho (2006) while little attention has been devoted especially among the SMEs in Malaysia (Goh & Wahid, 2010).

The main problem why this study was carried out is to analyze the success level of SME hotel industry environmental management practices in sustainable environment and ascertain the contributions of the factors of implementation in environmental management program to the SMEs hotels industry as a whole in the emerging market. The intention is to establish the purposes for which SMEs hotels' top manager are implementing the environmental management systems, with particular reference to whether they are aware the existence of factors that can give greater impact to their decision and whether they understand the relationship between the environmental management system and the success level of SME hotel industry environmental management systems implementation.

One of the biggest concerns of SME hotels' top managers or owners are the increase of operation costs and readiness to implement the environmental management program in their operations. The key to the answer for current inconsistency in literature many studies advised (Kamarul-Ariffin et al., 2013) that further research should focus on variables that can be better representative of individuals than demographic factors only. This study hopes to provide insights to the industry, academics and Malaysia government officials regarding ways to enhance the sustainability of Malaysia's SME hotel and tourism industry.

The main purpose of this study aims to examine the environmental awareness, initiatives and performance in the Malaysia SME hotel industry in reference to the effect of mediator which is the top manager's commitment in implementing the environmental management practices in SME hotels. Subsequently, the study intent to identify drivers that encourage Malaysia's hoteliers to adopt green practices and obstacles that hinder Malaysia's hotels from adopting green practices.

RESEARCH METHODOLOGY

A mixed-method research adopted involving quantitative surveys with 313 hotels in Malaysia and 11 face-to-face interviews with the selected hotel managers, facilities managers and engineers. All the hotels on the Malaysia Ministry of Tourism and Culture (MOTAC) list during the research period were invited to participate in the survey. According to Tourism Malaysia statistics (2019), there are 1695 qualified and registered SME hotels throughout Malaysia. The statistics of total number of hotels in Malaysia concluded simultaneously with the definition of SME hotels based on SME Corporation Malaysia.

The study implemented random sampling method where the list of the target population and accessible population identified and drawn randomly to form the sample size of a study (Fraenkel et al., 2011). The identified SME hotels were contacted through managers and owners who identified as decision-makers for the organization. The distribution of the questionnaires totalled to 1695 hotel managers throughout Malaysia and the minimum sample size required for data analysis is 313 according to Krejcie & Morgan (1970), which considered to be the most preferred research instrument for survey approach (Altinay & Paraskevas, 2008). Respondents were asked whether they would like to participate in an online survey and then a face-to-face interview to provide further insights on the subject. To ensure that the email reached the intended target, email addresses for general managers or owners were confirmed through telephone calls to the hotel. Since previous studies have shown better response rates when advance notification was made, a pre-notice shall be first emailed to alert the hotelier to expect an invitation. This pre-notice also served to test the validity of the email addresses.

Descriptive statistical analysis was used to interpret the data collected from the questionnaire. Data collected from interviews were categorized and coded. Eventually, the data collected from the quantitative surveys and qualitative interviews were mixed with the aim to help answering questions that could not be answered by a single approach alone (Creswell et al., 1996). The two sets of data were connected by embedding one data set (qualitative) within the other (quantitative) so that one type of data provided a supportive role for the other data set (Creswell et al., 1996).

RESULT DISCUSSION AND CONCLUSION

A total of 252 departmental managers in SME hotels in Malaysia participated in the survey out of 313 distributed. The demographic backgrounds of the respondents which include their length of service, department they attached to, age, education, marital status, gender, length of service in industry are summarized in Table 1.1. Careful screening of the collected questionnaires revealed that 0% missing data achieved. This resulted in total 252 usable questionnaires.

Table 1.1: Respondents' Characteristic Descriptive Analysis

Features	Category	Frequency	Percent (%)
Age	Between 31-40	84	33.3%
	Between 41-45	90	35.7%
	Between 46-50	78	31.0%
	Total	**252**	**100%**
Gender	Male	168	66.7%
	Female	84	33.3%
	Total	**252**	**100%**
Educational Level	Diploma graduate	24	9.5%
	Bachelor graduate	114	45.2%
	Master's degree	114	45.2%
	Total	**252**	**100%**
Marital Status	Single	48	19.0%
	Married	180	71.4%
	Widowed	6	2.4%
	Divorced	18	7.1%
	Total	**252**	**100%**
Current position in hotel	Department Manager / Head	90	35.7%
	Operation Manager	90	35.7%
	Administrative Manager	24	9.5%
	Financial Manager	24	9.5%
	F&B Manager	6	2.4%
	Owner	18	7.1%
	Total	**252**	**100%**
Length of service in hotel	Less than 1 year	24	9.5%
	Between 1 to 2 years	24	9.5%
	Between 2 to 3 years	78	31.0%
	Between 3 to 4 years	78	31.0%
	More than 4 years	48	19.0%
	Total	**252**	**100%**
Length of Service in industry	Less than 1 year	12	4.8%
	Between 1 to 5 years	66	26.2%
	Between 5 to 10 years	126	50%
	Between 10 to 15 years	48	19.0%
	Total	**252**	**100%**
Department which longest experience	Sales and Marketing	18	7.1%
	Food and Beverage	114	45.2%
	Front Desk	18	7.1%
	Housekeeping	12	4.8%
	Human Resource	60	23.8
	Finance	24	9.5%
	Engineering	6	2.4%
	Total	**252**	**100%**

Majority of the responding SME hotels are mid-price hotel (59.5%) and the rest of 40.5% were budget and economy hotels. In terms of type of hotel ownerships, 71.4% were independently owned but self-managed hotels, 16.5% were independently owned and managed by a management contract while the rest of them chain owned (managed by the chain) and independently owned (managed by a franchise agreement) with subsequently of 9.5% and 2.4%. These results showed that majority SME hotel in Malaysia were managed by local entrepreneurs. The result in table 1.2 below also show that majority of SME hotels in Malaysia are having less than 50 rooms with the percentage of 40.5%, while 35.7% with 100 rooms or more and only 23.8% with 51 to 99 rooms to accommodate customers.

In terms of occupancy rate the SME hotels had the highest occupancy rate between 70 to 80% with 40.5% and 35.7% between 61 to 70%. Only 2.4% falls between 51 to 60% occupancy rates. This shows that SME hotels relatively were at competitive market as compared to 4 and 5-star hotels in Malaysia.

Table 1.2: SME hotels' Demographic Characteristics

Features	Category	Frequency	Percent (%)
Types of hotel	Mid-price hotel	150	59.5%
	Budget/Economy Hotel	102	40.5%
	Total	**252**	**100%**
Types of hotel ownership	Independently owned, self-managed	180	71.4%
	Independently owned, managed by a franchise agreement	6	2.4%
	Independently owned, managed by a management contract	42	16.7%
	Chain owned, managed by the chain	24	9.5%
	Total	**252**	**100%**
Number of guestrooms	Less than 50	102	40.5%
	51 to 99	60	23.8%
	100 or more	90	35.7%
	Total	**252**	**100%**
Occupancy Rate	Between 51 – 60%	6	2.4%
	Between 61 – 70%	90	35.7%
	Between 71 – 80%	102	40.5%
	Between 81 – 90%	54	21.4%
	Total	**252**	**100%**
Length of environmental initiatives started	Few months ago	42	16.7%
	Between 5 months to 1 year	36	14.3%
	1 year to 2 years ago	66	26.2%
	Above than 3 years ago	108	42.9%
	Total	**252**	**100%**

The respondents were also required to indicate the length of environmental initiatives started in their hotel they are working at. A majority of 42.9% shared that their establishment had started the environmental initiatives more 3 years ago while 14.3% between five months to one year. This is a reasonable length of time within which the hotels are likely to build up awareness and capabilities that may lead to improved performance.

Response from the interview sessions showed that SME hotels in Malaysia have a high level of environmental awareness. Majority of the hoteliers interviewed (72%) shared that their establishment actively introduce initiatives that contribute to cost savings. Initiatives including using energy conservation light bulbs (100%), having an active system to detect/repair leaking facilities (72%) and installing water conserving fixtures (100%) are widely implemented, while programs involving using solar lawn light (45%), recycling leftover food (100%) and reusing wastewater (64%). Major barriers for going green according to them include the lack of government regulations (100%) on environmental management system (EMS), financial constraints (100%), the lack of employees to handle EMS (64%) and the fear that environmental initiatives may negatively impact the guest's experience (20%), especially customers who expect enjoying the luxuries services in Malaysia hotels have been observed.

This paper presents a single case study of Malaysia; hence, the results in this study may have limited generalizability. It makes several contributions to the hospitality literature. First, it provides more updated information on the EMS in Malaysia's SME hotel industry and provides insights into ways to enhance the environmental sustainability of the industry. Second, although the findings of this study are somewhat similar to the prior research – in that lack of government enforcement and financial considerations are the major constraints to adopt green practices, and lower star hotels have lesser resources to do so (Hsiao & Chung, 2016; Kasim, 2009), this study offers more explanations of the EMS practices adopted by Malaysia's SME hotels, arguing that their current practices and barriers are associated with their customer base, decision-makers commitment, the local municipal and local tourism development offices.

While the timing of the study did contribute to the limitation, it was also felt that fewer non-adopters may have responded to the survey because of the misperception that it was aimed at hotels that had implemented environmental management. It is possible that the low response rate and the type of respondents influenced the results of the study. The study also shall be limited in that much of the focus on properties that had adopted some level of environmental management. Therefore, there will be a low level of variation between the responses to the questionnaire.

On the other side, this study targeted top managers and owners of hotels because they tend to make major decisions within a property. However, implementation of environmental management, particularly at advanced levels, requires input from most if not all personnel. Therefore, this study may have primarily captured one perspective of environmental management and was restricted to hotels within the Malaysia regions. This was intentional to ensure the study manageable. While this study may offer insight into environmental management, the findings should be considered within the context of the Malaysia.

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TO INVESTIGATE THE FACTORS THAT AFFECT CUSTOMER CHOICE OF LEISURE HOTELS WHEN THEY PLAN OVERSEAS HOLIDAYS

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INTRODUCTION

Tourism is one of the largest and most important industries in the world. According to the latest report published by World Tourism Organization (2019) tourism generated $1.5 trillion globally with 1.1 billion people travelling to international destination. Moreover, it employs 11% of all global work forces and is growing at a pace of around 4% annually. In tourism itself there are a number of subsectors as can be seen in the figure below, ranging from food, transportation, recreation to accommodation.

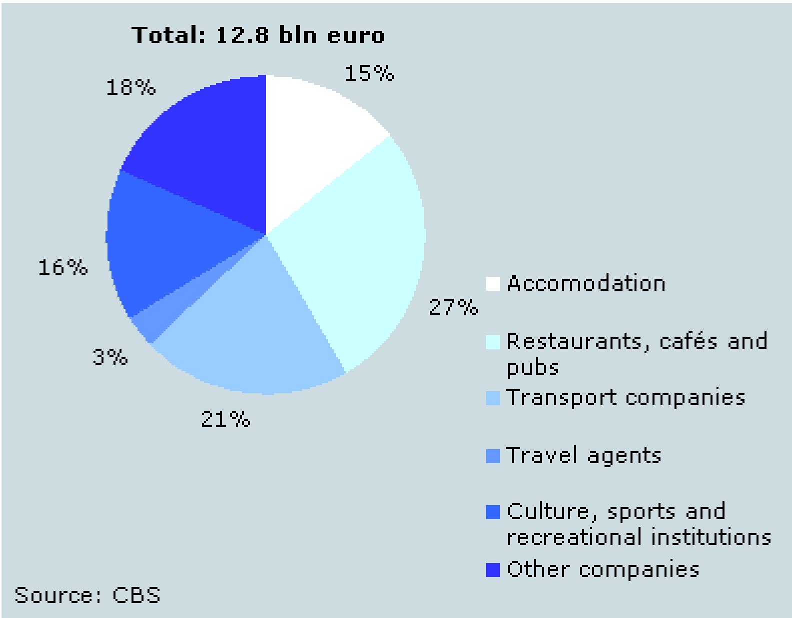

Figure 1. Breakdown of tourism spending
(Source: CBS, 2018)

Thus, hotel accommodation is one of the most important parts of the tourism industry that generates millions of direct and indirect jobs, brings in foreign currency and supports many local small-scale industries from dairy and fisheries to a number of services.
The choice of leisure hotel whilst planning a holiday does not only depend upon the budget of the traveller but a number of factors create an impact according to Yavas & Babakus (2005). Moreover, the hotels are trying to offer a number of services and modern amenities to their customers from online check-in and check-out to free airport transfers, there is an increased level of competition to attract leisure travellers today.

This research will attempt to identify the factors that affect consumer choice whilst selecting a leisure hotel and systematically analyse the reasoning behind it.

Research Objectives

- To understand the current criteria for choosing leisure hotels used by customers
- To investigate the key drivers that aid the choice of hotels
- To investigate the importance of recommendations when choosing a hotel
- To understand the role of internet when choosing a hotel

LITERATURE REVIEW

Leisure consumer: According to Chang & Polonsky (2018) the consumer behaviour relating to leisure travel including hotel stay has undergone a paradigm shift after the major global recession of 2016-17. As a result, there have been many consequences of this shift in consumer preferences.

Today the choice of a hotel for a leisure stay starts with online research where the holiday comparison sites such as 'expedia.com' or rooms.com are checked for deals that offer the hotels, locations and places according to consumer choice. Once the consumers narrow their choice and a consideration set is created then the recommendations of friends, family and colleagues as well as the highly influential sites such as tripadvisor.com are sought and finally the choice is made. This consumer behaviour is explained in detail below;

Consumer Behaviour: According to academics Fishbach & Ferguson (2015) even though theories like consumer decision making model predict a rational behaviour displayed while shopping for certain items because consumer behaviour is not a straight forward process where the impact and timing of external influencing factors are acting can act on the decision making at any time; therefore, even the most rational buyers can behave impulsively. Marketing or sales promotion can be considered as powerful external stimuli.

1. **Theories relating to buyer behaviour**

1.1 Theory of Reasoned Action

Considered one of the pioneering theories relating to buyer behaviour the theory of reasoned action was developed by Ajzen and Fishbein owing to their extensive research on the subject for more than 20 years (Fishbein 1967; Fishbein & Ajzen 1972; Fishbein 1973). Before this theory was published the general belief was that human behaviour is multi-dimensional instead of being linear outcome of attitudes. This was the first theory that proved how attitudes affect the human behavioural outcomes (Ajzen & Fishbein 1980).

1.2 Theory of planned behaviour

This is developed by the same author Ajzen (1991) as the next step after the theory of reasoned action as an extension to the original in order to take into consideration the limitations of the original theory and improve on it. It is described in detail below. In this theory apart from the two original controls of attitude and subjective norms an extra element was added to the original theory called as perceived behavioural control.

This research will use methodology devised by Saunders et al. (2009) because apart from being systematic it also gives several options in each stage and the research can then choose the best one on the basis of their aims, objectives and research question. The name 'research onion' has been given to the figure shown in the Figure 1 above as it has the shape of an onion. Step by step selection of methodology for the current research has been presented here:

There is one philosophy though that supports quantitative research as it is rooted in logic and structure and is known as the positivist philosophy as its roots are in the belief that it is possible to achieve true knowledge by observation and experiment and the aim of this research needs logical and structured research therefore positivist philosophy and quantitative study is needed.

RESEARCH METHODOLOGY

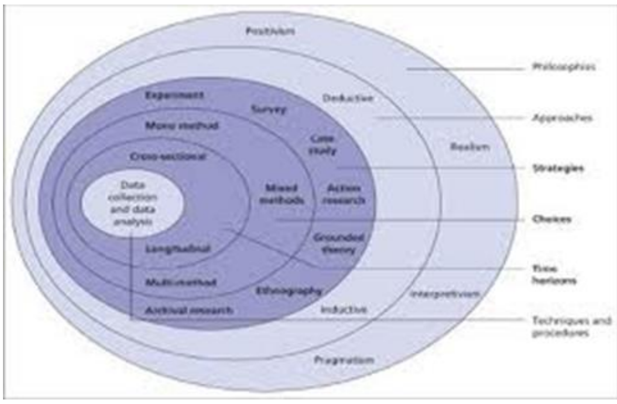

Figure 1. Saunders Research Onion

Now the survey strategy has been selected as it suits the quantitative data collection the most. McGivern (2006) suggests another reason for the survey method strategy for data collection which is that it is the easiest to implement and most cost effective also a single person can carry this out without the support of any other person.

McGivern (2006) has suggested a four-step plan to achieve this which is called as sampling plan. It consists of the first step which is defining the sampling population followed by determining the size of the sample and finalising the sampling technique. These three steps will be applied to the current research below. The last step is for professional research where the research creates set of instructions to be followed by the people collecting the data but as this is an individual academic research this step has been eliminated for the purpose of this research.

The sample size of 100 is considered to be enough in this research to achieve its aims and objectives. But in order to cover the contingency of a few respondents abandoning the survey few more sample will be taken.

FINDINGS AND DISCUSSION

No	Hypothesis	R	R Square	Priority
1	Hypothesis H1: Customer service positively impacts the choice of leisure hotel	.832	.692	1
2	Hypothesis H2: Loyalty scheme will cause customers to choose a hotel more than the one that does not have a loyalty scheme	.685	.469	4
3	Hypothesis H3: Desired location positively impacts the choice of leisure hotel	.778	.605	3
4	Hypothesis H4: Recommendations of others positively impact the choice of leisure hotel	.805	.648	2

According to the results the highest priority the people give whilst choosing the leisure hotel when going abroad is customer service. The second most important category is recommendations of others while the third is the location and the last priority is towards loyalty scheme.

CONCLUSION

The chief aim of this study was to investigate the factors that affect customer choice of leisure hotels when they plan overseas holidays. Accordingly, a thorough review of the literature was carried out which helped to define the boundary of this research and identify the four main drivers of consumer choice of leisure hotels in international leisure travel. A survey was developed and primary data was collected using online data collection method from the target population and the sample of 102 surveys was collected. Since two questionnaires were incomplete the total sample of 100 was used and the data analysed to generate insight relating to the key aims and objectives of the research. It was found that service quality of the hotel is considered to be the top driver. Since quality of service is a unique feature that cannot be copied by the competitors it is a source of sustainable competitive advantage and hence it can be concluded that having excellent service quality delivery is critically important to attract people. This research interestingly proved an unexpected finding that today people value the opinions on tripadvisor.com more than they do of the direct recommendations of the family and friends or work colleagues. This is indeed the proof of growing power of social media and hence it has to be concluded that even today other people's recommendations or word of mouth matters a lot but the way in which this information is now researched and consumed by the prospective visitors has completely changed and is now controlled by the social media which itself has become a very important part of people's lives. The third driver was found to be the location of the hotel and the last driver was consumer loyalty. Thus, this study shows that all the four drivers that the academics suggest play a part in consumer decision making are indeed important when it comes to consumer choice of leisure hotels in international leisure travel. Also, this study reveals that some drivers are more powerful than others such as recommendations and quality of service delivered to the consumers are the key to get them to select the hotel.

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DETERMINANTS OF TRAVEL MOTIVATION AFTER PANDEMIC: A PUSH AND PULL FACTORS TO TRAVEL OVERSEAS AMONG YOUTHS IN SARAWAK

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INTRODUCTION

Youth traveler is not a new trend coming from the tourism industry. However, studies being conducted on specificity of youth traveler is still lacking (d'Anjou, 2004). Youth travellers' studies have not been discovered very frequently although it was stated as one of the most beneficial market segments in the tourism industry (UNWTO, 2016). Although some studies mentioned about the lack of research regarding Youth travellers (e.g., d'Anjou, 2004; Boukas & Sourouklis, 2015; Antara & Prameswari, 2018), there is still not much of studies being done specifically with the topic that focusing on youth travellers. UNWTO (2016) has listed some impacts of youth travel. It was identified that youth tend to spend more compared to other tourists during their travels, the longer the trip the more expenditure that they will spent, with average of $4,400 spent in 2019 itself (Graft, 2020). Besides, youth travelers spent directly to the local communities. WYSE Travel Federation (2014) mentioned that the youth travelers tend to interact with the local people as a real-life experience in another country. The statistical data by Department of Statistics Malaysia (2018) explained that the Malaysian's outbound tourism expenditure has increased double-digit growth as from RM31.3 billion in 2015 and increased 14.2% to RM38.9 billion in 2017. Mohamed, Omar & Mey (2019) stressed that this powerful tourism market segment was among youth aged between 15 to 30 years old. However, the COVID-19 pandemic has intensely affecting the travel decision, perception, and travel mobility among these young travelers, further devasting the worldwide tourism revenue (Kunwar, 2016). Ever since the outbreak was declared on 30 January 2020 by World Health Organization as a Public Health Emergency of International Concern (PHEIC), this had restricted many travel movements and even majority of the countries have closed their borders to curb this spread. On 11 March 2020, it was then declared as a global pandemic (World Health Organization, 2020). Thus, to understand the youth traveler, it is necessary to understand their primary motives on the reasons they travel overseas especially once the country's borders are open for international visitors and domestic visitor to travel freely once the COVID-19 situation is under control. This would enable the tourism industry to carefully segment this youth generation due to their strong purchasing power (Tan, 2015; Yousaf et al., 2018).

LITERATURE REVIEW

Travel Motivation has a lot of framework to begin with but, according to Dann (1977) and Crompton (1979) it was identified that travel motivation has two aspects that drives the travelers which are push and pull factors. In this study, push factors are those internal factors that encourage traveler to go outside from their usual environment. These factors are escape, relaxation, and prestige meanwhile for the pull factors are those external factors such as novelty, cultural attraction as well as education. Push and pull factors have been the popular frameworks to study the tourist's behaviour (Mai & Huynh, 2014). Restart of tourism due to this pandemic has started to arise and enforced by many nations; and understanding of their travel motivations would ease the destination to recover from this crisis.

Push factors in travel motivation.

A study conducted by Doran et al. (2015) adopted the theory by Iso-Ahola and make a social comparison out of the personal escape, personal seeking, interpersonal seeking, and interpersonal escape towards tourist's motivation. There is a similarity between escape and relaxation, but relaxation focuses on the desire to have something that can refresh their soul while escaping is the desire to get out from the problematic situation. Relaxation often described as the aftermath of the escape, meaning that relaxation is always involving resting from the daily activities (Dayour & Adongo, 2015) that sometimes associated with the pressure and anxiety (Grimm & Needham, 2012). As an example, a study done by Zhang & Peng (2014) and Park et al. (2015) noted that Chinese and Hongkong tourists will be more likely to become motivated by relaxation as compared to the Westerners. Based on Seabra et al. (2012) in general, the tourists will be more likely to choose travel agent to arrange their tour to gain more information. This statement supported by Blaha (2012) and Lim et al. (2015) who mentioned that the youth traveller will be most likely to find peace and relaxation while still enjoying the time that they have. A study conducted by Wang (2017) discovered that the youth in China gained their travel satisfaction through gained a status or social recognition. Novelty is a concept that was built based on a person's perception that possibly being different from one another (Mak, 2015). Mak further elaborated furthermore that novelty as a behaviour also affects the tourist's choice of destination to travel and their final evaluation that led to the desire to explore more on the destination that they have chosen.

Pull factors in travel motivation.

Cultural attraction might have been one of the reasons why the youth go for travel. A study conducted in Hong Kong says that there are some youths that were specifically go to Hong Kong to experience the cultural attraction as well as the cultural activities. It was found in this study that most of the youths were planned to visit the most popular cultural attraction which is Hong Kong Disneyland and heritage sites such as local restaurant, local shops, local markets, galleries, temples, and a lot more (du Cros, 2014). This provides the information that the youths are cultural aware with the other country's culture. du Cros (2014) also mentioned that they become aware of the other country's culture through entertainment perspective which means that they recognize the place because of the popular films and movie that was filmed there. Tourism education is considered as a new type of tourism. It was specifically mentioned by Airey & Tribe (2008) that education tourism or usually being called as Edu-tourism was just existed for 50 years. Education in concept of travel were supposed to act as the preparation for human resources for the tourism industry at the first place but as times goes by, it evolves what Airey & Tribe (2005) mentioned on their study (Malihah & Setiyorini, 2014). There is not as much research done in the education field in terms of travel motivation (Harazneh et al., 2018). Educational tourism also includes the gap year travel which defined as the trip that the youth traveler taken post-graduation of school or before joining university life (Blackburn et al., 2005). According to Kihara (2015), she mentioned that these levels of education and the frequency of travel by the youth traveler as one of information as an evidence that the youth travelers will travel by themselves or in groups on the purpose of improving their knowledge. There are some educational tourism destinations that were listed by Educational School Trip (2019) which include China, Vietnam, Laos, Cambodia, Thailand, Myanmar, and Sri Lanka. These places provide a suitable destination especially for school field trip with a lot of different aspects that will provide the students with variety of information to support their study.

RESEARCH METHODOLOGY

The study utilized quantitative method approach for its data collection with purposive sampling as its sampling technique that targets the youths in Kuching, Sarawak that already experience travel to overseas. The study utilized online-based questionnaire platform (Google Form). In terms of measurement scale, six-point Likert scale was adopted in views of its readily comprehensible to the respondents as according to Jansen et al. (2008). A total of 234 youths in Kuching, Sarawak were approached based on the minimum of 146 respondents by breakdown of G*Power calculation.

FINDINGS AND DISCUSSION

Based on the study's findings, it can be concluded that Push and Pull motivation which consists of escape, prestige, novelty, cultural attraction, and education are significantly related to Sarawak's youth decision to travel overseas after COVID-19 pandemic. However, only variable Relaxation was not significantly related to Sarawak's youth decision to travel overseas.

Table 1. Hypotheses Testing

No	Hypotheses	Sig. Value	Conclusion
1	Escape plays a positive role towards Sarawak's youth decision to travel overseas.	(P<0.05) P= 0.000	Supported
2	Relaxation plays a positive role towards Sarawak's youth decision to travel overseas.	(P<0.05) P= 0.120	Not Supported
3	Prestige plays a positive role towards Sarawak's youth decision to travel overseas.	(P<0.05) P= 0.013	Supported
4	Novelty plays a positive role towards Sarawak's youth decision to travel overseas.	(P<0.05) P= 0.042	Supported
5	Cultural attraction plays a positive role towards Sarawak's youth decision to travel overseas.	(P<0.05) P= 0.000	Supported
6	Education plays a positive role towards Sarawak's youth decision to travel overseas.	(P<0.05) P= 0.000	Supported

Note: *P<significant level

The finding of this study revealed that the escape variable does play a positive role towards youth decision to travel overseas in line with the findings by Vuuren and Slabbert (2011) that mentioned escape as their highest/strongest findings in their research. Their finding in the Western Context "escape" factor really affected youths' motivation and later impacted on their decision to travel overseas. Escape might affect youth to travel overseas because there is a push factor that comes within themselves that indicate their motives to escape or get out (Mai & Huynh, 2014) and enjoying their post-COVID trip when borders and vaccination are in place. There are various reasons as to why the young travelers having escape as their main motive to travel overseas, some of them can be because of pressure/stress, boredom, or even taking a break from home (Vurren & Slabbert, 2011; Dayour & Adongo, 2015; Andajani et al., 2019). To conclude the outcomes, it is proven that "escape" plays an important role which also act as the most important motives for youths on their decision to travel overseas after COVID-19 pandemic.

The result of "relaxation" did not meet the same outcome as research done by Vuuren and Slabbert, (2011) as well as Dayour & Adongo (2015) where relaxation plays a good significant on the motive for people to travel. This difference may occur because of there is different perception in Western and Asian Context, as well as different cultural context. Markus & Kitayama (1991) mentioned that in Asian Context, Asian cultures tend to obtain their motivation from what will benefiting other people or a group meanwhile, in Western Context, Western cultures tend to obtain their motivation from what benefiting them. This brought attention to Asian cultures of perception on traveling to other countries, some of them maybe concerning more on what other people might feel/benefit from the traveling which become their primary motive to travel at the first place. The results were similar to Sibi et. al. (2020) that relaxation was less important in the context of experience seeker after post COVID-19. In fact, based on the respondents travel companion in this study, it was identified that most of them traveling with their family and the one who travel alone indicated the second lowest. Thus, it indicates the main reason Sarawak's youth to travel was because of their family/friends/partner/colleagues' willingness which makes them focus more on what may benefiting their relatives and not on the perspective of their own comfort to achieve relaxation motive (Riemeret et al., 2014). To conclude the overall outcome, push factor "relaxation" being conducted in this study stated as did not supported. There is no significant relationship between relaxation and Sarawak youth's decision to travel overseas. The insignificant result would mean after struggling for travel restriction for the past one year, these youth would concern in impulsive purchase and relaxation to destination would not be one of their concerns.

In addition, "prestige" variable is indeed playing role that decide Sarawak's youths to travel overseas. It also recognizes the hypothesis that prestige plays positive role towards youths' decision to travel. It also shows significant level of 0.000 & 0.013 of both Pearson Correlation Coefficient and Multiple Regression Analysis tests. Most of the respondents are likely to agree with the statement of "I travel overseas to visit places that my families/friends/relatives never visited". The result obtained in this research talks about prestige variable applied in Sarawak's youth motive to travel overseas. The result was consistent by other researchers such as Yoon and Uysal (2005), Zhang and Peng (2014), Anantamongkolkul, Butcher & Wang (2017), Kheiri (2017), Sandybayev et al., (2018) that "prestige" factor pushes the young traveler's motivation to travel overseas. Prestige may affect Sarawak's youths to travel overseas because prestige is not only about seeking validation from other people (Hsua et al., 2007) but it also acts as intangible experiences such as pursuing hobby in purpose of self-development (McIntosh, 1995). When the border and travel restriction are lifted, this would bring prestige to these young travelers on their destination chosen. It is proven that the respondents were agreed that they travel overseas to visit places that their relatives never visited. This indicates that there is a force within themselves that looking for a form of validation from their relatives that they went to places that their relatives never visited. In conclusion, "prestige" is indeed supporting the objective and hypothesis in this study along with a significant results and moderate positive relationship with their decision to travel overseas.

Added on, "novelty" variable is indeed having a moderate positive relationship for Sarawak's youths to travel overseas. It meets all the criteria of every testing which makes "novelty" to carry the research's objective and research's hypothesis outcome. According to the data analysis collected, majority of the respondents were agreed on the statement "I travel overseas because I enjoy the scenery". On the other side, the reliability and the validity tests also show a great result of each of the measurement. Pearson Correlation Coefficient test also showed there is a positive relationship in moderate between novelty factor and Kuching youth's decision to travel overseas. The Multiple Regression Analysis showed that there is significant relationship between the independent variable and dependent variable. Youths found "novelty" as something new since most of them agreed on the statement where they enjoy the scenery because there is something different, they could only find it in other countries that their home country does not have. As mentioned by Chang et al., (2006), the travelers that find places that differ from their usual environment are usually perceiving the novelty factors as their motives. To conclude, "novelty" is statistically significant factor and having a positive relationship for Sarawak's youth on their decision to travel overseas.

Moreover, "cultural attraction" was proven to fulfill the research's objective as it shows that there is a significant role on cultural attraction that influence the Sarawak's youths' decision to travel overseas. It also fulfills the research's hypothesis that this variable was indeed plays a positive relationship towards youths' decision to travel overseas. The results obtained for the "cultural attraction" shows a good value on the significant perspective of Multiple Linear Regression that given value of 0.000. For both tests conducted on reliability and validity also shows great results that indicate that "cultural attraction" variable can be used in this research. Majority of the respondents were agreed on "I travel overseas to enjoy/try the local cuisine" almost 90% of them agreed that they travel overseas because they have tendency to try the local cuisine in that country. In fact, culinary tourism nowadays is such a big and new topic in tourism industry. Culinary tourism is a big topic that still being talk about.

For instance, there is a trend called 'Mukbang' that popularized in 2018 (Yang & Babenskaite, 2019) that plays primary role on the future prospect of tourism in terms of culinary industry which allow more opportunities that being exposed (Henderson, 2009). Local food also represents as the place's signature test which also tell a story of the cultural identity of the place (Jiménez-Beltrán et al., 2016). UNWTO (2017) also mentioned that that the idea of culinary tourism involving the ethical, traditional, and sustainable value as a form of an appreciation of culture, authenticity, tradition, and sustainability. This idea supporting the tourists to experience and consume a remarkable food and beverage to have a better understanding the culture through culinary. This tells that Sarawak's youths are interested in other's countries more on the cuisine side on the perspective of the culture. The main reason youths are leaning more on the cuisine due to the answer to the open-ended questions in this study are showing that some of them purposely travel overseas to initially see the difference between their country and other countries as their destination in cultural perspective. Therefore, it is statistically proven that "cultural attraction" is significantly being the motives of youths to travel overseas and it brings a positive relationship for Sarawak's youths on their decision making to travel overseas.

Lastly, the outcome result of "education" identified that "education" variable supported the hypothesis which indicates that "education" does play a positive role towards Sarawak's youth decision to travel overseas. Furthermore, it supported the objective of this study to examine the significant role of "education" that influence Kuching's youths' decision to travel overseas. Education carried out a positive relationship with the level strength of moderate, it showed that education variable has 0.505 value and having the lowest strength of relationship out of six independent variables. This might be because of Sarawak's youths have not really expose about the education motivation to travel. It also shows that the statement "I travel overseas to expand my knowledge by visiting foreign destination" is indeed the respondent's most relatable statement among four other statements. The result obtained in this research talks about education variable applied in youths' motive to travel overseas. This prove that Kuching youths are willing to learn more and increase their knowledge. As mentioned by Kihara (2009), education can be achieved not only because of traveling to other countries with the purpose of studying but it also can be in terms of improving their knowledge. Kihara also elaborated that the youth travelers will travel by themselves or in groups on the purpose of improving their knowledge. This outcome has similarity with Kihara's research outcome on education. This declares that "education" as independent variable really plays a role in Sarawak's youth's decision as their motive to travel overseas. In conclusion, "education" statistically proven to have significant on the youth's decision to travel overseas and showed a positive relationship as the factor to motivate them to travel overseas at the first place.

CONCLUSION

In conclusion, the study's outcomes can possibly provide a useful information for people who have tendency to develop this topic especially the research that located in Kuching, Sarawak. Moreover, for restart tourism to prosper after COVID-19 and business to resumes, it may also be helpful for the Sarawak's state government and relevant agencies such as Sarawak Tourism Board and outbound travel agencies to better understand on the youth's motivation to travel overseas that would help the growth of the tourism industry; and develop customized packages tailoring to their needs and wants after post COVID-19. Besides, airline industry would be able to focus on these motivational factors in selecting the destination that would yield a positive return on these youth market segment, such as targeting destination with travel bubble (for business travelers) and destination with good track record on vaccination. Furthermore, they may also introduce youth membership travel packages, offering promotional fares targeting students and other fringe benefits. With the above finding, restart and recovery of tourism-related businesses shall be in a sustainable manner when these factors are taken into consideration; at the same time, boosting the state economy where outbound tourism shall prosper once COVID-19 ceases.

One of the limitations that being face in this research study was. the unequal distribution on the respondents of demographic as who have higher education level or have different occupation other than "student" might have different answer in comparison with the respondents that categorized as student. On the other hand, youths that had experience to travel overseas are usually those respondents that are still a student or within a certain range of age. Based on open-ended questions, there are some potential variables that might be suitable for the future research in this topic being done in Sarawak. This study shows that experience is very important when it comes to identify the traveler's motivation. As mentioned by Ramchurjee (2013) experience might be one of the attributes that drive the traveler's motivation to travel. He also mentioned that the experience that the destination can provide or offer to the traveler also plays a huge role in determining the traveler's motivation to travel. This might be a new variable that can be include in the future study as the research specifically done for variable "experience" is lacking and still considered as new. In some research, "culinary" is being included under the variable of "cultural motives" but these days, culinary as motives for people to travel overseas might be increasing as told by Henderson (2009). Despite the data limitation towards young Malaysian travelling pattern, a cross-sectional research could be adopted in analyzing current and actual travelling intention and pattern among youth in Sarawak. Future researcher should more follow up on this research topic development from motivation to satisfaction or intention. As widely known that decision making is controlled by each of the person's behavior and why a person can change act in a certain way (Hudson, 2008). There can be a future research focusing on the in depth of traveler's behavior and why it relates to their motivation to travel. Obviously targeting all age is common in motivation research but targeting the senior citizens might bring new study, especially in Sarawak. Although senior citizen is not a new discussion in motivation to travel study (Tarlow, 2019) but there is still little research targeting senior citizen and their motivation to travel. Compared to young travelers, senior citizens or senior tourism market are known for their willingness to spent more on vacation due to their time availability and income stability.

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THE CONSUMPTION INTENTION OF CAMBODIAN GENERATION Y ON THE VEGETARIAN FOOD

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INTRODUCTION

The global food demand to feed the world's population have been increased every year. Intensive agriculture, particularly animal-based production, has been increased to accommodate this demand. Currently, raising animals is a big business. Large-scale industries have been in place in different parts of the world such as the United States, Brazil and the European Union, well-known for their ability to export meat to feed people all over the world (Food and Agriculture Organization, 2021). Scientifically, a chicken has to eat two calories' worth of grain to give human one calorie of poultry. It's three calories for a pig or six calories for a cow to get one calorie of pork or beef. Moreover, those animals also emit greenhouse gases, methane and nitrous oxide in particular, which have perverse effects on the environment in the long run. Since the global demand for food will be dramatically increased by 2050, the intensification of meat production will be to the detriment of the environment (Gates, 2021). Given the impacts of the issue, it is important to act for the betterment of the global environment. Therefore, Gates (2021) suggested, among other actions, to opt for the vegetarian lifestyle as it is a better way to reduce greenhouse gases for the sake of the next generation. In parallel, Gleiser (2016) also suggested vegetarian food choice, which helped release the concern associated with food security due to limited arable land, high demand for grain for livestock and global warming.

For the plant-based meat market, the Asia Pacific region has been expected to get a higher market share regarding volume and value sales than North America, Latin America, Europe, Asia Pacific, and the Middle East and Africa given the rising trend of this food among consumers (Transparency Market Research, 2017). The emerging market for this product locates in the Middle East and Africa, and North American regions due to consumer's shift in their eating habit from meat to vegetarian or vegan products. The plant-based meat market was estimated to be valued at USD 4.3 billion in 2020 and jump to USD 8.3 billion by 2025, according to Research and Markets (as cited in Vegconomist, 2018). Cambodia is without exception; the vegetarian practice in the country tends to gain more attention from Cambodian people. Nevertheless, the research on this area has not been widely elaborated, specifically in terms of key drivers for vegetarian food consumption amongst Cambodian Generation Y.

This study intends to investigate factors that influence the consumption intention of Generation Y on vegetarian food in the context of Cambodia with consideration of Phnom Penh as the study area. While the total Cambodian population had climbed in the last 20 years from over 12 million in 2000 to nearly 17 million in 2020, Generation Y represented on average thirty-two percent of the whole population at the same period (United Nations, 2019).

LITERATURE REVIEW

Motives for vegetarian food choice

Shani and DiPietro (2007) identified two main reasons for vegetarian food choice. First, the self-oriented motivation includes health awareness, weight control, sensory refusal, economic concerns, social awareness and religious belief. Second, the altruistic-oriented motivation includes ethical awareness, environmental concerns and humanitarian reasons. Later studies, conducted on various sample sizes and sample traits, shared similar results with respect to motivations for vegetarian food preference (see Table 1).

Table 1. Samples, samples traits and motivations in previous studies on vegetarian food choice

Literature	Total number of samples & sample traits	Motivations
Fox and Ward (2008)	• 33 • 70% female; ages ranged from 14 to 53 (mean age = 26)	• Health awareness • Animal welfare • Environmental concerns
Merriman and Wilson-Merriman (2009)	• 22 • Age from 20 to 25 years, with a median age of 22	• Environmental concerns
Guillemette and Cranfield (2012)	• 1600 • 18-34, 35-54, 55+	• Economic concerns
Brinkman et al. (2014)	• 386 • 100% women; a mean age of 19.3 years with a range of 18 to 64 years old	• Weight control
Cherry (2015)	• 23 • 10 women and 13 men; ages ranged from 18 to 31, with a mean and median age of 23	• Social support
Janssen, Busch, Rödiger, Hamm (2016)	• 329 • 16-69	• Animal welfare • Environmental concerns
Testoni, Ghellar, Rodelli, De Cataldo, and Zamperini (2017)	• 22 • 55% women, aged 19-74	• Health awareness • Sensory refusal • Religious belief • Animal welfare • Environmental concerns
Dewan (2017)	• 1 • 1 man, age not available	• Religious belief

Extended Theory of Planned Behavior

This research applied the theory of planned behavior (Azjan, 1991) in which three dimensions namely attitude, social norm and perceived behavior control hypothetically related to the consumption intention. In addition to the dimensions suggested by this theory, the framework of the study included the moral attitude, an extended construct that presumably had an indirect influence on the consumption intention with the moderation of the environmental concern. The conceptual framework is shown in Figure 2.

Attitude

Attitude refers to "the degree to which a person has a favorable or unfavourable evaluation or appraisal of the behavior in question" (Ajzen, 1991, p. 188). Attitude is a mean to identify the psychological evolution of a product and anticipate consumers' behavior on that product (Bonne, Vermeir, Bergeaud-Blackler, & Verbeke, 2007). Pribis, Pencak and Grajales (2010) studied beliefs and attitudes toward vegetarian lifestyle across generations. The study showed that concerns related to the moral, environment and health are the reasons for adopting a vegetarian lifestyle. Therefore, this study proposes the following hypothesis.

H1: Attitude has a positive relationship with the consumption intention toward vegetarian food.

Subjective norm

Subjective norm refers to "the perceived social pressure to perform or not to perform the behavior" (Ajzen, 1991, p. 188). Studies pertaining to the subjective norm on vegetarian preference revealed that subjective norm influenced the vegetarian consumption intention. Ruby (2012) found that the preference for vegetarian consumption was related to a relation with vegetarian close friends, involvement with an advocacy group for vegetarianism, animal rights or environment, or support from family members. Similar findings were also uncovered by Cherry (2015). More specifically, the social influence related to vegetarian consumption came from friends and family with the vegetarian background. For this reason, this study proposes the following hypothesis.

H2: Subjective norm has a positive relationship with the consumption intention toward vegetarian food.

Perceived behavior control

Perceived behavioral control refers to "the perceived ease or difficulty of performing the behavior and it is assumed to reflect experience as well as anticipated impediments and obstacles" (Ajzen, 1991, p. 188). This dimension consists of two elements, according to Ajzen (1991), and Taylor and Todd (1995). The first one refers to the availability of resources, which include money and time. The second element focuses on an individual's confidence in expressing a specific behaviour. Previous literature indicates the positive relationship between perceived behavior control and consumption intention in various contexts, for instance in organic food purchase intention (Ha & Janda, 2012), environmentally friendly consumption intention to book a green hotel (Chang, Tsai, & Yeh, 2014; Teng, Wu, & Liu, 2015) and environmentally aware consumption (Moser, 2015; Taylor & Todd, 1995).

H3: Perceived behavior control has a positive relationship with the consumption intention toward vegetarian food.

Moral attitude

Moral attitude refers to "a situation in which the individual is aware that the well-being of others depends on their action and where they feel responsible for the action and its consequences" (Olsen, Sijtsema, & Hall, 2010). Greeley (1993) studied the relationship between religion and environmental concern in a port city located in Oklahoma in the United States. The willingness to pay on the environment was the only variable used in the study and a national data set was the basis of the findings. The study confirmed that there was a correlation between levels of concern for the environment and biblical literalism. The levels of environmental concern had a correlation with the belief in Christianity and with the confidence in God's existence. Moreover, willing to spend money on the environment had a positive correlation with God's kindness and with being catholic. Besides, Feinberg and Willer (2013) pointed out that, despite different political ideology (conservatism and liberalism), moral attitudes relate to environmental concern. Proponents of liberalism, but not conservatism, used contemporary discourses on the environment based hugely on moral concerns related to care and harm. Based on their morality, liberals were more concerned about the environment than conservatives. The same research also indicated that conservatives embraced more pro-environmental attitudes than their counterparts when this conservative group were presented with pro-environmental messages in the context of their conservative moral domain. Based on the above discussion, the hypothesis can be proposed as follows.

H4: Moral attitude has a positive relationship with environmental concern.

Environmental concern

Research related to the influences on vegetarianism shows that the belief that a vegetarian option has small impacts was the only determinant significantly differentiating vegetarians and omnivores (Kalof, Dietz, Stern, & Guagnano, 1999). The environmental factor is regarded as a reason for an individual to choose a vegetarian life (Rozin, Markwith & Stoess, 1997). This study shows the environmental concern of an individual and the negative impact of meat consumption on the environment. In other words, eating meat greatly increases an individual's ecological footprint because of the greenhouse gases emissions associated with meat production (Fiala, 2008), and due to an individual water footprint resulted from excessive use of water in the process of meat production (Hoekstra, Chapagain, Martinez-Aldaya & Mekonnen, 2009). Besides that, the vegetarian economy positively impacts the "ecosystem health" as it reduces environmental pollution, intensive agriculture, and land degradation by grazing for both developed countries and low developed countries (Fox, 1999). Based on the above discussion, the hypothesis can be formulated as follows.

H5: Environmental concern has a positive relationship with the consumption intention toward vegetarian food.

Generation Y in Cambodia

According to the United Nations (2019), the number of the Cambodian population gradually increased in the last twenty years within which the number of Generation Y generally went to the opposite direction (see Figure 1). In the latest two decades, the number of the population in Cambodia jumped up by over one million every five years. Cambodia had more than twelve million people in 2000, over fourteen million in 2010 and nearly seventeen million in 2020. Of the total population in the country, Generation Y represented 34 percent in 2000. Five years later, the proportion of this group of population added other four percent to that of the year 2000. From 2005 onwards, this cohort slightly dropped from 38 percent to 32 percent in 2015, from 30 in 2015 to 28% in 2020.

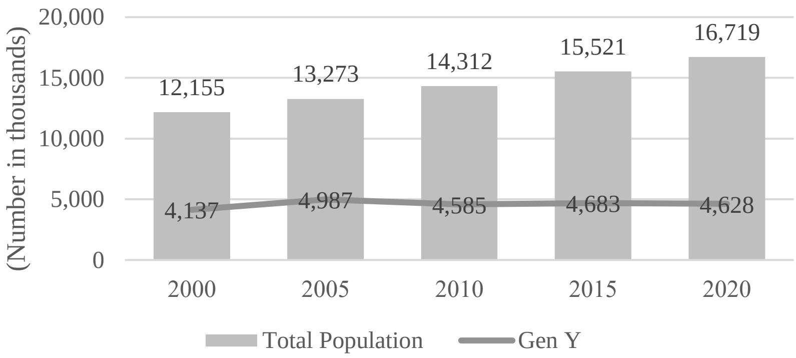

Figure 1. Total number of Cambodian Gen Y compared to the total population in Cambodia between 2000 and 2020

Born in a time of environmental consciousness and active calls for action, members of this cohort are proponents of the environment, and hopeful of making a better world. Digitally savvy and less religious, they expect business to be local, green and socially conscientious (Rauch, 2019). They are passionate about food, and they tend to influence the spending habits of their parents, which make them attractive target customers for marketers (Saulo, 2016). However, previous studies showed that, for marketers, it was complicated to understand the consumption behavior of this generation.

RESEARCH METHODOLOGY

The survey questionnaire was designed following the research objectives. Adapted from the previous studies, it consisted of questions about the respondent profile and predicting factors for vegetarian food choice (5 dimensions and 21 items). The assessment of each item was based on a five-point Likert scale. The questionnaire was reviewed by an expert panel. The pilot test was conducted on 59 participants to ensure its validity and reliability for the data collection. The result of the pilot test showed that it was reliable and could be accepted to distribute for the data collection.

The questionnaire was sent to Cambodian Generation Y, those who were born between 1982 and 1996 and stayed in the capital city of Phnom Penh, Cambodia. The collection was conducted using the snowball sampling technique in which existing participants recruited volunteers from their acquaintances. There were 196 individuals responding to the questionnaire. In the response screening process, 12 responses were excluded given the irrelevance of the answers. After the elimination, there were 184 responses accepted for the analysis.

With regards to the statistical analysis, the aims and objectives of the research applied the Partial Least Squares Sequential Equation Modeling (PLS-SEM), a multivariate statistical analysis tool used to investigate the association of various constructs formulated in the hypotheses. The dataset from the survey was run using ADANCO software (version 2.2.1) to generate the results essential for assessing the measurement model and structural model respectively.

FINDINGS AND DISCUSSION

Participants' characteristics

The survey resulted in a collection of responses from 184 participants whose profile was revealed in this section. To begin with their residence, all of them stayed in different khan [Khmer word for district in the city] located in Phnom Penh. Of 13 districts, the top three districts were Toul York, Sen Sok and Russey Keo respectively while Prek Phnov was ranked in the bottom of the list. In terms of gender, nearly two thirds of responses in the study were originated from male participants. With respect to the family status, many of respondents revealed that the were single, only one person identified as divorced, and two respondents preferred not to show the identity of their family status. When it comes to education, more than half of the population in the survey answered that they were in graduate level; nearly 40 percent came from postgraduate category; one respondent pursued their doctor degree; and only three people reached up to grade twelve. As for monthly income, the large majority of the respondents could reach not less than 261 USD and 2.2 percent of the population earned from 121 USD to 180 USD per month. As far as the respondents's occupation is concerned, over 70 percent of them were employed, nearly 20 percent uncovered that they were students; two participants in the survey labeled themselves as unemployed. Finally, regarding the vegetarian status, nearly seventy percent of those involved in the research reported that they considered themselves as vegetarians, and the remaining proportion was in the non-vegetarian category. The socio-demographic characteristics of the respondents were shown in Table 2.

Reflective measurement model and structural model assessment

In the first stage, the reflective measurement models were assessed on their internal consistency reliability and validity (convergent validity and discriminant validity). The bootstrapping procedure within ADANCO software showed a number of results essential for the analysis of this part. As shown in Table 3, Cronbach's alpha value of 0.84 (ATT), 0.82 (SN), 0.75 (PBC), 0.81 (MA), 0.84 (EC), 0.82 (CI) indicated that the constructs of the framework were higher than the marginal acceptable Cronbach's alpha value of 0.6 (Hair et al., 2016; Tenenhaus et al., 2015). Hence, the constructs reflected the high levels of internal consistency reliability. As shonw in Table 3, the report of results from this program indicated that all the constructs within the model exhibited a confirmed convergent validity. As can be seen in Table 3, the AVE value of each construct (ATT, 0.77; SN, 0.75; PBC, 0.59; MA, 0.73; EC, 0.62; CI, 0.72) was greater than the AVE cut-off value of 0.5. Thus, all the constructs showed good convergent validity. Moreover, the discriminant validity was confirmed given that all the constructs had the AVE values exceeding the squared correlation of the inter-constructs as shown in Table 4.

Table 2. Participants' characteristics

Variables	Categories	Frequency (n=184)	%
Residence	7 Makara	12	6.5
	Toul Kork	32	17.4
	Daun Penh	8	4.3
	Dong Kao	14	7.6
	Mean Chey	17	9.2
	Russey Keo	22	12.0
	Por Sen Chey	8	4.3
	Sen Sok	30	16.3
	Chamkarmon	15	8.2
	Chbar Ampov	12	6.5
	Chroy Changvar	6	3.3
	Prek Phnov	1	0.5
	Boeung Keng Kang	7	3.8
Gender	Male	113	61.4
	Female	71	38.6
	Other	0	0
Family status	Single	142	77.2
	Married	39	21.2
	Divorced	1	0.5
	Prefered not to say	2	1.1
Education	Up to class 12	3	1.6
	Graduate	109	59.2
	Postgraduate	71	38.6
	Higher degree (PhD)	1	0.5
Monthly income (USD)	Below 60	5	2.7
	61-120	5	2.7
	121-180	4	2.2
	181-200	9	4.9
	201-260	6	3.3
	261 and over	155	84.2
Occupation	Students	36	19.6
	Employed	135	73.4
	Unemployed	2	1.1
	Others	11	6.0
Vegetarian status	Vegetarian	56	30.4
	Non-vegetarian	128	69.6

Table 3. Mean, SD, loading, Cronbach's alpha and AVE

Factor	Mean	SD	Loading
Attitude (Cronbach's alpha = 0.85 ; AVE = 0.77)			
ATT1: I like the idea of choosing vegetarian food.	3.71	0.76	0.88
ATT2: I choose vegetarian food because it is a wise choice.	3.42	0.91	0.89
ATT3: I choose vegetarian food because it would be pleasant.	3.60	0.89	0.87
Subjective Norm (Cronbach's alpha = 0.85 ; AVE = 0.75)			
SN1: I would choose vegetarian food because many people who are important to me think that I should do so.	2.78	1.01	0.94
SN2: I would choose vegetarian food because many people who are important to me want me to do so.	2.70	1.02	0.93
SN3: I should not choose vegetarian food because people whose opinion I value would prefer that I should not do so.	2.49	0.99	0.72
Perceived Behavior Control (Cronbach's alpha = 0.76 ; AVE = 0.59)			
PBC1: It is easy for me to choose vegetarian food.	3.43	0.88	0.79
PBC2: I am confident that if I want to, I can choose vegetarian food.	3.59	0.90	0.79
PBC3: I do have enough resources and time to choose vegetarian food.	3.47	0.93	0.79
PBC4: It is entirely up to me, not anybody else, to choose vegetarian food.	4.05	0.88	0.67
Moral Attitude (Cronbach's alpha = 0.82 ; AVE = 0.73)			
Purchasing vegetarian food instead of conventional one would:			
MA1: Make me feel like personal contribution to something better.	3.68	0.90	0.85
MA2: Make me feel like doing the morally right thing.	3.38	1.02	0.90
MA3: Make me feel like better person	3.06	1.06	0.80
Environmental Concern (Cronbach's alpha = 0.85 ; AVE = 0.62)			
EC1: I find that production of non-vegetarian food leads to water pollution caused by animal waste, antibiotics and hormones entering the water cycle.	3.64	0.95	0.83
EC2: I think that production of animal-based foods will affect food security.	3.27	1.06	0.87
EC3: I think that meat production harms the environment.	3.23	1.00	0.82
EC4: I think that meat production will cause global warming.	3.09	1.02	0.76
EC5: When I have a choice between two equal products, I always purchase the one which is less harmful to other people and the environment.	4.03	0.78	0.64
Consumption Intention (Cronbach's alpha = 0.81 ; AVE = 0.72)			
CI1: I am willing to consume a vegetarian food.	3.47	0.89	0.89
CI2: I will make an effort to consume a vegetarian food.	3.42	0.98	0.86
CI3: It is acceptable to consume a vegetarian food.	3.78	0.80	0.80

Table 4. Discriminant validity: Fornell-Larcker criterion

Construct	ATT	SN	PBC	MA	EC	CI
ATT	0.77					
SN	0.15	0.75				
PBC	0.28	0.13	0.59			
MA	0.25	0.20	0.22	0.73		
EC	0.27	0.16	0.22	0.32	0.62	
CI	0.50	0.22	0.38	0.37	0.33	0.72

Squared correlations; AVE in the diagonal

After the measurement model assessment, the next step is the structural model assessment. For the structural model assessment, the report of results from ADANCO showed the path coefficient results (ATT→CI, $\beta = 0.43$; SN→CI, $\beta = 0.13$; PBC→CI, $\beta = 0.26$; MA→EC, $\beta = 0.56$; EC→CI, $\beta = 0.17$) (see Table 5). These results confirmed that four dimensions (ATT, SN, PBC and EC) had significantly positive relationships with the consumption intention and the dimension of moral attitude also had significantly positive relationship with the environmental concern. Amongst all the relationships, four relationships had a statistical significance at 99 percent confidence interval (MA→EC, β= 0.56 , t = 11.21; ATT→CI, β = 0.43, t = 6.75; PBC→CI, β = 0.26, t = 4.36) as the t-value over 2.57 shows the significance level of 1 percent. Two relationships (EC→CI, β = 0.17; t = 2.87; SN→CI, β = 0.13; t = 2.71) were statistically significant at 95 percent confidence interval given that the t-value between 1.96 and 2.57 exhibits the significance level of 5 percent. With respect to the evaluation of the level of R-square, the dimension of environmental concern had the R-square value of 0.32. As it was between 0.25 and 0.50, it was in the weak level. The R-square value of consumption intention was 0.63. Given that this value positioned between 0.75 and 0.50, it was in the moderate level.

Table 5. Total effects inference

Effect	Original coefficient	Standard bootstrap results		
		Standard error	t-value	p-value (2-sided)
ATT -> CI	0.43	0.064	6.75	0.000
SN -> CI	0.13	0.050	2.71	0.007
PBC -> CI	0.26	0.060	4.36	0.000
MA -> EC	0.56	0.050	11.21	0.000
MA -> CI	0.10	0.036	2.69	0.007
EC -> CI	0.17	0.061	2.87	0.004

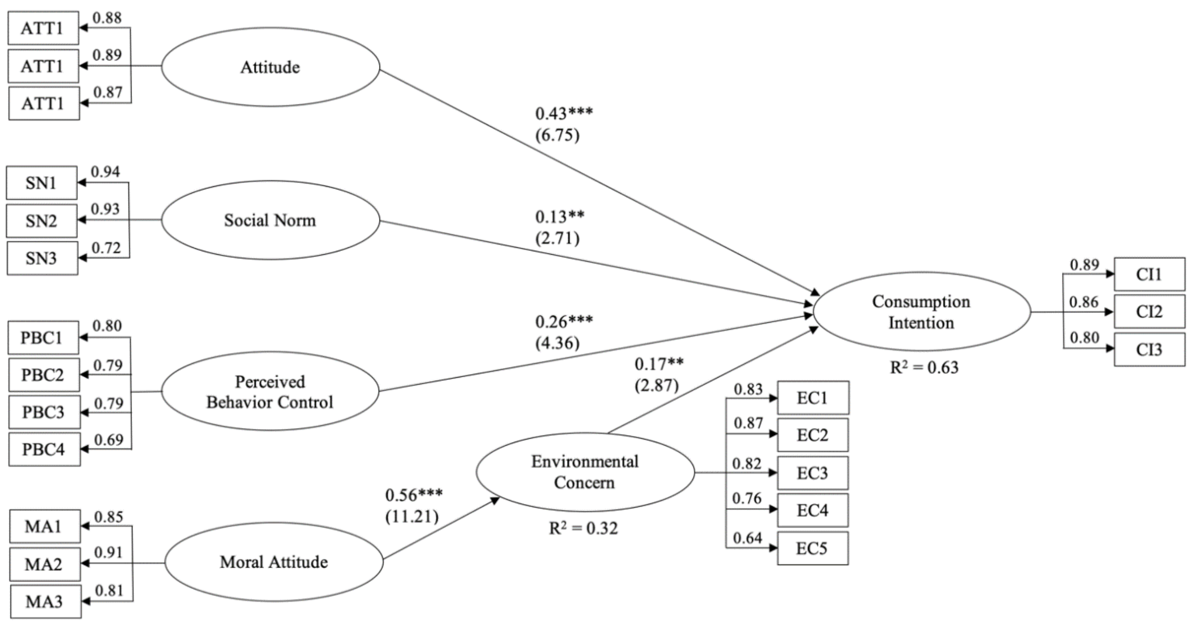

Figure 2. Conceptual framework

Hypothesis Testings

Overall, the results showed that all factors of the study namely attitude, subjective norm and perceived behavior control and environmental concern had a significant relationship with the vegetarian food consumption intention of Generation Y. Interestingly, those factors were different in their degree when it comes to this relationship. To be more specific, the attitude had the strongest influence on the consumption intention, followed by perceived behavior control and environmental concern respectively. Whereas social norm showed the least significant relationship with the consumption intention. In addition, moral attitude had a strong influence on environmental concern. Hence, all hypotheses (H1, H2, H3, H4 and H5) were accepted.

Discussion

The results showed that attitude made the strongest direct contribution to the prediction of consumption intention, followed by perceived behavior control and social norm respectively. This means that a positive attitude towards the vegetarian will influence the intention to consume vegetarian food.

Based on the results, members of Cambodian Generation Y perform a positive attitude in the vegetarian food choice. They like the idea of choosing vegetarian food and they have positive feeling in this food. For them, this type of food is a wise choice. Skillful in using internet for their search for information, they may be more aware of the good image of vegetarian option. Moreover, social norm dimension turns out to be the weakest (see Table 5). This shows that despite the significant level, social norm (or in other words, the opinion of others that poses influence for Generation Y to choose the vegetarian food) has the least influence towards the consumption intention, and it has been receiving a rather low score of perception when comparing to other dimension within the model. This current finding was consistent with previous literature. In the Theory of Planned Behavior, subjective norm was found to be the weakest variable in relation to the intention (Armitage & Conner, 2001).

However, this current finding shows the result that contradicts with previous literature. Azjan (2015) pinpointed with precaution that perceived behavior control was the first to predict the intentions to eat a healthy diet. In this current study, perceived behavior control emerged in the second position after the attitude when it come to the prediction of consumption of vegetarian food.

Furthermore, this research revealed that environmental concern had significant influence on the intention to consume vegetarian food. In accordance with the present result, previous studies have demonstrated that environmental concern can be considered as attendance to the "consequences" of behavior, and a resulting motivation to lessen any perverse effects such as global warming (Fujii, 2007). Mohamed et al. (2017) shared the same point of view that environmental concern had a link with vegetarian food consumption. In this study,

Generations Y intends to opt for vegetarian food consumption because environmental issues are part of their concerns. Avoiding meat may alleviate environmental degradation because animal-based food production leads for instance to the water pollution resulted from animal waste, antibiotics and hormones entering the water cycle.

CONCLUSION

This study makes several noteworthy contributions in the academic sphere as well as the professional world. Commonly used to have a better prediction and understanding of human behavior, this theory was built with the three conceptually independent determinants of intention (attitude, subjective norm and perceived behavior control) and it stated that "the relative importance of attitude, subjective norm and perceive behavior control in the prediction of intention is expected to vary across behaviors and situations" (Azjan, 1991). In this study, it turned out that all the dimensions made independent contributions to predict the intention toward vegetarian food consumption in the context of Cambodia. In other words, the aforementioned theory is relevant and can be applied to explore factors predicting the consumption intention on the vegetarian food choice with the case of Phnom Penh, Cambodia, using as the study area of this research.

For vegetarian-related industries industry, Cambodian Generation Y had a positive attitude toward vegetarian consumption. They were influenced by their surrounding and they had enough resources for this consumption. For these reasons, to gain the market share from this generation, marketers should consider micro-content, micro-messaging and micro-influencers for their marketing tactics. In other words, they may make videos, which are regarded as a powerful marketing tool that allows this generation to watch and share the content easily. Considered a modern-day TV commercial, video live streaming is also an option for the marketing strategy in the vegetarian sector. Explainer or how-to videos may also be made to explain vegetarian food product and services. Marketers should take into account the creation of brand blogs, which may produce attractive content related to the positive image of vegetarian option. Chatbots should be considered too. They can give personalize content to customers through social media platforms as they can answer customer service questions, customize an experience or a content share creating faster conversions. Influencer marketing could be another choice as influencer communities are real, like-minded, engaged and loyal. Applying these tactics may help generate mass brand awareness and return on investment.

This study had some limitations. First, although the study demonstrated that all factors had significant relationships with the consumption intention for vegetarian food choice, it had a limitation in terms of generalizing these findings. Since the area setting of this study was located in Phnom Penh, the findings should not be generalized in other cities or provinces. Second, there may be bias pertaining to the answers to the questionnaire. The data in this research was collected by using snowball sampling. Specifically, the questionnaire was spread to a number of respondents, each of those asked their acquaintances to volunteer for responding to the questionnaire. Those respondents may opt for their acquaintances who shared similar interests as them, for instance in terms of vegetarian food choice in this case. Third, this study used the quantitative approach, which is an aspect of the perspectives on the vegetarian food consumption intention. The quantitative technique can confirm the results in mathematical ways. However, diverse perspectives can enrich the results of the study. More precisely, the quantitative approach or mixed-method approach may pose more weight on the current findings.

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DESTINATION IMAGE AND INTENTION TO TRAVEL TO CHINA IN THE ERA OF POST COVID-19

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ABSTRACT

The past decade has seen the rapid proliferation of theory, literature, and research, in the field of tourism disaster and crisis management, however empirical studies linking Covid-19 to destination image are limited and have not been well understood. Nations are certainly gearing up to pursue various tourism recovery strategies in the hopes of tourism activity returning to normal. As informed by the S-O-R theory this study tests an empirical model that investigates the influence of Iranian's perceived safety and electronic word of-mouth (eWOM) on destination image and travel intention to China in the post Covid-19 era. Data were obtained from a sample of 320 respondents in Shiraz, Iran. The findings revealed that perceived safety and eWOM were able to predict destination image which subsequently had a positive effect on intention to travel. Additionally, destination image significantly mediates the relationship between perceived safety, eWOM and behavioural intention. The study certainly adds to the dearth of literature pertaining to destination image and tourist behavioural intention in a post Covid-19 context. Implications, both theoretical and practical, limitations and directions for future research were also presented.

Keywords: Covid-19, perceived safety, eWOM, destination image, intention to travel.

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A HOTEL RECOMMENDATION SYSTEM BASED ON REVIEWS OF STAYCATION PREFERRENCES IN YOGYAKARTA: A COLLABORATIVE FILTERING APPROACH

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ABSTRACT

Staycation activities have become a trend during the Covid-19 pandemic and have become the beginning of the opening and revival of the tourism sector, especially in Yogyakarta. Through staycations, productivity in the tourism sector-including hotels and restaurants—will continue. Along with the increasing number of domestic tourists interested in staycations, the development of hotels that are in accordance with the preferences desired by tourists is necessary. In this case, tourists who need to reduce interactions with other people to a minimum, due to the Covid-19 pandemic, will search for hotels online. Hotel recommendation systems which are based on reviews, ratings, and recommendations to help tourists is a method that is quite widely used by hotels. Research related to hotel recommendation systems is quite common in the international sphere but is still rarely implemented in Indonesia, especially in Yogyakarta-one of the popular tourist destinations in Indonesia. Previous research tends to use methods based on reviews and context information. This article will discuss the use of a hotel recommendation system to assist users in finding hotels based on their preferences for staycations. The literature survey method was used to obtain the required data from both national and international journals. This article will reveal the convenience obtained by users who staycation and choose hotels according to their preferences and is supported by a hotel recommendation system based on existing reviews, ratings, and recommendations. Finding hotel recommendations through an online system, especially during the Covid-19 pandemic, reduces direct interaction with other people. By using existing reviews, rating ratings, and reviews, tourists are able to decide and choose the desired hotel for a staycation based on the existing ratings. In the end, the author presents research opportunities that have the potential to be studied in the future.

INTRODUCTION

The tourism sector in Indonesia is expected to be both sustainable and the driving force for the economy. Prior to the Covid-19 pandemic, the direct contribution of the tourism sector to GDP in Indonesia showed an upward trend from 4.1% in 2017, rising to 4.5% in 2018, and increasing again in 2019 to 4.8% (Kemenparekraf, 2020). The government continues to encourage and actively respond to tourism activities in the hope of replacing oil and gas as the main sectors of the country's foreign exchange earnings. Indonesia has tourism potential, ranging from its nature and historical heritage to its arts and culture spread from Sabang to Merauke. Indonesia is blessed with a wide variety of landscapes, consisting of 17,504 islands and a diversity of flora and fauna. In addition, the diversity of Indonesian ethnic groups results in a diversity of cultural products such as traditional dances, traditional musical instruments, and customs. These cultural products are promising tourist attractions (Nafila, 2013). Tourists, both domestic and foreign, are guided to recognize and understand the diversity of Indonesian culture and local wisdom. Seeing this potential, the development of the tourism industry in Indonesia is one of the government's priorities in order to further improve the quality of a tourist destination that is known throughout the world.

The tourism sector is recognized as a priority sector because, even with the current Covid-19 pandemic, it is expected to continue to grow. Tourism is relied on by local people as a source of income. The people who are often affected by the strengthening of the economy from the tourism sector are the people who live in the location of tourist destinations. Many countries in the world also depend on the tourism industry as a source of tax and national income. Tourism development is a serious matter and value can be added to the attractiveness and competitiveness of tourism through creativity and community spirit. The development of tourism globally has increased significantly and can make a major contribution to a country's economy every year. As one of the promising sectors, several countries have placed the tourism sector as a mainstay sector in their national economy.

During the Covid-19 pandemic, foreign tourist visits to Indonesia decreased dramatically in 2020 after previously increasing from 2016 to 2019. Table 1.1 shows that the number of foreign tourist arrivals decreased sharply from 16 million tourists in 2019 to 4 million tourists in 2020. A similar decrease is shown in the number of visits by foreign and domestic tourists to one of the popular tourist destinations in Indonesia, namely Yogyakarta, which decreased dramatically from 6,549,381 tourists in 2019 to 1,384781 tourists in 2020. Meanwhile, based on the latest data, the number of domestic tourist trips in all provinces in Indonesia was recorded at 303,403,888 trips in 2018. However, in 2019, the number of domestic tourist trips decreased to 282,925,854 trips due to the high price of airline tickets. The number of trips decreased even further in 2020 due to travel restrictions due to the Covid-19 pandemic (Revindo, *et al*., 2020).

Table 1.1. Tourist Visits to Indonesia and Yogyakarta

Year	2016	2017	2018	2019	2020
Number of Foreign Tourist Visits to Indonesia	11,519,275	14,039,799	15,810,305	16,106,954	4,022,505
Number of Foreign Tourist Visits to Yogyakarta	355,313	397,951	416,373	433,027	40,570
Number of Domestic Tourist Visits to Yogyakarta	4,194,261	4,831,347	5,272,718	6,116,354	1,344,211

Source: Central Bureau of Statistics Indonesia, 2021

Table 1.2. Total Number of Domestic Tourist Trips

Year	2017	2018	2019	2020
Total of Domestic Tourist Trips to Yogyakarta	6,498,739	7,858,137	7,718,353	Predicted to decline
Total of Domestic Tourist Trips to All Provinces in Indonesia	270,822,003	303,403,888	282,925,854	Predicted to decline

Source: Central Bureau of Statistics Indonesia, 2020

The hotel industry is part of the service sector that provides rooms, food and beverages, and other services to the public. In general, the hotel industry is a vital part of tourism. Tourist destinations are certainly visited by many tourists who need a place to rest and stay. To provide accommodations for tourists is the role of the hotel industry. The Covid-19 pandemic has greatly impacted the tourism industry and the hotel industry, especially in Yogyakarta. The Covid-19 pandemic has forced people to stay at home and avoid traveling. Prior to the Covid-19 pandemic, during 2019, the hotel room occupancy rate in Yogyakarta reached 45.34 percent, consisting of 58.91 percent occupancy rate of star hotel rooms and 32.21 percent occupancy rate of non-star hotel rooms. However, as a result of the decrease in tourists, the hotel occupancy rate in Yogyakarta in 2020 decreased drastically, namely by 52.93%, 56.32%, 33.9%, 5.36% and 6.13%, respectively for the months of January, February, March, April, and May (Central Bureau of Statistics DIY, 2019).

The impact of the Covid-19 pandemic has not only affected the hotel industry, but also travel, food and beverages, and entertainment services. Even a feeling of pessimism developed about the future of tourism, especially in those areas that rely on and plan to further develop tourism. This motivates tourism actors, especially hotel businesses, to find ways for their businesses to continue to survive in the midst of the Covid-19 pandemic. This situation is difficult, especially in bringing in foreign tourists, so one way to survive in the midst of the Covid-19 pandemic is to focus on domestic tourists. There is an awareness that domestic travel is predicted to increase, along with the development of new habits, so the hotel industry will have to make many adjustments to be able to continue operating.

Adapting to the new normal can be seen in the health protocols implemented at every hotel. Hoteliers must implement strict health protocols for their guests, such as carrying out the 5M movement--washing hands, wearing masks, maintaining distance, avoiding crowds, and reducing mobility. Meanwhile, hotels must equip themselves with CHSE (Cleanliness, Health, Safety, and Environmental Sustainability) certificates, which are issued by the Ministry of Tourism and Creative Economy of the Republic of Indonesia. This is to ensure that guests will feel comfortable and safe without having to worry during their stay at the hotel. The check-in process is also done online (or touchless) to avoid direct contact between guests and hotel staff.

Another impact of the current Covid-19 pandemic is that it has affected people's mental health, especially of those who live in urban areas. The reason is that the prior flexibility in lifestyles and habits of urban communities were limited due to Covid-19 pandemic restrictions. People were unable to travel as they normally do. This has caused a high level of stress, so that people who live in urban communities need to take a vacation despite the current Covid-19 pandemic situation and the travel limitations imposed by the Government. Therefore, the staycation was chosen. This activity combines "stay," in the sense of staying at home or somewhere near home, and "vacation" which means taking a vacation at a tourist destination. Thus, the chosen vacation destination is near home, in your own city, or at the nearest location in the surrounding area. Staycation is a new trend that is popular with people who want to have fun and restore their mental health. In this case, taking a vacation by applying the concept of a staycation can reduce stress and aid in self-recovery. Staycation is an alternative way to travel without spending a lot of money and can be done a short distance from home.

The current phenomenon of staycation in Indonesia is also believed to be an attempt to increase hotel occupancy rates by targeting domestic tourists. De Bloom, *et al*. (2017) stated that a staycation is a situation where consumers decide to take a vacation in the city where the consumers live. Similar to this opinion, Germann Molz (2009) and de Bloom, *et al*. (2017) said that a staycation is when someone intends to vacation at home or around the domicile. It was further explained that a staycation is a "voluntary stay" and is considered a share of the domestic tourism market. Thus, a staycation is a local travel practice which is referred to as proximity tourism (Jeuring & Haartsen, 2017). This activity is similar to a day trip in that the person traveling can choose to return and spend the night at home during the staycation. A staycation is generally done by enjoying a vacation by staying at a hotel in the same city where you live without having to travel out of town (www.travel.kompas.com). This phenomenon is starting to be found throughout the world, especially in big cities in Indonesia such as Jakarta, Surabaya, and Yogyakarta.

During the Covid-19 pandemic, the trend of staycations in Yogyakarta continued to increase (www.news.harianjogja.com). Average tourists choose a hotel that is not far from where they live. They want to take a vacation to relieve the fatigue due to the Covid-19 pandemic situation. However, people are more selective in choosing hotels for staycations. They tend to choose hotels that have implemented good health protocols and have a CHSE certificate issued by the Ministry of Tourism and Creative Economy of the Republic of Indonesia. This is done so that, during their staycation, they feel safe and comfortable. For example, a hotel in providing services always implements strict health protocols. When checking in, guests are first checked for body temperature and then wash their hands. In front of the elevator, a hand sanitizer is provided. Likewise, in restaurants, seating is arranged according to social distancing and every guest is required to use gloves when going to take food. This article will look further into the preferences guiding hotel selection in Yogyakarta for a staycation by examining customer reviews.

LITERATURE REVIEW

This section presents some theories about recommendation systems and their methods. Also presented is the collaborative screening approach in the context of this study and in the context of staycations in general.

A. Recommendation Systems

A recommendation system is a system for predicting desired products based on user interests, these predictions are then recommended to users (Sanjung, 2011). The user's interest prediction information can be obtained based on the user's profile, namely user behavior and operating mode. One way to form a user profile is, for example, when a user loans a book, the loan data is saved as a user profile. Based on the user profile that has been formed, what type of books the user likes is known. In the recommendation system, the items to be recommended to users will be filtered according to the user profile, rating scales, and so on. To produce items that are recommended to users, systems use methods common on social media, such as Twitter, Facebook, YouTube.com, Amazon.com, and others.

A recommendation system is software designed to provide suggestions that will be used by users. The available suggestions are related to the previous decisions made by the users. In the development of a recommendation system, there are several methods that can be used to solve problems, including user-based collaborative filtering, content-based filtering, knowledge-based recommendations, and hybrid-based (Ungkawa, *et al*., 2013).

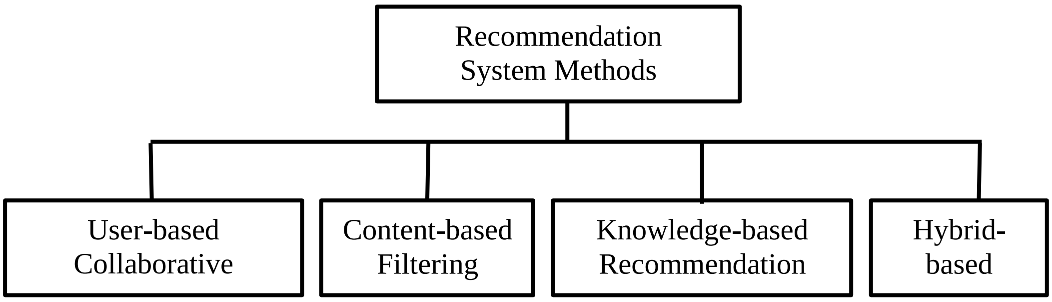

Figure 2.1. Recommendation System Methods (Ungkawa, *et al*., 2013)

The explanation of the methods used in recommendation systems is as follows:

1. Collaborative-filtering
   This method provides recommendations based on feedback from other users or from yourself. For example, this application in providing music recommendations forms a user-matrix that contains references from users in the form of feedback from streaming data and other users' downloads.
2. Content-based filtering
   This method provides recommendations based on the similarity of the attributes of the item or items you like. For instance, song recommendations are based on the attributes possessed by the song such as genre, beat, and information about the artist.
3. Knowledge-based
   This method provides recommendations based on the attribute values that have been determined by the user. In this recommendation system, at the beginning of its use the user is asked to enter the items he or she likes explicitly which will later be used to base recommendations on the attributes of the items that have been liked.
4. Hybrid filtering
   This method is a combination of the other recommendation methods to produce more accurate recommendations.

B. Reviews and Context Information: The Collaborative Filtering Approach

Collaborative Filtering (CF) can be found in various software domains, tour packages, and hotels for the purpose of making recommendations to consumers. Each user has expressed their preferences on the applications used. In this case, the system is generally not sufficient to identify similar cases that match consumer preferences based on reviews and context information (Hu *et al*., 2016). CF generates predictions or recommendations for the intended user or agent on one or more items. Items can consist of things that can be provided by humans such as hotels, tour packages, tourist destinations, and accommodations. By using recommendations based on reviews and ratings given by previous consumers, it helps future consumers find the items they need. With this, the unavailability of a rating indicates that there is no information linking the user to the item. Ratings can be collected explicitly, implicitly, or a combination of explicit and implicit. An explicit rating is a rating that is obtained when a customer/user is asked to provide an opinion on a particular item. Implicit ratings are ratings that are obtained through actions taken by customers.

C. Staycations

According to Wixon (2009), a staycation is a vacation made by staying at home or near home, while creating an environment like a traditional vacation. Sharma (2009) defines a staycation as "a neologism that refers to a vacation activity staying at home." Yesawich (2010) provides a clearer definition of a staycation by stating it consists of, at least, one leisure/holiday trip within a 50-mile radius of one's home. According to Vackova (James, 2014), a staycation is where tourists stay at home rather than traveling to other destinations and use that time to explore the surrounding environment, such as staying at city hotels or exploring areas outside the city or nearby countryside. So, a staycation can be a domestic vacation such as traveling out of town with the aim of exploring the local environment. In Google Trends data in 2019, searches for the word staycation experienced a spike on long weekends and searches for hotels offering staycations jumped by 3.4 times, this included four-star hotels, boutique hotels, and suites as well as budget hotels, which remained in high demand throughout the year.

D. Yogyakarta

Yogyakarta or the Special Region of Yogyakarta is a well-known tourist destination both in Indonesia and abroad and has been one of the most popular tourist destinations in Indonesia since early 2021 (www.harianjogja.com). Based on a survey conducted by Traveloka, at the end of 2020, Yogyakarta was ranked 4th with an average search percentage of 7%. However, in early 2021, Yogyakarta increased to the second rank with an average search percentage of 37%, above Jakarta with a percentage of 30%, and below Bali with an average search rate of 52%. The Head of Corporate Communications of Traveloka pointed out that Yogyakarta offers diverse tourist attractions, ranging from culinary, cultural, and historical tours to natural attractions offering exotic views (Juniarshah, 2021).

E. Trends of Staycations in Yogyakarta

By 2021 the public's interest in traveling was quite high. Based on Traveloka's internal survey of users, 35% of respondents stated that they were interested in taking a vacation in early 2021. This is supported by changes in people's interests and behavior, especially in traveling and the boredom from restrictions on travelling. Tourists are not only implementing high-standard health protocols, but also have a high interest in doing nature tourism and want flexibility in booking their trip planning. Smart staycations, cultural tourism, recreation, and culinary experiences are also main attractions. This is in accordance with Traveloka research which shows 72% of respondents stated that they want to visit natural tourist destinations outside the city where they live. While other respondents stated that they wanted to visit tourist attractions involving culinary experiences and the arts and culture around the city where they lived or the village they were going to visit. Traveloka users' interest in #SmartStaycation, as well as searching for hotels, villas and apartments outside the city on weekends and holiday celebrations also increased 15% compared to the end of 2020 (www.traveloka.com). A travel trend survey from Traveloka users conducted in early 2021 showed that the trends of staycations and road trips will increase during 2021 (www.suara.com). Staycations have increased significantly and road trips are facilitated by infrastructure from the government (Lesmana, 2019).

With the ongoing Covid-19 pandemic situation, a staycation can be an interesting and attractive alternative for some people who are bored at home. Staycations allow tourists to have hotels based on their preferences by analyzing reviews, ratings, and feedback in the system. The increasing number of tourists who choose to do staycations is why a hotel recommendation system for staycations is important. Tourists choose the hotel to be occupied based on recommendations from the application itself by entering the criteria needed to narrow the hotel coverage. This is because there are many kinds of hotels in Yogyakarta and it would be tiring for tourists to have to look for information on the hotels one by one. The selection of hotels made by tourists is generally done based on existing reviews and hotel recommendations for staycations that they can observe from the system.

Based on the current pandemic situation, boredom was found to be high because of the applicable regulations requiring people to stay indoors and prohibiting travel outside the city. Staycations provide new hope for Indonesians to make short trips while saving money and feeling comfortable like at home. As recommended by the President of the Republic of Indonesia, Joko Widodo, Indonesians can do a staycation because of the shifts and changes in trends during the new normal where tourists prefer tourism activities that do not involve many people. With the staycation trend, local tourism can continue to run with sustainability.

Staycations are a solution that is intensified by government and tourism actors to productively move Indonesian tourism forward during the pandemic. A recommendation system using feedback from ratings and reviews such as the Travel Recommender application provides travel recommendations and assists users in finding recommendation results in the system. The system flexibly accommodates user desires so that the final hotel recommendations given to users are more accurate. For example, the Collaborative Filtering method has been successfully implemented at some industries to facilitate data management and operations. A hotel recommendation system helps users to find recommendations that will be selected based on user needs. A hotel recommendation system based on existing reviews and ratings can help users change the way they search for hotels using their own requirements or preferences. The criterion for success is the general level of visitor satisfaction during the journey itself. Therefore, this would be good to implement in Jogja, given the large number of requests for travel needs from the community.

METHOD

The literature survey method was used in order to analyze a number of earlier research related to a Recommendation System and Collaborative Filtering approach. The authors then utilize them for their own research purposes. Literature survey method helps understand the significance of the new research and its connections to the earlier works. All of the earlier scholarly sources (such as books, journal articles, and theses) related to the Recommendation System and Collaborative Filtering approach are identified. These scholarly sources are often written as part of a thesis, dissertation, or research paper, in order to situate the current article in relation to the existing knowledge.

The method starts with identifying and searching articles related to Recommendation System and Collaborative Filtering approach. Then the Author screens the most relevant articles based on the title and abstract of each article. The screening process is then followed by analysis, which is a review of all articles successfully screened, covering the method, main results, and limitations. Finally, conclusions were made by writing a summary and the possibility of developing future research.

A HOTEL RECOMMENDATION SYSTEM BASED ON REVIEWS AND CONTEXT INFORMATION: A COLLABORATIVE FILTERING APPROACH

There are various related studies that discuss hotel recommendation systems based on reviews and context information with a collaborative filtering approach. Table 1.3. below provides the summary.

Table 1.3. Hotel Recommendation Systems Based on Reviews of Preferences: A Collaborative Filtering Approach

Authors and Year	Location	Method	Description	Suggestions
Saga, *et al.*, 2008	Sakai, Japan	The paper proposes a hotel recommender system based on sales records, which includes the user's preference relations among hotels.	The proposed system recommends hotels based on preference transition network when a user selects a hotel.	The paper describes four steps procedure for building the preference transition network proposes in detail. The proposed recommender system is available for repeatable purchase without explicit product evaluation.
Ungkawa, *et al.*, 2013	West Java, Indonesia	Case-Based Reasoning (CBR) is a method used to build a knowledge-based system obtained by collecting cases handled by an expert. The CBR method was implemented to assist tourism recommendations.	Travel Recommender Application Development Using a Case Based Reasoning Method	The Travel Recommender application can provide travel recommendations based on previous travel plans with a 60% success rate and 40% failure rate. Based on the success of the Case Base Reasoning testing implemented in the Travel Recommender application, it can assist users in finding recommendation results in the system.
Utama, 2014	Indonesia	Item Collaborative Filtering to determine the value of similarity between items and to predict the ranking of user-item pairs that are not in the dataset.	Collaborative Filtering Items for Recommen-ded Tour Packages in Tour and Travel Franchises	The design and testing of a Tour Package Recommendation System using the Item Collaborative Filtering method to provide value for tour package recommendations was successful. Procurement of applications for tour package recommendations facilitates data management and operations.
Hu, *et al.*, 2016	Taiwan	The method utilizes review text to represent rating data preference and makes recommendations from a denser.	Hotel Recommendation System Based on Review and Context Information: A Collaborative	Implementation of the Context Aware Personalized Hotel (CAPH) Recommendation System for the use of a Cyber Travel Agent (CTA) and developed the CAPH system based on

Table 1.3. Hotel Recommendation Systems Based on Reviews of Preferences: A Collaborative Filtering Approach (Continued)

Authors and Year	Location	Method	Description	Suggestions
		matrix than the original sparse matrix	Filtering (CF) Approach	User based Collaborative Filtering (UFC) and Item based Collaborative Filtering (IFC) for rating prediction
Ebadi & Krzyzak, 2016	Canada	TripAdvisor travel data was collected from multiple sources in order to have a complete corpus of user reviews, hotel ratings (multi-aspect), and complete hotel information. Additionally, another dataset containing 246,400 hotel reviews was also used. This data contained numerical ratings, ranging from 1 to 5, provided by users on different aspects of the hotels.	A Hybrid Multi-Criteria Hotel Recommender System Using Explicit and Implicit Feedbacks	A novel hybrid solution was proposed for predicting ratings for user-hotel pairs and making recommendations. The main advantages of the proposed design are: 1. A hybrid design is well suited to the subject problem and can be operated easily, 2. Highly accurate predictions, 3. Use of implicit and explicit feedbacks and the novelty in employing sentiment analysis and keyword extraction techniques for extracting new features, 4. The system's ability in recommending "new to the user" items as well as "unseen" ones, and 5. Benefits from a multi-criteria rating system that helped the recommender engine to better learn users' preferences.
Wang, *et al.*, 2016	California, USA	Three models are introduced, the Content-based model and the Collaborative Filtering. Those two are traditional methods in a Recommendation System. Hybrid model compensates the shortcomings in the two models by combining them	This project develops a hybrid model that combines content-based with Collaborative Filtering (CF) for Hotel Recommendation.	Hybrid model results in prediction with 53:6% accuracy on testing data-4% improvement on Content-Base model. This result is consistent with the hypothesis: both user preference and hotel popularity are vital in Recommendation System.

Table 1.3. Hotel Recommendation Systems Based on Reviews of Preferences: A Collaborative Filtering Approach (Continued)

Authors and Year	Location	Method	Description	Suggestions
		successfully. At the same time, it introduces new methods.		
Dhanokar, *et al.*, 2017	Pune, Maharashtra, India	The methods used in this paper are Content-Based Filtering, Collaborative Filtering, and MAIL-ID Notification	Hotel Recommenda-tions based on User Preference Analysis	The idea of "Hotel Recommendations by user preferences" help users to change their way of searching for a hotel by using their own requirements or preferences. Further work involves the implementation of this system throughout the city of Pune, and the testing of its efficiency with tourists interested in this region. The criteria to success would be the degree of general satisfaction of visitors during their trip.
Yunmar, 2017	Yogya-karta	This research uses an index definition method, case representation, weighting and priority scale mechanism, case retrieval, and case selection.	A Hotel Selection Recommendation System with Case Based Reasoning	The system flexibly accommodates the user's wishes in determining priorities and features with a priority scale that is more decisive than other non-priority features. The final result is that the hotel recommendations given to the users are more accurate.
Khaleghi, *et al.*, 2018	Dallas, Texas	Evaluation of the two most popular methods for hotel review recommender systems: Collaborative Filtering and Matrix Factorization.	The accuracy of these systems has become a focus, as more accurate recommenda-tions can lead to increases in profits through various means.	There is a 10.58 times difference in speed of the Collaborative Filtering method over the Matrix Factorization Recommender System method, but with significantly better accuracy with the Matrix Factorization method.
Mavalankar, *et al.*, 2019	San Diego, California	This research uses Tree-Based method, capable of capturing non-linear tendencies in data. Through Tree-Based models most	A Hotel Recommendation System	Successful implementation of a hotel recommendation system using Expedia's dataset even though most of the data was anonymized which restricted the amount of feature engineering. The exploration of data took a

Table 1.3. Hotel Recommendation Systems Based on Reviews of Preferences: A Collaborative Filtering Approach (Continued)

Authors and Year	Location	Method	Description	Suggestions
		of the data provided was categorical which can be handled by Tree-Based models without needing any conversion to one-hot form.		long time given the size of the data set. It helped to extract distance which seemed to have a high impact on predicting the hotel clusters.
Sunartio, *et al*., 2020	Surabaya, Indonesia	The study compared the level of prediction accuracy when using graph features and traditional features, and saw an increase of 5-10%.	This study focused on the use of a graph-based approach in generating a recommender system using the Trivago dataset on the RecSys.	The graph-based approach has proven to be suitable for use in time-series-based datasets, for example the use of graph features in predicting when visitors will make a purchase at an online shopping session. It is concluded that the model that yields the highest MRR uses Markov Chain with length = 1, depth = 0, and order = 1.
Wahyudi, *et al*., 2020	Jakarta, Indonesia	Calculation of the similarity of two users based on two features, category and city. First, the data set is sanitized because it may contain empty values or duplicate data. Then, the data set is pre-processed, mainly categories and city features. Two features were changed to "one hot encoding" to be able to calculate the similarity between two users. This similarity feature is generated from hotels the user has already stayed in. These similarities indicate user preferences. After getting matched, hotels with similar scores will be offered to users.	A Hotel Content-Based Recommendation System	Content-based filtering is one of the common methods of building recommendation systems, apart from collaborative and hybrid. Content based methods take features from the content of the item, sometimes they are the words that describe the item. This method is best suited for situations where there is known data on the item (name, location, description, etc.), but not on the user. Content-based recommendations treat recommendations as a user-specific classification problem and learn classifiers for users' likes and dislikes based on product features.

Based on Table 1.3 it can be concluded that there are various criteria which can be used to predict the needs of different consumers. The use of a Hotel Recommendation System makes it easier for consumers to determine which hotel suits their needs. Table 2.1 above also explains that there are many methods that can be used due to technological developments. Hotel Recommendation Systems have been designed in such a way that they are easy to operate like other social media. This makes it easier for consumers who used to have to come to the location for observation. Now, consumers only need to use smartphones and their applications without having to waste a lot of energy. And, in terms of time, it is more flexible and can be done anytime and anywhere.

The summary of research conducted from 2013 to 2020 above shows a tendency towards a collaborative filtering approach which provides recommendations based on feedback from other users or yourself. The more consumers look for information about a hotel they want, the more accurate the reviews and feedback from other users about the hotel will become. In addition, the system also provides recommendations based on the keywords entered in the system. The logarithm of the system provides information related to the search history that has been clicked by the user. There are not only benefits from the consumer side, hotel service providers also benefit from the reviews they get from the system and gain popularity without having to spend advertising costs if they get excellent reviews. On the other hand, if you get unsatisfactory reviews, the hotel can immediately find out what needs improved without having to do in-depth research, you only need to pay attention to the reviews that have been listed in the system. Additionally, there has been no study on the use of the Collaborative Filtering Approach for the Hotel Recommendation System using guest reviews as preferences in choosing the most suitable and comfortable hotel, specifically, for staycation purposes in Yogyakarta, Indonesia.

CONCLUSIONS

The hotel recommendation system for staycations based on existing reviews can be helpful to users or tourists who use it. Tourists do not need to visit the hotels one by one to look for their preferences. The ease of finding hotel recommendations through an online system, especially during the Covid-19 pandemic, reduces direct interaction with each other. This system is designed to be used by users who come from various circles, so everyone can access the system. This eliminates worries due to the fact that people can search for the hotel they want to visit using just a smartphone.

By using existing reviews and ratings, tourists are able to choose the desired hotel based on the existing ratings. This will continue to be sustainable because, after the tourist in question has experienced a staycation at a hotel obtained from the hotel recommendation system, the tourist will write a review and give a rating which will be read and reviewed by the next prospective tourist. This hotel recommendation system is beneficial for many parties, especially the hotel and tourists. Tourists who are quite fond of staycation tours during the pandemic or tourists who feel bored staying at home can consider finding a hotel that they feel is in accordance with their preferences for a staycation.

Tourists who are quite fond of staycation tours during the pandemic or tourists who feel bored staying at home can consider finding a hotel that they feel is in accordance with their preferences for a staycation. The Cyber Travel Agents, such as Traveloka, TripAdvisor, and Agoda have smartly taken advantage of this staycation trend and designed various staycation packages, thus giving a broader meaning of staycation. As a result, segmenting on domestic tourists, staycation packages increased significantly in Yogyakarta in early 2021, under the application of tight health protocols (5M) and the CHSE certification for hotels, gradually boosting tourism, especially in Yogyakarta.

LIMITATIONS AND FUTURE WORK

This study focused on only one approach of the Recommendation System – the Collaborative Filtering approach – and only applied on Hotel Staycation packages in Yogyakarta. There are other approaches in the Recommendation System that can be used, the Content-based Filtering, Knowledge-Based, the Knowledge-based Recommendation, and the Hybrid-based, and may give different results.

This study will give ideas for future research in the field of Hotel Recommendation System based on Reviews of Staycation preferences, especially in Yogyakarta, Indonesia. Future study may be done to prove some of the propositions arising in this research. A follow-up study can also be done on choosing Tourist Destination preferences in Yogyakarta.

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A CRITICAL REVIEW OF APPROACHES OF THE STUDY IN CONSUMER BEHAVIOR IN THE TOURISM INDUSTRY

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ABSTRACT

The important of studying the consumer behavior in the tourism industry is to understand the reasons why travellers assort their products and services. This article aimed at analyzing different approaches used to study consumer behavior and consumer behavior in tourism industry which differentiated by the distinctive nature of consumption in tourism products. Understanding the tourist behavior which is identified factors affecting tourist behavior based on their decision-making process and activities of how individuals or groups spend their resources leads to the success in tourism market.

INTRODUCTION

The study of consumer behavior is defined relatively as the effort to understand consumer's decision-making process and how its factors affecting decision making along the process of either individuals or groups (Engel et al., 2001; Kotler & Keller, 2009; Martin & Woodside, 2012; Schiffman & Kanuk, 2009; Solomon, 2011). This decision-making process includes the information search, decision making, usage and disposal. Tourism, by its intangible nature of the service offering has a considerable result on the consumer during the decision-making process interlaced with purchase. This, linked with the high-spend facet of tourism, means that tourism for consumer is a high-risk decision-making process. Consequently, the consumer will be highly interested and interlaced in the purchase decision (Swarbrooke & Horner, 2007). The research on consumer behavior enables business firms to effectively formulate their marketing strategies. Thus, the study of consumer behavior analyzed from the definitions given by various academics is concluded as to study between the buying behavior and the consumption behavior (Galalae & Voicu, 2013).

This study aimed at analyzing different approaches used to study consumer behavior and consumer behavior in tourism industry which differentiated by the distinctive nature of consumption in tourism products.

PERSPECTIVES AND DISCIPLINES OF CONSUMER BEHAVIOR STUDY

Consumer behavior research employs different perspectives and disciplines depending on the aspects of various scholars (Solomon et al., 2010). Table 1 elaborates different disciplines and their applicability in studying consumer behavior ranging from a focus of individual behavior to a focus of social behavior which is grouped into four major areas on the tourism industry: role and family influences, reference groups, social classes, and culture and subculture (Mayo & Javis, 1981). When researchers seek to study how consumer tries to own rare resources, they adopt the microeconomics discipline to study; while, they employ the demographics discipline to conduct research when they need to explore the impact of different demographics on consumers' decisions.

Table 1. Disciplines and Applicability of Consumer Behavior Research

Discipline	Applicability in consumer behavior research
Experimental psychology	The role of perception, learning, memory in the process of products/ services selection
Clinic psychology	Psychological adjustment in rapport with different services
Microeconomics	The allocation of resources at an individual level and at the level of households
Social psychology	The impact of social groups (role and family, reference group, social classes, and culture) on the process of individual selection/ consumption/ disposal processes
Sociology	The impact of social institutions and group interactions on consumers
Macroeconomics	The relation between the consumers and the market and/ or the other consumers
Semiotics	The impact of verbal and visual communication of products/ services on consumers
Demographics	The impact that the characteristics of different demographics have on consumers' decisions
History	The importance of the evolution and the structural changes at the level of nation and societies
Cultural anthropology	The role of beliefs and cultural customs in consumers analysis

Macro-behavior, with a focus of social behavior
Source: Solomon et al., 2010, p.22-24

APPROACHES IN CONSUMER BEHAVIOR RESEARCH

Numerous approaches have been proposed to study and understand consumer behavior through decision-making process. Foxall (1990) classified theoretical approaches to study consumer behavior into 5 different approaches consisting of theories, models and various variables. Table 2 summarizes 5 approaches with rationales, theories/ models and theorists.

The economic man approach regards consumer as solely rational who always make decision upon the ability to maximize utility while minimize the expenses; thus, consumer would be conscious of available stimuli and be able to prioritize each option with maximum benefit justification (Schiffman & Kanuk, 2009). This approach seems far from reality as consumers sometimes couldn't search for sufficient information to flawlessly make decision and often behave emotionally rather than rationally due to social relationship and values (Simon, 1997). Moreover, Simon (1997), Kahneman & Tversky (1979) purported in their theories that consumers are frequently search for satisfactory rather than optimum choices.

The psychodynamic approach is developed from the study of Sigmund Freud (Stewart, 1994) which he identifies 3 components of the psyche – the Id, the Ego and the Superego. Later, Jung developed from Freud's work by proposing various drives (Ribeaux & Poppleton, 1978). This approach believes that biological influence through instinctive forces or drives affect consumer to act out of conscious thought. This approach affirms that behavior is influenced by biological drives rather than individual cognition or environmental stimuli.

The behavioral approach, opposite to the psychodynamic belief, posits that behavior can be understood by external factors whether the thing consumers do, act, think and feel.

However, distinctive theorists in this approach (e.g. John Watson and Burrhus Skinner) acknowledge that intrapersonal cognitive events such as feelings and thoughts do exist which later leading to the next approach, cognitive tenet.

The cognitive approach presumes that observed behavior is a result of intrapersonal cognition. Consumer is perceived as information processor influenced by environmental stimuli and social exposure, taking them as inputs variables to affect internal decision making (Galalae & Voicu, 2013;

Ribeaux & Poppleton, 1978; Stewart, 1994). In this perspective, consumers are problem solvers who utilize information stimuli to control the external environment (Galalae & Voicu, 2013).

Table 2. Summary of theoretical approaches to the study of consumer behavio

Approach	Rationale	Related Theories/ models (year)	Related Theorists/ Scholars
Economic man	Consumers are rational and self-interested. Decision making is based on formal process with maximum utility ability.	1. Satisficing Theory (1997) 2. Prospect Theory (1979)	1. Herbert Simons 2. Kahneman Daniel and Tversky Amos
Psychodynamic	Behavior is subject to biological influence through 'instinctive forces' or 'drives' rather than individual cognition or environmental stimuli.	1. Psyche Apparatus (1923) 2. Analytical Psychology (1923)	1. Sigmund Freud 2. Carl Jung
Behaviorist	Behavior is explained by external events and all things that organisms do, including actions, thoughts and feelings.	1. Classical Behaviorism (1920) 2. Radical Behaviorism (1938)	1. John Watson 2. Burrhus Frederic Skinner
Cognitive	Individual is viewed as 'information processor' influenced by environment and social experience to actively seek and receive environmental and social stimuli as informational inputs guiding internal decision making.	1. Stimulus-Organism-Response Model (1950) 2. Theory of Buyer Behavior (1969) 3. Consumer Decision Model (1968) 4. Nicosia Model (1976) 5. Theory of Reasoned Action (1960's) 6. Theory of Planned Behavior (1985)	1. Hebb O. Donald 2. Howard A. John and Sheth N. Jagdish 3. Engel F. James; Kollat T. David and Blackwell D. Roger 4. Nicosia M. Franco 5. Martin Fishbein 6. Ajzen Icek
Humanistic	Emotion and volition can make differences between consumers' stated purchase intentions and their actual final purchase behavior. Thus, this approach focuses more on individual rather than the buying process.	1. The Theory of Trying (1990) 2. The Model of Goal Directed Behavior (2001)	1. Bagozzi P. Richard and Warshaw R. Paul 2. Perugini Marco and Bagozzi P. Richard

Furthermore, cognitive approach has been widely accepted by scholars evidencing from various models have been developed and proposed under this approach such as Howard & Sheth (1969), Engel et al. (1968), Nicosia (1976). Since the concept of cognitive perspective has focused mainly on the study of buyer's decision process and factors within affecting consumer behavior which has potential to explain complex behaviors (Foxall, 1993). Moreover, Galalae & Voicu (2013) affirm that cognitive models help represent reality and predict behaviors. Since the wide ranging extent of the cognitive approach, all proposed models are grouped and tagged as 'the grand models' (Kassarjian, 1982).

Finally, the humanistic approach seems to be proposed in an effort to understanding some specific aspects of consumer behavior that are limitations of the cognitive approach. This approach focuses on the inwardness of individual consumer instead of understanding the buying process in general (Stewart, 1994). The Theory of Trying by Bagozzi and Warshaw in 1990 has focused on the intention to try of consumer which is influenced by introspective variables such as attitude and

expectation. Additionally, past behavior is also integrated in the theory as another key influence on consumer choice (Bagozzi & Kimmel, 1995; Leone, Perugini, & Ercolani, 1999). Nevertheless, consumers, in different situations, have behavioral
goals rather than behavioral intentions (Bagozzi et al., 2002).

Among these approaches, theories and models in the cognitive approach have been widely accepted to study consumer behavior through their decision-making process; thus, they have been developed to identify influencing factors and the relationship between those factors in the decision-making process. Towards the merit of applying consumer behavior to management and marketing of business firms, consumer decision making has been focused by various scholars (Engel et al., 2001; Kotler et al., 1996; Kotler & Keller, 2009; Nicosia, 1966; Schiffman & Kanuk, 2009; Solomon, 2011).

CONSUMER BEHAVIOR IN TOURISM INDUSTRY

The study of consumer behavior in tourism industry emphasises on the processes and activities of how individuals or groups spend their resources in terms of money, time and effort in selecting, purchasing, using or disposing of products, services, ideas, or experiences to satisfy their own needs and wants (Schiffman & Kanuk, 2009; Solomon, 1996). To be successful in the market, ones need to thoroughly understand their market target's behavior once target group(s) is(are) defined. This topic will explore tourist behavior to identify factors affecting tourist behavior based on their decision-making process. Moreover, it will clarify what factors affecting tourist behavior along the decision-making process.

TOURIST DECISION MAKING

Tourist decision making process is widely used to explain related factors affecting consumer behavior (Swarbrooke & Horner, 2007). Kotler & Keller (2009) have identified five stages in decision-making process which are 1) need recognition/purchase stimuli; 2) information search and information attainment; 3) alternative evaluation, which implicates ranking of alternatives and leads to preference and behavioral intention formation; 4) actual purchase and consumption decision, which encompasses purchase transaction related decisions, as well as consumption related decisions; and 5) post-purchase behaviors such as consumer satisfaction and dissatisfaction, brand loyalty and brand switching, complaining and complementing behaviors (Manrai & Manrai, 2011).

These five-stage tourist decision making process can be grouped into three categories: 1) pre-purchase/ consumption; 2) mid-purchase; 3) Post-purchase

This topic elaborated the tourist behavior to extract factors by dividing tourist behavior into three phrases: pre-purchase, mid-purchase and post-purchase as depicted in Figure 1. The pre-purchase behavior will deal with variables – motivation/ benefit sought, travel life cycle, personality/ lifestyle and perception - to explain first three stages of tourist decision making process which are need recognition, information search and alternative evaluation (Dann, 2001; March, 2000). Mid-purchase behavior variables which are length of stay, travel companion and frequency will elaborate the understanding of consumption decision stage. Finally, post-purchase stage will be thoroughly illustrated by post-purchase behavior variables: quality evaluation, price/ value evaluation, overall/ image evaluation, satisfaction/ dissatisfaction and repeat purchase intention.

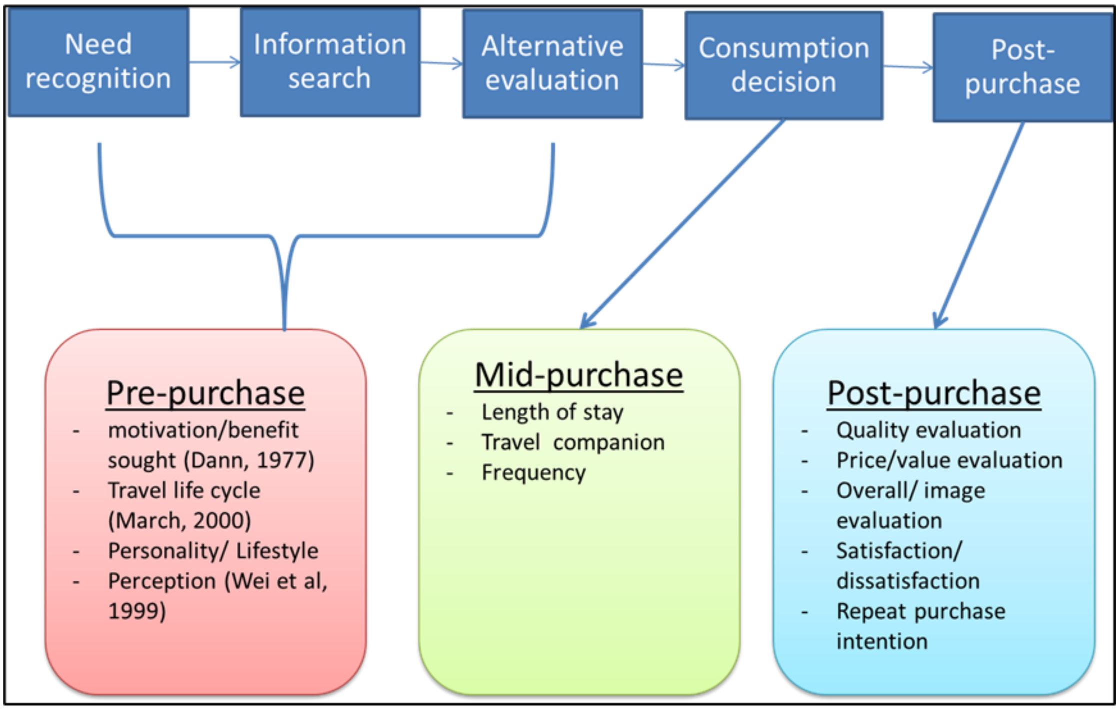

Figure 1. Tourist behavior variable framework

Studying the consumer behavior in tourism industry is emphasises on processes and activities of how individuals or groups spend their money and time. Understanding the tourist behavior which is identified factors affecting tourist behavior based on their decision-making process leads to the success in tourism market.

Tourist decision making process explains the related factors affecting consumer behavior. This topic reviewed the tourist behavior to extract factors in studying hotel guest behavior by dividing tourist behavior into three phrases. Figure1 shows the process of tourist decision making which is identified to five stages and these five-stage can be grouped into three categories: pre-purchase/ consumption, mid-purchase and post-purchase.

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SIGNAGE COLOUR AND RESTAURANT NAME OF THE ETHNIC RESTAURANT: ITS EFFECT ON CONSUMERS' PRECEIVED AUTHENTICITY, AND WILLINGNESS TO DINE

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INTRODUCTION

Restaurant authenticity has been researched widely, with a particular focus on restaurant internal factors, such as dish name, ingredient, staff members, and atmosphere (Youn & Kim, 2017). However, an important external element of a restaurant, such as restaurant signage, has been largely ignored in restaurant authenticity literature (de Vries & Go, 2017). Restaurateurs often use the signage to convey a targeted message about the restaurant. Similarly, consumers also infer meanings from the extrinsic cue of restaurant signage. Therefore, researching the component of restaurant signage is vital.

This study focuses on colour and name which are two typical components of a restaurant signage. A knowledge gap lies in the authenticity literature is that there is no empirical evidence on the relationship between restaurant signage colours and restaurant authenticity although (Magnini *et al.*, 2011) proposed that the signage colour might infer a sense of restaurant authenticity due to the cultural association between certain colours and countries. Another research area needs further investigation is the relationship between restaurant name and restaurant authenticity. Even though Chhabra *et al.* (2013), in their qualitative study, stated that using the place or country of ethnic groups in the restaurant names could influence customers' authenticity perception, there is no empirical evidence to support the effect role of restaurant name on customers' authenticity perception. To sum up, this study aims to examine the effect of restaurant signage colour and restaurant name on customers' perceived restaurant authenticity, and willingness to dine.

LITERATURE REVIEW

Studies have commonly agreed that colours imply cultural meanings (Labrecque *et al.*, 2013). In China, yellow is related to royalty and authority, while red is associated with love, happiness and luck (Aslam, 2006). Yellow and red are also two colours of the national flag of China. Due to these positive associations between colours (e.g., yellow and red) and China, Chinese restaurants and Chinese grocery stores abroad often use the colours of red and yellow on the signage. Consumers may develop a strong association between yellow and red signage colours and the country of China. As red-yellow signboards are highly associated with Chinese cuisine, consumers may develop a strong interest in dining in Chinese restaurants with red-yellow signboards. We propose the following hypotheses:
H1: the use of red-yellow signage positively influences customers' restaurant authenticity perception.
H2: the use of red-yellow signage positively influences customers' willingness to dine.

Names can be grouped into two categories, typical and atypical. Typical name, also known as common name, is similar to other names in the product category, whereas atypical name, also known as uncommon name, is dissimilar to other names in the category (Miller & Kahn, 2005; Zinkhan & Martin, 1987). Using ethnic cuisines as an example, the most popular and typical Chinese restaurant names in the U.S. incorporate the word of 'China' (Chen, 2018). Chhabra *et al.* (2013) in their

qualitative study stated that restaurant names including places related to the country of origin infer a higher level of ethnic restaurant authenticity. As this study examines restaurant name, we propose that:
H3: a typical restaurant name including country-of-origin cue positively influences customers' restaurant authenticity perception.
H4: a typical restaurant name including country-of-origin cue positively influences customers' willingness to dine.

Studies have well confirmed the positive relationship between customers' perceived authenticity and purchase/visit (or repurchase/revisit) intention (Kim & Bonn, 2016; Yi *et al.*, 2018). Therefore, we propose the following hypotheses:
H7: consumers' perceived restaurant authenticity positively affects their willingness to dine.

RESEARCH METHODOLOGY

This study is a 2 (signage colour: blue-white vs. red-yellow) x 2 (restaurant name: typical name vs. atypical name) experimental design study. A panel data company in the UK was used to recruit 128 British diners who had dined in Chinese restaurants in the past three months. Valid participants were randomly assigned to one of the four experimental scenarios. An example of the experimental scenario is *Little Chinese* (typical restaurant name) which is coloured yellow in the background of red. After reading the experimental stimuli, participants had to complete a set of questions regarding two measures (i.e., consumers' authenticity, and willingness to dine). Measures for dependent variables were adapted or adopted from the existing literature. Specifically, five items of customers' authenticity were developed from (Wang & Mattila, 2015); there items of customers' willingness to dine were adapted from (Wang & Mattila, 2015). All measures were 7-point Likert scale (1 = strongly disagree, 7 = strongly agree).

FINDINGS AND DISCUSSION

The main effect of signage colour on customers' perceived restaurant authenticity was not significant (F [1, 120] = 3.851, p = .052). Consequently, H1 was rejected. Signage colour affected customers' willingness to dine (F [1, 120] = 4.705, p = .032). Thus, H2 was supported. Specifically, participants expressed a significant higher willingness to dine with a red-yellow signage ($M_{red\text{-}yellow}$ = 4.50, SD = 1.31) than with a blue-white signage ($M_{blue\text{-}white}$ = 4.12, SD = 1.38). The main effect of restaurant name significantly influenced respondents' perceived restaurant authenticity (F [1, 120] = 9.231, p = .003). Particularly, participants judged restaurant authenticity with a typical name (M_{typical} = 4.21, SD = 1.30) significantly higher than restaurant authenticity with an atypical name (M_{atypical} = 3.55, SD = 1.77), supporting H3. There was no significant effect of restaurant name on customers' willingness to dine (F [1, 120] = 3.118, p = .080), thus H4 was rejected. Using PROCESS Hayes (2013), we found that restaurant authenticity was positively associated with participants' willingness to dine (β=.48, t = 8.26, p = .000); thus, H5 was supported.

CONCLUSION

This study contributes to the existing literature from several perspectives. First, the existing hospitality literature has largely ignored periphery factors, such as external façade, influencing customers' authenticity perception (de Vries & Go, 2017). Our study, focusing on the signage colour and restaurant name included in restaurant signage, provides an in-depth understanding of the effect of restaurant signage on restaurant authenticity. Even though many empricial evidences demonstrate the possible realtionship, our study didn't witness a significant linkage between signage colour and restaurant authenticity. Possible reasons could be particular colours, such as yellow and red, could be linked to many nations, rather than only China. Thus, British customers were less likely to link the signboard colours of yellow-red to China and Chinese cuisine. Second, our study contributes to the knowledge on the relationship between restaurant name and resturant authenticity. This study is consistent with industry (Chen, 2018) and academic (Chhabra *et al.*, 2013) examples in that including the cue of country-of-origin in restaurant names could enhance customers' authenticity perception.

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CUSTOMER DISSATISFACTION DURING THE COVID-19 PANDEMIC: A CRUISE PASSENGER PERSPECTIVE

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INTRODUCTION

Giese (2020) suggests that cruises are one of the most important travel industry revenue generators. This globally leisure-based industry has experienced an annualized growth rate of almost 8% per annum (Thomas, 2015). In 2019 alone, cruise lines carried over 30 million passengers (CLIA, 2020) and contributed approximately USD $685 billion to the global travel industry (Syriopoulos et al., 2020). According to CLIA (2020), cruise lines' ability to offer a unique travel experience with a minimal carbon footprint is the reason why cruises are a popular choice. However, despite the large revenue, scholars argue that the cruise line industry has failed to maximize its potential revenue, as it has failed to meet passengers' service quality expectations (Yoon & Cha, 2020), specifically during the COVID-19 pandemic (Helmy & Abd Elhalem, 2021). Understanding the cause of passenger dissatisfaction during this unprecedented time will enhance our understanding of the phenomenon and it will mean that cruise lines can respond to the findings and increase their chances of survival. Thus, the present study aims to investigate the reasons for cruise line passenger dissatisfaction during the COVID-19 pandemic.

LITERATURE REVIEW

Traditionally, the hospitality and marketing literature found that cruise lines' failure to identify their most important target market (Charnykh, 2015), an inadequate number of qualified staff (Terry, 2011), improper promotional campaigns (Chua et al., 2016) and an inability to satisfy their passengers' expectations (Yoon & Cha, 2020) are the main reasons for cruise line passenger dissatisfaction. For example, Chua et al. (2016) found that passengers felt that cruise lines failed to provide maximum room comfort and to control other passengers' behavior. In addition, Dai, Hein and Zhang (2019) found a motivational clash between cruise line passengers and cruise line operators responsible for passenger satisfaction. Although these findings enrich our understanding of the cruise line passenger dissatisfaction phenomenon, these studies were conducted pre-COVID-19. Accordingly, scholars strongly suggest that previous investigations of cruise line passenger dissatisfaction are incomplete as they do not factor in the pandemic and should therefore be continued (Ma, 2020). According to Helmy and Abd Elhalem (2021), this call is becoming more urgent as the COVID-19 pandemic has affected cruise line passengers' behavior as well as their motivation and perceptions of service quality. Based on our findings, we offer recommendations about what needs to be done to reduce passenger dissatisfaction.

RESEARCH METHODOLOGY

The thematic approach of Herjanto et al. (2020) and Herjanto et al. (2020) was followed to identify the relevant themes involved in cruise line passenger dissatisfaction. Thematic analysis is a research approach that enables researchers to identify patterns within the qualitative data and is therefore regarded as an appropriate method for a content-analysis research (Herjanto et al., 2017). To ensure the accuracy and robustness of this study, Herjanto et al. (2017) two-step thematic analysis was employed. The first step is themes identification. The initial themes were adopted from Cruisecritic.com's service quality typology, which comprises cabin, onboard experience, enrichment activity, the value of money, embarkation, dining, public rooms, entertainment, fitness and recreation, shore excursions and staff service. The second step is themes confirmation. To confirm current passenger dissatisfaction, customers' negative reviews posted on Cruisecritics.com were collected and to minimize misinterpretations, only reviews written in English with either 1 or 2 stars (terrible or poor) between January 2020 and December 2020 were included. In total, 85 negative reviews were carefully analyzed, coded and categorized into one of several themes. During the process of coding and identification of final themes, some of the coded data could be incorporated into the main themes, whereas other data could not. Accordingly, existing themes were deleted or merged, and additional and new themes were developed. Finally, Holsti's (1969) intercoder reliability test was conducted and all themes met the minimum reliability threshold value of 85%.

FINDINGS AND DISCUSSION

Our research discovered: COVID-related issues, communication, smoking, organization, refund, internet, other passengers, disabled/baby friendly environment, maintenance, medical bills, billing, and other related factors. Among these new emerging categories, COVID-19 related factors (i.e., cleanliness, hand-sanitizer, masks), smoke-free rooms and refund policy (i.e., delayed refund, unfair refund and no refund) are considered the three most important antecedents to dissatisfaction.

COVID-19 related factors

During this time of pandemic, passengers are more health conscious and expect cruise line management to follow health protocols seriously and be more sensitive to passengers' health conditions. Failure to do so is viewed as careless and reckless and accordingly, this generates a higher level of dissatisfaction. Below is a comment representing a cruise attendees experience:

"No hand sanitizers were evident in the Pub, Casino, Theatre areas until over halfway through the cruise and only then owing to the enhanced risks of novovirus or corona19" (R1).

Smoke-free rooms

Smoking is widely known as a harmful activity and one of the negative outcomes of smoking is coughing. When a passenger coughs, he/she tends to spread droplets, which is one of the methods by which the COVID-19 virus is spread. For non-smoking passengers, inhaling other people's cigarette smoke can generate coughing, resulting in the passengers feeling uncomfortable and insecure around other passengers. Accordingly, such discomfort and

insecurity may hinder these passengers from enjoying the cruise line's facilities and environment, and as a result increase their dissatisfaction (Garay, 2020). To illustrate:
"The smoke smell was strong enough that it made our throats hurt and eyes burn" (R2).
Refund policy

Finally, passenger reviews stress that cruise line management should be more sensitive with their refund policy during this time of pandemic. The COVID-19 pandemic has been very concerning to passengers (Giese, 2020) and accordingly, a large number of passengers have cancelled their cruise plans (Crockett, 2020). These passengers expect cruise line management to offer a stress-free refund policy. Failure to do so is perceived as disrespectful, inconsiderate and unsympathetic, which in turn leads to higher dissatisfaction. For example:
"I realize that the virus made a difference this is why 99% of the passengers believe that it should have been cancelled and money refunded" (R3).

CONCLUSION

Our findings show that during the COVID-19 pandemic, cruise line passengers are more health conscious. Cruise line management is recommended to be more sensitive and pro-active in satisfying their passengers' health needs by ensuring health protocols by displaying hygienic protocols for all passengers, implementing safety measures to ensure clean cruise ship conditions, and providing health stations conveniently located throughout the vessel for everyday use. In addition, they are recommended to go extra mile by providing a clear smoking policies and designated smoking areas. Cruise lines can use customer data to analyze the volume of smokers they can expect in each quarter and provide smoking-friendly experiences for this target audience. The findings contribute to the body of dissatisfaction literature by offering a passenger dissatisfaction taxonomy during a pandemic. Future researchers should include more comments, expands research timeframes and utilize other comments from different travel sites.

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HOTEL EMPLOYEE DURING COVID-19: HOW HAVE THEY BEEN DONING?

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INTRODUCTION

In the past decades, the world has experienced a number of health-related crises. For example, Severe Acute Respiratory Syndrome (SARS) and Avian (bird) flu epidemics occurred in 2004 in Southeast Asia. A decade later, Middle East Respiratory Syndrome (MERS) was found in 2015. Such outbreaks have severely affected the vulnerable tourism industry. Currently, coronavirus disease 2019 (COVID-19) has spread around the world. China was the first country that suffered from this crisis. The corona virus has been a major world concern since February 2020 and the World Health Organization (WHO) on March 11, 2020 categorized COVID-19 as a pandemic.

Various industries have suffered from this recent epidemic. The tourism industry is no exception. The number of international tourists in many tourist destinations, including Phuket, is much less than it normally is at the end of the peak season. In the case of Phuket, it is likely that the hotel business is the most affected cluster of the tourism industry, at least, during the early stage of the outbreak (Anantamongkolkul, 2020). As a result, a number of hotels have temporarily shut down while some hotels have been operating as a field hospital for those with infections.

Many businesses, including hotels, have faced hard times. Employment in the hotel business is at extreme risk because the employment positions in the hotel sector are vulnerable to external disruptions (Sogno, 2020). Inevitably, hotel employees recognize the risks to their job security. It may prompt qualified workers to seek employment in other economic sectors (Mao et al., 2020). In addition, many hotels have started to change policies such as reducing the number of employees, including layoffs, and deducing employees' salaries. The current study seeks a greater understanding of hotel employees' perceived job risks and security during the COVID-19 pandemic. In addition, this research seeks insights into how hotel businesses engage with risk management practices regarding employees. The research contributes to HR practitioners in suggesting management team regarding job risk and job security.

LITERATURE REVIEW

A number of studies have been conducted to explain crisis management. Overall, crisis management is comprised of three key stages, namely pre-crisis, crisis, and post-crisis. While the first stage involves planning and providing for possible crisis situations, the second one seeks to mitigate the impact of the crisis. This is how firms respond to the actual crisis. The last stage of the crisis management is to effectively determine the loss caused by the crisis (Heath, 1998). Specifically, to the tourism industry, Faulkner (2001) discussed the following stages or phases. The *prodromal phase* takes place when a firm is unable to avoid the crisis and it is necessary to bring the prepared contingency plan into action. Then the *emergency phase* is the stage when specific actions are needed to protect tourism resources-including people and property. Faulkner also suggested the *intermediate phase*, which is the stage where a rescue team should respond to the immediate needs of people. Moreover, Pforr & Hosie (2008) suggest that building human resource capital is actually one way to reduce tourism's vulnerability. Nevertheless, some sudden crises, for instance, the most recent health pandemic, provide no time for the tourism industry to prepare for contingency plans.

Human resources are one of the most important capitals driving the success of any business. The COVID-19 pandemic has made many in the workforce to perceive the risks to their jobs. Job risks refer to possible hazards that employees confront while working (Ale et al., 2008), and employees' evaluation of risks identifies perceived job risk (Basha & Maiti, 2013). Potential risks may occur from inappropriate behaviour of relevant people including customers and colleagues (Harris & Reynolds, 2004; Gill et al., 2002) and equipment hazards (Krause et al., 2005; Chan & Lam, 2013; Sierra, Rubio-Romero, & Gámez, 2012). Furthermore, risk factors may also result from the external environment, such as natural disasters and refugee crises (Chien & Law, 2003; Ivanov & Stavrinoudis, 2018). All these factors affect employees' assessment of their risks at work. However, the hospitality industry still lacks adequate knowledge and effective management practices regarding the job risks that employees have been facing.

Researchers have investigated job risks (Xie et al., 2020, Teng et al., 2020, Hsieh et al., 2016, Kraus et al., 2006). A group of researchers conducted an interview with 27 hotel housekeepers regarding on-the-job risks in hotels and found that the interviewees were exposed to physical, chemical, and social hazards in the workplace and suffered from musculoskeletal injuries. In terms of psychological wellness, the time pressure of cleaning rooms quickly and stress stemming from workplace mistreatment were noted as major work-related stressors (Hsieh et al., 2016). Another study investigated physical workload, ergonomic problems, and increasing work demands and it suggested that most hotel room cleaners experience severe back or neck pain due to physical workload, job intensification, and ergonomic problems (Krause et al., 2006). Teng et al. (2020) highlighted job risks during COVID-19 and suggested that quarantine hotel employees are at a greater risk of adverse mental health outcomes because of physical fatigue, risk of infection, and the shortage of personal protective equipment. For instance, these hotel employees were subjected to an increasing workload created by quarantine hotel operations while facing job insecurity and risk of exposure and contagion to themselves, their friends, and families. Xie et al., 2020 did a study on perceived job risks of hotel employees to identify the dimensions of those risks. This research indicated that hotel employees were greatly concerned about human and equipment risks, while concerns about environmental and management risks were relatively weak.

The literature includes studies that have been done on job security. There is a study that examined the relationship between the job insecurity of employees and workaholism and work-family conflict in the hotel industry. The results confirmed that perceived job insecurity by the hotel worker increases workaholism and causes conflicts between work and family—for instance, job insecurity affects work-family conflict through the presence of workaholism. Under unfavorable conditions, workers affected by job insecurity are thought to experience increased work commitment because of a compulsive drive to work. This aspect, in turn, is believed to ultimately have a negative effect on work–family conflict (Shin, & Shin, 2020). One group of researchers examined the effects of job insecurity as perceived by deluxe hotel employees on their job engagement and turnover intent under unexpected changes caused by COVID-19. The findings showed that perceptions of job insecurity had negative effects on the engagement which also negatively affected turnover intention (Jung et al., 2020). Similar research was conducted on the relationship of job insecurity and job performance on frontline employees from 4- and 5-star hotels. The results showed job insecurity mitigates job performance. The results further suggested that anxiety, as a psychological strain, mediates the effects of job insecurity on job performance (Darvishmotelvali et al., 2017). Vo-Thanh et al. 2020 have focused on key influences to job security during COVID-19. They suggested that organizational response to COVID-19 affects perceived job insecurity and the negative impact of that perception. Another study that examined corporate social responsibility effects on senior hotel managers, found that organizational response to COVID-19 affects perceived job security and enhances a manager's organizational commitment (Filimonau et al., 2020). Another study that examined the job commitment of frontline employees during COVID-19 found that employees felt a sense of duty to work during the pandemic. However, there were also a number of perceived barriers to working that impacted this sense of duty-for instance, transport to work, family obligations, and lack of pandemic planning (Stergiou & Farmaki, 2020).

The literature also discusses employee job satisfaction. Research, from Arici (2019), investigating the relationships between role stressors and employee turnover intention on frontline employees of hotels showed that employee satisfaction has a negative effect on employee turnover intention. Moreover, the argument made in the study was that job satisfaction of hotel frontline employees fully mediated the impacts of role conflict, role ambiguity, role overload, job security, and career opportunities on turnover intention. Another study was done to find out the dimensions of hotel employee's job risk perceptions and the study indicated that the higher the job risk employees perceived, the lower their job satisfaction, and the more serious the negative consequences (Xie et al., 2020). A study by Vo-Thanh, et al. (2020) investigated hotel employees' satisfaction with their organization's COVID-19 responses. The study indicated that organizational help and care can increase employee's satisfaction with corporate disaster responses and enhance channels for employees to cope with difficulties. A study from Grobelna et al. (2016) investigated selected antecedents of hotel employee's job satisfaction and its critical consequences which are crucial for both individuals and the organization as a whole. The results of structural equation modelling proved that intrinsic motivation, supervisor support, role conflict, and role ambiguity are all significant predictors of hotel employees' job satisfaction. Job satisfaction, in turn, has been found to be directly and positively associated with affective organizational commitment and negatively associated with turnover intention. However, its direct impact on affective commitment was strongest.

Many studies have been proposed to explain the effects of management practices on employees. One study monitored environmental conditions, determined worker's health status, and assessed the implementation of standard management practices. While the results showed that farms were complaint with standard guidelines and management practices, the worker's health survey indicated that some workers suffered from heat induced dermatosis, heat exhaustion, eye problems, and respiratory symptoms such as wheezing, chest tightness, shortness of breath, and regular breathing difficulties (Hamid et al., 2018). A similar study was done to assess hazards and safety practices for workers in the textile industry. The data was collected through questionnaires. The findings indicated occupational health and safety practices include awareness of clinics, awareness of hazards, and awareness of preventive measures. Additionally, inaccurate instrument make trouble. While medical bill facilities and periodic medical tests were being carried out in the organizations, personal protective equipment, pre-employment medical examinations, and training on hazard prevention were not available in the textile industry. Moreover, the majority of the respondents agreed that personal protective devices were not available in the company (Shaikh et al., 2018). One study examined the relative influence of personal resilience, social support, and organizational support in reducing COVID-19 anxiety in frontline nurses. The results showed that frontline nurses reported moderate levels of personal resilience and perceived moderated levels of social and organizational support during the COVID-19 pandemic. Moreover, increased levels of personal resilience, organizational support, and social support in nurses were associated with decreased levels of anxiety related to COVID-19 (Labrague & De los Santos, 2020).

The review of literature suggests that there is not enough research conducted on hotel employees during COVID-19. The current study seeks a greater understanding of hotel employees' perceived job risks and security during the COVID-19 pandemic. In addition, this research seeks insights into how hotel businesses engage with risk management practices regarding employees.

RESEARCH METHODOLOGY

An in-depth interview approach was utilized in this study. This technique was considered to be suitable for the current study as it was possible to approach hotel employees in Phuket for interviews. Purposive and snowball sampling methods were used to recruit participants. An interview guide, which contained questions in English, was prepared before an in dept interview was undertaken. The questions were open-ended to encourage the participants to share their thoughts and feelings. At the early stage of the exploration, six key informants were interviewed. The sample in this study was comprised of employees working for five-star hotels, and four-star hotels in Phuket that provide comprehensive services and are popular in Phuket. The process of data collection began with interview guide development. The interview included questions about impacts, responses, and government assistance.

Transcripts were interpreted systematically through a three-step thematic analysis to identify, categorize, and abstract patterns. In this coding process, concrete surface texts were open-coded in the first step, grouped into meaningful structural categories in the second step, and finally organized into major themes within the framework, which depicts the relationships among emergent themes. The analysis was performed by the first author, and a subset of the transcripts and codes generated from these transcripts was cross-checked by a co-author to reduce potential bias that might arise from analysis by a single researcher and to provide inter-rater reliability. In addition, in subsequent iterations of analysis, the research team reviewed and revised the entire codebook generated in the initial round of analysis.

FINDINGS AND DISCUSSION

Table 1 displays the profiles of the six key respondents in this study. More than half of them were male and two were female. Their ages ranged from 26 to 50 years old with experience from 2 years to 20 years in hotels which included 4- to 5-star hotels.

The iterative analyses suggest that three key themes form hotel employee perceptions related to jobs during COVID-19. As expected, the most important impact was the economic aspect. Therefore, financial job risk is the first key theme found from the interview analysis. All of the informants revealed that their salary had been decreased. For example, "In my hotel, employees get paid only 70% of their income" (Informant 6). "My income is deducted for 25% and we have no longer received service charge" (Informant 4). "My income is deducted" (Informant 1).

Furthermore, some hotels followed the Thai government regulation regarding social security. In this matter, some hotel employee described that the hotel laid off approximately 60% of employees and also divided into two sections: (1) Employees that are on leave without pay but get paid through social security and (2) employees that still come to work at the hotel but don't get full income—only getting 75%, 50% or 25% depending on their levels (Informant 3).

It was found that many hotels have already set up their emergency plan to assist their employees, especially regarding the matter of financial issues. Informant 3 noted that "The owner has an emergency fund for employees to loan but the fund is very limited." "The owner has a future plan on reopening the hotel operations" (Informant 5).

Multi-tasking skill is the second aspect found. *Work harder* is the term often spoken in this regard. For example, "*Employees must work multiple jobs*" (Informant 5). A number of hotels in many tourism destinations have been shut down because of the health crisis and employees have been encouraged to leave jobs. This is the reason why those who can secure jobs are required to work harder. However, despite harder work and more responsibility, some of the informants are happier with their work. For instance, Informant 6 shared that "I am happy to work during this time because of two reasons. COVID made me understand myself more and I understand the word mindset better. I also got more empowerment from the organization because now we mostly work with local Thai people."

Employee adaptation was also mentioned. All informants remarked how they have adapted themselves in order to survive in this crisis situation. The terms *adapt and learn* were used. For example, "*I think I should adapt and learn to live with it*" (Informant 3). The new normal adaptation was often described. "My hotel provides equipment for employees to prevent and protect the germs" (Informant 6). Furthermore, it is said that "*The hotel has screening point for employees such as measure temperature, give masks, and gel alcohol same goes with guests*" (informant 1). And, "if we are going to reopen hotel in the hotel room needs to have masks and alcohol gel for guests to use. Also, everyone needs their temperature measured and masks is required. And stress on food and beverage department and housekeeping department" (Informant 3).

Table 1. Profiles of the key informants

No.	Gender	Age	Hotel Ratings	Years of experience in hotels	Level	Position
1	Male	42	4-star	15	Top	Managing director
2	Male	40	4-star	20	Middle	Operations director of sports and wellness
3	Male	36	5-star	12	Middle	General manager
4	Female	26	4-star	2	Employee	Sales executive
5	Male	50	5-star	20	Top	Executive director
6	Female	34	4-star	12	Employee	Accountant

A number of solutions for COVID-19 survival were explained. Some informants, including informant 5, shared that, "*I decided to use more online marketing to sell our products, foods, fitness memberships and personal training*." Whereas informant 2 told us that "*We now do food delivery and we also do some marketing online by selling . . . our mascot on Lazada and Shopee*." Moreover, some hotels have volunteered their hotels for use as a state/local quarantine hotel due to the lack of field hospitals. That is why some hotels have trained their employees to be prepared in this regard, "*We have sent employees to train at state quarantine hotels*" (Informant 3).

In addition to adapting to work, employees also experience life adaptation. In this regard, hotel workers explained that they have had to adjust to lower economic circumstances. For instance, "*Employees are on leave with rotation to come to work at the hotel and hotel pays only 50% or 30% of income*" (Informant 3).

CONCLUSION

This study provides an overview regarding job risks, job satisfaction, and job security by using a small sample of hotel employees during COVID-19. All of the informants were affected by the pandemic and they shared their insights, perceptions, and methods of adapting to the situation. Qualitative research methods were used in this study.

The current research has given the theoretical implication. This study provides the literature in terms of hotel employee perceptions related to jobs during COVID-19 across levels of hotel employees. According to the results of the study, every informant had been affected by COVID-19 directly in terms of both financial job risk and job security. During the outbreak, the hotels were shut down and most employees were forced to stay at home without pay. There were two informants who faced job loss, one who faced it immediately right after the outbreak and another later on. The interview also indicated the income of employees was reduced due to less tourists. Less guests due to the shutdown of the country caused some hotels to halt operations. The hotels had to cut costs, lay off employees and stop operating temporary in order to survive the pandemic. The results also found employees had to work multiple positions as a number of employees were encouraged to leave jobs, thus creating more work and responsibility for those who still had jobs. And, lastly, most of the employees adapted and dealt with the pandemic. Most informants stated that their hotels used online marketing to sell their food delivery and products. Some hotels have turned their hotels for into state or local quarantine hotels.

Although this study yields important insights regarding hotel employees' job risks, job satisfaction, and job security, there are also limitations to this study. The current study sought insights into hotel employees' job risks only from six participants, future research should gather information from a greater number of samples. The current study only gathered information about the economic aspects. Future research may want to explore more of the social aspect of employees. Also, the study gathered information from only six hotel employees—causing a limitation in this study. Qualitative data alone is unable to provide enough evidence. Future studies can use our findings as a framework to collect quantitative data to explore relationship between job risks, job satisfaction, and job security among hotel employees during COVID-19.

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WHY DO TOURISTS TRY MICHELIN AWARED FOOD?

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INTRODUCTION

UNESCO selected Phuket in 2015 as the first creative city in gastronomy for the ASEAN region. Gastronomy is concerned with the relationship between food and culture, the art of preparing and serving appetizing food, and the cooking style of each region (Schlosburg, 2011). A City of Gastronomy demonstrates creativity by developing food that closely identifies with the local features. The geographical food culture all over the world is rich and colorful because of the differences in regions, climates, history, and cultures. Foodies are becoming more of an essential element in promoting cities in this age of globalization (Xiaomin, 2017). Five important reasons why UNESCO chose Phuket as a creative city of gastronomy are as follows: Phuket is culturally diverse; Phuket food is an essential element in festivals, ceremonies, beliefs, and families ways of life; Phuket local food has a distinct identity and it cannot be found anywhere else as there are certain recipes that are passed down through families that use ingredients that are unique to Phuket; The strength of cooperation between the private sector and public sector has created a variety of food options; Phuket people exemplify Thai hospitality by sharing knowledge and experiences with other cities under the concepts of good food, good health, and good spirits (Sukkong, 2017).

A number of authentic Phuketians are famous among locals and tourists. Local food in Phuket are dishes that are unique in themselves and are difficult to find. The Chinese Hokkien and Lea Morgan influenced Phuket gastronomy, therefore, the local cuisine in Phuket is similar to that of Chinese food. Hokkien Mee has large noodles that are round and yellow in color. It has a mellow flavor. O-Taw is another popular local dish which people in Phuket like to enjoy as a snack. It is similar to fried dumplings with a chewy texture. O-Aew is a local dessert that has a characteristic jelly made from O-Aew seeds. All of the three food examples have been influenced by Hokkien people.

Due to the popularity of local Phuketian food after receiving recognition as a City of Gastronomy, the renowned Michelin guide has come into play. The Michelin guide is a restaurant-grade award, with one to three stars (Supawong, 2020). The restaurants are graded on the quality of their food based on the quality of ingredients, cooking techniques, and taste. Restaurants that receives one star are high-quality restaurants; two stars are excellent restaurants, and three stars are the best restaurants. In addition to the Michelin stars, there is the Bib Gourmand award that is awarded to good quality restaurants with prices not exceeding one thousand baht. Lastly, the Michelin Plate is given to good quality restaurants that use fresh and authentic ingredients. The Michelin Guide for Thailand in 2020 included many local restaurants and food stalls in Phuket in its list. Such restaurants include Chuan Chim, Mor Mu Dong, and Roti Taew Nam.

The literature suggests that food has been found as one of the key factors influencing tourists visiting a destination. However, limited study has investigated why tourists choose to try local Michelin indexed food. As such, this research aims to seek a greater understanding of the Phuket food image as influenced by the Michelin guide by studying tourists' perspectives and opinions when visiting Phuket.

LITERATURE REVIEW

The literature discusses several factors influencing food consumption. Such factors include food image and experience of local food consumption. Demographic factors are found to affect local food consumption. A number of studies found gender as a food selection predictor. In this case, Qian & Rong (2015) found that women tend to note the importance of food when traveling more than men. A recent study from Promsivapallop (2020) supported gender as a key factor for food selection. He found that women tend to be more interested in local food than men. This recent study also reveals the influence of age and education level on food consumption behavior. That is, older and greater educated tourists perceive local food as a tourist attraction on their travels. It should be noted that these results are obtained from international tourists visiting popular world food destinations including Thailand and Taiwan. Important factors influencing domestic travelers in this regard should also be investigated.

As well as demographic factors, some studies suggested psychological factors as influential predictors of local food consumption. For example, Fu (2014) focused on tourists' food choice and behavior toward traditional Taiwanese food and the impact of significant factors that affect tourist's food selection behavior. The results explained that attitudes, subjective norms, and perceived behavior influenced the intention and prediction of buying traditional Taiwanese food. This research also illustrated that the main factors in purchasing local Taiwanese food included a new experience, good reputation, and affordable price. In addition, possible reasons for not buying local food during a holiday involved food poisoning and language barriers (Fu, 2014). Food safety and hygiene (e.g., Cortese et al., 2016, Giritlioglu et al. (2011) was found as a concern for local food selection. For instance, Cortese et al. (2016) addressed the importance of hand washing and proper food handling during the cooking process.

A number of studies have adopted the concept of destination image into food tourism studies. In this regard, Seo et al. (2017) found that cognitive image had a stronger influence than the effective image on preferences for destination foods and intention to eat destination foods. More specifically, some studies have examined food image at a particular destination. In the case of Thailand, Lertputtarak (2012) indicates that the perceived Thai food image is characterized by good cultural experiences, unique serving styles, delicious, nourishing food, and exotic cooking methods. Another study from Minh et al. (2017) found a similar result regarding the relationship between food image, tourist satisfaction, and destination loyalty intention in Vietnam. The foreign tourists in this study indicated that foreign tourists perceived image of Hanoi local food included both food quality and food culture. Thus, Hanoi's local food image had a direct effect on foreign tourist's satisfaction and destination loyalty intentions. Additionally, food images appear to positively affect tourist satisfaction and destination loyalty intentions. Most recently, Yasami, Promsivapallop and

Kannaovakun (2020) conducted a survey of Chinese tourists who visited Phuket. The study revealed four dimensions including restaurant service, food safety and hygiene, variety and table manners, and food taste and popularity. Food taste and popularity was the most influential factor contributing to tourists' perceptions of the Thai food image.

The literature reveals that a number of studies have investigated why tourists consume local cuisine. The popularity of Michelin awarded restaurants has been noted by tourists and travelers. However, very limited studies have measured the motivations of those who have tried Michelin awarded food, especially in Phuket where there are a number of restaurants with that trademark.

RESEARCH METHODOLOGY

Quantitative research methods were used in this study. An online questionnaire was used in this study. A 5-point Likert scale questionnaire was distributed to tourists in Phuket in August 2018. Questions were adapted from the existing research (e.g., Caber & Albayrak 2016, Wong et al., 2017). The first section of the questionnaire was the main section and contained questions relating to travel motivation. The second part of the questionnaire asked about socio-demographic factors. The last

section of the questionnaire was an open-ended question for respondents to provide further information. The questionnaire was pre-tested to ensure that the items were simple and understandable.
Convenience sampling method was applied to domestic tourists who travelled in Phuket recently. The link of the questionnaire was distributed through to Facebook. After two weeks of distribution, 170 copies of questionnaires were obtained and 158 usable cases were used for descriptive statistical analysis using frequency, mean score and standard deviation.

FINDINGS AND DISCUSSION

A descriptive analysis indicated more than half of the respondents were female 81% of the respondents obtained their bachelor's degree and another 13% of them finished high school or equivalent. These findings suggest that, perhaps, tourism businesses in Phuket should focus on attracting potential tourists from nearby Thailand because of COVID-19.

Table 1. Demographic Information

Item		Frequency	percentage
Gender	Male	63	60.1%
	Female	95	39.9%
Age	Below 18	3	1.9%
	18-25	73	46.2%
	26-35	41	25.9%
	36-45	18	11.4%
	More than 45	23	14.6%
Occupation	Student	52	32.9%
	Self-employed	32	18.4%
	Company employee	59	31%
	Government official	14	8.9%
	Others	1	0.6%
Level of education	High school or equivalent	22	13.3%
	Bachelor's degree	129	81.6%
	Higher than bachelor's degree	5	3.2%
Monthly revenue	Below 15,000	46	29.1%
	15,000-25,000	62	39.2%
	25,000-35,000	20	12.7%
	Higher than 35,000	30	19%
Region of origin	South	110	69.6%
	Central	30	19%
	North	7	4.4%
	East	2	4.4%
	West	1	0.6%
	others	1	0.6%
Frequency of traveling to Phuket	1-2 times	62	39.2%
	3-7 times	32	20.3%
	More than 7 times	64	40.5%

Table 2 displays the food consumption behavior of tourists in Phuket. It was found that most of them had eaten Phuket food before. The top three Michelin restaurants that tourists have dined at are Go Benz, Mor Mu Dong, and Tu Kab Khao, respectively. The available food in these restaurants is mostly Thai Southern cuisine with a little mix of Chinese cuisine. In addition, as expected, types of food the respondents consumed while in Phuket were local Phuketian food and seafood, respectively.

Table 2. Food consumption behavior of tourists in Phuket

Item		Frequency	Percentage
Experience of trying local Phuket food	Yes	149	94.3
	No	9	5.7
Experience of trying Michelin restaurants(s)	Go Benz	73	46.2
	Mor Mu Dong	58	36.7
	Tu Kab Khao	50	31.6
	Roti Teaw Naam	34	21.5
	NaamYoi	30	19
	RaYa	32	20.3
	Salaloy	28	17.7
	TaTuay Restaurant	26	16.5
	Hong KhaoTomPla	25	15.8
	ChomChan	20	12.7
	ChuanChim	12	7.6
	OneChun	12	7.6
	Kin Kub Ei	7	4.4
	The Charm	6	3.8
Types of local food consumption	Phuket local food	72	45.6
	Seafood	55	34.8
	Thai food	22	13.9
	Peranakan food	4	2.5
	Chinese food	2	1.3
	others	1	0.6
Source of information regarding local food	Reviews from YouTube and Facebook	75	47.5
	Recommended by friends	64	40.5
	From leaflets and social advertisements	8	5.1
	Others	4	2.4

The key or important factors affecting the choice to eat in Phuket were freshness, cleanliness, and the reputation of restaurants, respectively. Whereas the factor regarding price was rated moderate in relation to the other factors affecting the choice to eat in Phuket. This finding supports the previous literature from Yasami et al. (2020) who noted that food safety and hygiene are an important predictor for Thai food consumption. In addition, the current findings also support Fu (2014) in that reputation is the key factor for local food consumption. In terms of Michelin rated food, price is not a key factor for consumers. The descriptive analysis of factors affecting choices to eat in Phuket is shown in Table 3.

Table 3. Analysis of factors affecting choices to eat in Phuket

Item	Mean score	Standard deviation
Fresh and new food	4.43	0.72
Restaurant reputation and credibility	4.27	0.69
Hygiene and SHA practice	4.26	0.80
Variety of food items	4.22	0.72
Unique flavor	4.22	0.72
Restaurant Environment and atmosphere	4.18	0.71
Local ingredients	4.16	0.76
Nutritional value of food	4.12	0.75
Decoration	4.06	0.79
Convenience	3.96	0.87
Suitable price	3.87	0.91
Accessibility	3.90	0.87

CONCLUSIONS

This research sought a further understanding of the reasons tourists choose to try local Michelin food. Tourists' behavior and motivations were investigated. Quantitative methods were used in this study. The descriptive analyses indicated most of the respondents were female. Most of them were from 18 to 25 years old. More than half of the respondents obtained their bachelor's degree or higher, the rest of them finished high school. Most of them are students living in the Southern part of Thailand. The top three Michelin restaurants that tourists have eaten at are Go Benz, Mor Mu Dong, and, lastly, Tu Kab Khao. The available food in these restaurants is mostly Thai Southern style with a little mix of Chinese style. The key or important factors affecting the choice to eat in Phuket were fresh food, clean food, and restaurant reputation, respectively. Whereas the factor regarding price was rated low as a factor that affects the choice to eat in Phuket.

The research findings contribute both theoretically and practically. This research is an early study investigating food consumption behavior using Michelin rated restaurants as the context of the study. It was found that price is not the major concern for tourists as well as locals. However, cleanliness, uniqueness, and freshness of cuisine are important factors for tourists' local food consumption, especially those who prefer Michelin awarded food. Therefore, restaurant business owners should focus on these concerns. In addition, the sources of information about food are mostly from primary sources, namely, online reviews and word-of-mouth. Hence, all stakeholders should use such channels to promote their restaurants. Furthermore, the research revealed that most of the respondents were from the south of Thailand. Therefore, tourism businesses in Phuket should attract potential tourists from nearby due to COVID-19. That is, during a health crisis, a potential traveler may prefer to engage in driving trips more that using air as a mode of travel.

There are a few limitations of this research. The first limitation relates to research sample size. As mentioned earlier, the current study involves only 158 respondents and may not be generalizable. In addition, the majority of the respondents are aged 18 to 25 years old which may have some influenced research findings. The second drawback of the study is that the study only involved domestic travelers in Phuket. So, future research may want to collect data from international tourists.

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THE IMPACT OF MARKETING MIX ON BUYING DECISIONS DURING COVID-19 PANDEMIC

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ABSTRACT

Since more developed and modern economy growth occurs, at present, provides the business world with rapid and fast advancement. As this point, Food and Beverages companies became one of the business features which most wanted, especially Coffee Shop.

This research aimed to examine how much the effect of marketing mix on buying decisions within the pandemic of Covid-19 at Grandfather Coffee Shop, Surabaya. Some factors affect buying decisions, namely product, price, location and promotion. Moreover, the population was consumers of Coffee Shop. Furthermore, the data were primary with questionnaires as the instrument in data collection technique. While, the data collection technique used multiple linear regression with SPSS 20. The research results showed that product, price, location and promotion could be used to measure consumers' buying decisions. Meanwhile, partially, the testing result had concluded that each variable had a significant effect on the buying decisions of Grandfather Coffee Shop, Surabaya. In addition, it indicated that the better the product, price, location and promotion was, the more effects would influence the increase of buying decisions.

Keywords: Product, Price, Location, Promotion, Buying Decisions

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