Conference Proceedings

The 27th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism

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Preface

On behalf of the Graduate Conference Organizing Committee at the University of Houston and The Hong Kong Polytechnic University, I am very pleased to introduce the proceedings of the 27th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism held online, January 7-8, 2022.

This year we received 217 submissions. The abstracts were split between two presentation types. 87 papers made stand-up presentations, and 113 made poster presentations. Two panel sessions were devoted to the development of young professionals. Titles of the panel sessions were 1) A session with three editors and 2) Career Development and Success. Each panel session was highly appreciated. We express our sincere thanks to the panelists.

The success of this year's conference is accredited to many individuals and organizations. First, we would like to acknowledge the sponsoring schools and industry partners for their financial support. We would also like to thank all of the authors, reviewers, and track chairs for making this massive project possible. Special thanks to 9 track chairs and all 205 external reviewers for their precious time spent providing valuable comments to the authors. The paper review process could not have been completed without the dedication of reviewers. We also wish to acknowledge that all of the ten track chairs were extremely supportive, and the review process was completed smoothly. This proceeding is the final result of the quality work contributed by the authors, the reviewers, and the track chairs.

Our thanks also go to the Best Paper Selection Committee members: Professor Kaye Chon, Professor Ki-Joon Back, and Professor Dennis Reynolds. They spent their valuable time evaluating papers nominated for the best paper awards and provided recommendations for the four best conference paper awards. And now, last but not least, a special thanks goes to the organizing committee. Thank you for your hard work!

This past year was a particularly challenging year to all of us. However, the University of Houston and The Hong Kong Polytechnic University felt it was extremely important to forge ahead and continue the tradition of this annual conference that develops and supports future hospitality and tourism educators and scholars. Although different than the previous 25 years, we hope all who participate enjoy and learn from our virtual experience, especially those who are the future of hospitality and tourism education and scholarship. This annual conference shows why hospitality and tourism are and will continue to be vital to our global society. Once again, thank you to all of the students, faculty, industry, and everyone who continue to support this great conference!

In conclusion, we would like to thank Professor Kaye Chon for having the insight to initiate this meaningful conference 27 years ago. Without his great vision and tremendous efforts, we would not have such a valuable platform for future talents in academia to share their cutting-edge research, develop new research ideas, and network with fellow students and faculty members. Despite the challenges in the environment, we expect another great conference online!

Dan Wang, PhD, Priyanko Guchait, PhD, & Jason Draper, PhD
Editors

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Completed Research:
Consumer Behavior, Hospitality

DOES ATTACHMENT TO A THIRD PLACE INFLUENCE INDIVIDUAL BEHAVIOURS ACROSS DIFFERENT GEOGRAPHICAL SCALES?: THE CASE OF THE IMAGINATION STATION

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Introduction

Communities require the growth and refinement of distinctive public places for informal public gathering to nurture human associations and bonding, and these places are conceptualized as "third places". As the third places in a city can positively contribute to the city image and affect citizens' daily life particularly in their spare time, it is important to understand people-place relationships, referred to as place attachment, and individual behaviours at third places and their immediate vicinity in urban context. This investigation may provide insights for future urban design in terms of environmental psychology. Therefore, this study investigates the impacts of place attachment to a third place on behavioural intentions across different geographical scales.

Based on the Stimulus-Organism-Response paradigm, this study employs *perceived physical/social servicescape* to examine the customers' evaluations of the physical and social environments of a community service centre as the third place. For organism, *place attachment* is investigated to capture the essence of the bonds between people and this place. For response, behaviours respectively related to different geographical scales of place (from service centre to the city) are investigated, including customer's *purchase intention* in non-manipulable object spaces (e.g., a room in the service centre), *revisit intention* in environmental spaces (e.g., a building), and *desire to stay* in geographical spaces (e.g., a city).

Methods

The Imagination Station, a charity organization located in Tūranga Library in Christchurch central city, is regarded as a non-manipulable object space, which offers a public space for building LEGO. Based on validated scale of measurement from previous literature, the researchers designed and distributed an on-site visitor survey to the adult visitors at the Imagination Station and collected 406 valid responses in 2020. Two-step Structural Equation Modelling is conducted via IBM SPSS Amos 27 for data analysis. CFA was performed first-order measurement model, while the structural model was tested on both first-order and second-order.

Results/Discussion/Implication

The results indicate that servicescape of third places can influence individual intentions to purchase, revisit, and stay at different geographical scales via the mediating role of place attachment, according to good model fit. Specifically, the physical servicescape of the Imagination Station and physical appearance of the other customers there can positively influence place attachment and further enhance behavioural intentions, while perceived similarity has an insignificant impact and suitable behaviour has a negative impact on place attachment in terms of social servicescape at the Imagination Station.

This study identifies the impacts of place attachment on third places in terms of behavioural intentions at different urban geographical scales. The results suggest that community-oriented and socially inclusive third places, like the Imagination Station, can not only enrich community activities but also enhance city vitality by developing stronger place relationships. For urban designers, it is therefore important to take a collaborative and integrated approach with various amenities and services for a viable city.

EXAMINING THE IMPACT OF HISTORICAL KNOELSGE ON RESTAURANT WILLINGNESS-TO-PAY

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Introduction

Restauranteurs spend considerable time and money on developing recipes and menu descriptions (Filimonau & Krivcova, 2017). Restauranteurs also seek to increase their average check by various methods, including incentive programs for servers who upsell and sell additional courses (Noone & Maier, 2015). However, research into restaurant revenue management has been scant regarding which attributes and attribute levels impact consumer WTP (Contini, et al., 2017; Louviere, 1984). The current study seeks to measure the impact of adding historical information to menu item descriptions. Building on the work of Slovic and MacPhillamy (1974), this study measures the impact of historical information on consumer WTP for chocolate desserts. We included additional factors that have previously been found to influence menu item selection in restaurants, namely ambiance, food quality, price, and service quality. This study is the first, to our knowledge, to examine the impact of historical knowledge on menu item selection in restaurants.

Methods

Two surveys of a total of 1300 American consumers were conducted. The only difference between the two surveys were the substance of the fun facts, either about chocolate or cheesecake. The prices of the menu items were determined using an average of nationwide chain restaurant dessert menu prices from five markets (Houston, Indianapolis, Las Vegas local market, Phoenix, and Tampa). Then, the alternate prices of one standard deviation above and one standard deviation below were used for the alternative prices. A choice-based conjoint analysis was conducted to measure what impacts WTP for desserts in restaurants. Choice-based conjoint analysis allows for researchers to examine the tradeoffs made between different attributes of a product or service (Ding, et al., 1991).

Results/Discussion/Implication

For both samples, food quality, service quality, price, and ambiance were found to be significant at the $p < 0.05$ level, and in both samples food quality was the most important item. However, for the study with additional information about chocolate cake, menu item was also significant, and ambiance was ranked 4th while it was ranked 2nd for the cheesecake study. For the study with the facts about chocolate, there was a 5.8% difference between the selection of chocolate cake and cheesecake where for the cheesecake study, there was only a 0.2% difference between the selection of chocolate cake and cheesecake. For the study regarding chocolate cake, more respondents choose chocolate cake than cheesecake while the selection was almost even for the cheesecake study. These results are supported by previous research which indicates that chocolate has a unique historical and cultural impact on society (Poelmans & Swinnen, 2016). Results show that additional information would not impact WTP, while results indicated that additional information would impact dessert selection.

A RELATIONSHIP BETWEEN IMMERSIVE TECHNOLOGY DISPLAYS AND EXHIBITION ATTENDEES' SATISFACTION: A STIMULUS-ORGANISM-RESPONSE APPROACH

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Introduction

Immersive experiences enhance the exhibition attendees' reactions (Vi et al., 2017), and have the real power to change their purchasing behavior (Corbin Ball & Co., 2018) by capturing their attention (Morozov, n.d.). Exhibitors must consider which type of exhibition display will draw and impress attendees; this has led to the use of immersive displays. Nonetheless, few studies have examined the relationship between exhibitors' immersive displays and attendees' satisfaction. The purpose of this study was to evaluate the perceptions of immersive displays with respect to exhibition attendees' demographics and to examine the relationship between exhibitors' immersive displays and exhibition attendees' satisfaction in relation to the Stimulus–Organism–Response (S-O-R) framework.

Methods

This empirical study employed a self-administered questionnaire online survey using a panel of Qualtrics who attended an exhibition using technology displays in the past 18 months. Among 320 responses, 285 were used from respondents who had been exposed to at least five immersive displays.

Frequency analysis was carried out to identify the exhibition attendees' perception of general technology displays and immersive displays. A correlation analysis was performed to examine the relationship between the recognition of a technology display and attendees' satisfaction with it. Independent samples t-test and ANOVA were conducted to investigate any statistically significant differences among the demographic groups. Multiple regression was conducted to test the relationship between the exhibition attendees' perceptions of immersive displays and their satisfaction with the exhibition. Lastly, descriptive statistics were performed to determine which immersive display the attendees most preferred to see in future exhibitions.

Results/Discussion/Implication

The results revealed that 75% of respondents reported positive experiences with immersive technology. A significant relationship was found between immersive technology displays and demographics. Male respondents were more likely to use 3D video projection, headphones, and 3D sound speakers than female respondents, and exhibition attendees between the ages of 40 and 49 and those 60 or above are more likely to use 3D video projection display, 3D stereoscopic, haptic (touch screen) than those between the ages of 20 and 29. According to the relationship analysis between immersive displays and exhibition attendees' satisfaction, four displays were significant: 3D video projection, 3D stereoscopic, holography, and haptic.

This study verifies that the Stimulus–Organism–Response (S-O-R) framework (Suh & Prophet, 2018) is applied in the exhibition industry. Moreover, this study presented immersive displays that exhibitors should consider using for future exhibitions. Exhibition attendees have high expectations of displays that provide visual sensory stimuli.

UKRAINIAN CONSUMERS' ATTITUDES TOWARDS LOCAL WINES

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Introduction

Consumer interest towards emerging wine regions is rapidly developing. An example of such an emerging market is Ukraine. Within the last decade, the Ukrainian wine industry has been experiencing a tremendous growth; yet Ukrainian wine consumer behavior is yet to be reflected in the literature. Typically, promotion in a new wine region begins with converting local residents into loyal customers (Kolyesnikova et al., 2008). Thus, before creating a collective "Ukrainian wine brand" for export markets, Ukraine should understand its domestic market. With this purpose in mind, the current study focuses on examination of Ukrainian consumer characteristics and attitudes. Particularly, this study will examine consumers' expertise, subjective knowledge, objective and subjective attitudes, and reputation. The decision of using these constructs was based on previous work of Viot (2012), Brucks (1985), Romo-Muñoz et al. (2020), and Winfree and McCluskey (2005).

Method

The current research is quantitative in nature and was conducted through an online survey research method. The sample included Ukrainian residents who consume wine on a regular basis and who are familiar with Ukrainian wine brands. Participants were of legal drinking age (18+ in Ukraine). A total of 325 valid usable surveys were entered into the analysis.

Results/Discussion/Implication

The Ukrainian sample mirrors a general New World trend for more female wine drinkers. The sample indicates significant level of product knowledge (48.6% basic level, 29.8% intermediate level). Almost all respondents were familiar with Ukrainian wines, which demonstrates the high level of support for local producers.

Ukrainian wine consumers agree with the following statements regarding Ukraine wines: "good value for money" (M = 3.81, SD = 0.94) and "appropriately priced" (M = 3.81, SD = 0.88). At the same time, almost half of the respondents claimed they do not agree that many of the Ukrainian wines are fake (reverse-coded) (M = 2.05, SD = 1.09). Hence, it indicates that the stereotype of Ukrainian wines being made of powdered concentrates is decreasing, and that within the last few years Ukrainian wines are building good reputation. Additionally, Ukrainians with higher levels of wine knowledge assess Ukrainian wines as world-class more positively, but at the same time, they believe that local wines are not well-known.

A principal component analysis was applied to determine factors for attitudes towards Ukrainian wines. Three-factors solution was found: Factor 1 represents items measuring price, thus was labelled "Price Sensitivity"; two items that loaded on Factor 2 were related to recognition, hence labelled "Reputation"; and items loading on Factor 3 were labelled "Quality Perceptions."

This study is an initial attempt to understand Ukrainian wine consumers. Using the findings of this study, future research will discover the relationship between attitudes towards local wines and additional consumer characteristics (e.g., product involvement). One potential approach would be to expand the conceptual framework in the consumer ethnocentrism theory. This approach should give marketers understanding of Ukrainians' perception about local wines and their purchasing behavior.

FOODSTAGRAMMING AS A SELF-PRESENTATIONAL BEHAVIOR

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Introduction

Despite the growing interest in the foodstagramming phenomenon, foodstagramming remains under-explored in the existing literature. Although self-presentation is identified as a critical motivational factor of foodstagramming benefits (Wong et al., 2019), the self-presentational nature of foodstagramming receives little scholarly attention. Moreover, the discussion on the antecedents and consequences of foodstagramming is very limited in the hospitality and tourism literature.

Building upon social cognitive theory and self-presentation theory, the current study proposes a conceptual model to examine a self-presentation mechanism manifested in foodstagramming by drawing on the perspectives of tourists and residents, respectively. The objectives of this study are: (1) to explore the impacts of food experiential value (i.e., extrinsic value and intrinsic value) and self-efficacy as the antecedents of strategic self-presentation; (2) to investigate the impact of food experiential value on self-efficacy; and (3) to examine the impact of strategic self-presentation on perceived enjoyment and behavioral intention as its outcomes.

Methods

The researchers conducted two studies based on two types of diners: tourists (Study 1) and residents (Study 2), respectively. All measures were adopted from existing literature. All items were measured on a seven-point Likert scale, ranging from 1(strongly disagree) to 7 (strongly agree). An online survey was distributed through Amazon Mechanical Turk (MTurk), which received a total of 594 responses. Following several guidelines to ensure the data quality, this research applied the Partial Least Squares Structural Equation Modeling (PLS-SEM) for data analysis.

Results/Discussion/Implication

The results of this study confirmed that food experiential value and self-efficacy have a significant effect on strategic self-presentation. Intrinsic value significantly affects self-efficacy regardless of the type of diners (i.e., tourists and residents). Extrinsic value of food experience only contributes to self-efficacy in a daily dining context but not in touristic dining occasions. This study also found the impact of strategic self-presentation on perceived enjoyment and behavioral intention.

This study provides important theoretical implications to the hospitality and tourism literature by extending the understanding of foodstagramming and shedding light on impression management research. The findings add new knowledge to the self-efficacy literature by identifying the role of experiential value in sharpening self-efficacy in the foodstagramming event. Besides, this study offers practical implications to restaurant managers and destination marketers. They should acknowledge the importance of food experience as expressive capital in improving consumers' self-efficacy and encouraging self-presentation. Also, they should recognize self-presentation as a meaningful tool that links restaurants and destinations' food branding with consumers' self-branding.

RISKY BUSINESS: THE IMPACT OF RISK CUES ON TRAVEL DECISION-MAKING

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Introduction

The current pandemic exemplifies the way in which uncertainty can profoundly influence the hospitality business, and it demonstrates how decision-making can change dramatically as a function of situational factors that increase risk (Conchar et al., 2004). The effect of customer reviews on decision-making is well documented (e.g., Kim et al., 2021); therefore, risk content within reviews serves as a cue to affect travel decisions. Consumers are exposed to internal and external factors that influence their responses to reviews and risk cues. Priming operates to make certain information within stimuli more accessible (Janiszewski & Wyer, 2014). Affective priming can temporarily elevate or deflate mood and risk priming could make consumers more sensitive to risk content within reviews. As reviews are critical information in weighing lodging options to reach a decision (Kim et al, 2021), by understanding the two types of priming, operators can predict and manage consumer responses to review content in times of uncertainty. Therefore, this research evaluates how review valence and risk content affect intentions to book a resort when choosing between alternatives. It examines how affective and risk-related priming influence responses to risk cues when making such choices.

Methods

This study used a 2 (Affective priming: positive vs. negative) x 2 (Risk priming: no priming vs. risk priming) x 2 (Review content: positive vs. positive risk) factorial design. Participants evaluated two Caribbean resorts: a “base resort” (constant) and a “target resort” that manipulated review content. Evaluation was measured using three items adopted from Book et al., (2018) and booking intention consisted of three items adopted from Tsao et al., (2015). The target sample was participants who have booked through an OTA within the past 12 months. Subjects were recruited from an online M-Turk sample that was randomly assigned to each experimental condition. 271 usable responses were collected.

Results/Discussion/Implication

The most important finding is the interaction between the review content and risk priming. Participants put more value in risk content when their risk-related attitudes have been primed. Thus, it is suggested that site operators employ a pop-up or banner message regarding risk and safety, which will prime the consumer to focus on risk when reading reviews and making booking decisions. However, if there are no positive risk-related reviews on the site, this feature is not needed. Results also revealed a main effect of affective priming. Customers in a positive mood are more likely to book, implying that individuals in a bad mood are more critical in their evaluations. It is suggested that hotel website managers include short, uplifting films about the property, and ensure that any pop-up content or ads related to the site are positive in affect. The current crisis highlights the need to understand travel purchase decisions in times of uncertainty and this study offers new insight into the role of risk cues in decision-making.

MANAGING CUSTOMER RELATIONSHIP THROUGH SOCIAL MEDIA: A FOCUS ON THE CURRENT CRISIS AND THE US RESTAURANT INDUSTRY

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Introduction

The spread of COVID-19 has resulted in a considerable decline in restaurant business. Reports from the National Restaurant Association confirmed a loss of $240 billion in 2020 from an expected revenue of $899 billion, and more than 110,000 restaurants were closed either temporarily or permanently by December 2020 because of the current crisis (National Restaurant Association, 2020). Despite the effort from the US government with fiscal and monetary policy support, some argue that the relief might not be enough to save the restaurant industry (National Restaurant Association, 2020). Hence, to stay afloat, restaurants are leveraging social media and digital marketing to maintain customers' relationships and attract new ones as a cost-effective strategy (Industry News, 2020).

The objective of this study is to understand the different approaches used by restaurants on social media to maintain customers' relationships during the current crisis based on Chapman's Five Love Languages (1995). This study provides a valuable contribution to the theoretical understanding of the role of social media in relationship management during crisis and how it impacts customers' behavioral outcomes (i.e., customers' rapport, trust, and purchase intention) utilizing the theory of reciprocity. The results provide an important reference for struggling restaurants, which might keep their doors open during and after the pandemic.

Methods

The study utilized an online experimental condition that is within subject design. Measurement scales were adapted from previous literature and an online questionnaire with five sections was developed using a seven-point Likert scale. The first section included the four conditions (i.e., words of affirmation, acts of service, gift-giving, and quality time). The following sections measured rapport, trust, purchase intention, and demographic information. A total of 298 responses was collected using Amazon Mechanical Turk and 275 responses were analyzed after data cleaning. The demographic data revealed that 51% of the participants were male, 71% were Caucasian, and about 14% were Asians. Approximately 32% were between the ages of 20-30, 35% from 31-40, 16% from 41-50, and the remaining 17% from 51-70.

Results/Discussion/Implication

The findings from this study suggest that the use of the love languages on social media, particular words of affirmation, and acts of service affects consumers' rapport (i.e., enjoyable interaction), which in turn influences their trust and purchase intention toward the restaurant. Surprisingly, gift-giving and quality time did not affect consumers' rapport. This finding is inconsistent with previous studies that suggest that the physical environment (i.e., cleanliness) of a restaurant does not evoke reciprocal behavior (Liu & Jang, 2009; Back, 2012). One explanation for this could be that cleanliness became more salient during the COVID-19 pandemic and changed customers' perspective when evaluating restaurants. Customers expect their new needs to be met with care, empathy, and concern and focus on creating conversations, not marketing promotions.

UNDERSTANDING THE IMPACT OF LIMITED-TIME OFFERS ON WILLINGNESS-TO-PAY IN FAST-CASUAL RESTAURANTS

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Introduction

Pricing strategies are one of the core activities for revenue management (Noone et al., 2013). While previous research examined that discounting (Kimes & Wirtz, 2003), differential pricing strategies for the peak and off-peak periods, and special event menus (Guillet et al., 2018), there is a lack of literature regarding the impact of "limited time" offers on willingness-to-pay in restaurants.

Previous studies have been examined the willingness-to-pay in chain restaurants (Frash et al., 2015), university foodservice (Campbell, et al., 2014), and compare with different segments in the restaurant industry (Dutta et al., 2014). While researchers have found that customers' preferences differ by restaurant segment (Dutta et al., 2014), there is scant literature related fast-casual restaurant. This study examined the scarcity effect on customers willingness-to-pay in fast-casual restaurants by comparing the impact of the scarcity effect on common antecedents of consumer behavioral intentions (food quality, local food, and organic food).

Methods

This study employed a two-step process to investigate whether the scarcity effect will affect customers' willingness-to-pay. To prevent bias based on the menu items, we conducted a MaxDiff analysis to find out the most popular menu items. The menus items that used in this analysis were a cross-section of limited-time specials from fast-casual restaurants in U.S. for summer 2021. All the surveys were distributed on MTurk. Using a sample of 348 respondents, we found the top three most favorable menu items and used them in the second survey. Then, using a sperate sample of 560 respondents, we conducted a choice-based analysis survey. The choice-based analysis examined the three restaurant attributes and the reference price to investigate the customers' willingness-to-pay for the scarcity effect in the fast-casual restaurant. We conducted two different surveys to examine different reference prices, one with high reference price and one with low reference price.

Results/Discussion/Implication

The results from the MaxDiff analysis provided the top three most favorable menu items: smoky BBQ chicken melt, bacon turkey sandwich, and double cheese hamburger, which were used in the choice-based analysis. The results from the choice-based conjoint analysis found that food quality, price, and menu item was the most significant attributes that affected customers' choice for both high reference price and low reference price groups. Additional, the result indicated that reference price has a significant effect on the willingness-to-pay.

This study investigated the effect of the limited-time special on willingness-to-pay in fast-casual restaurants. This study has confirmed that food quality is continuous the most influential factor on willingness-to-pay. For the restauranters, managers need to look at food quality as the most important attribute for customers. However, the impact of local and organic ingredients and scarcity effect on willingness-to-pay has diminished. For the fast-casual restaurants, customers were not paying much attention to local and organic ingredients and whether the menu item was limited available or not.

THE IMPACT OF RESOURCE SCARCITY ON CONSUMERS' CSR ENGAGEMEN

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Introduction

In the tourism and hospitality industry, corporate social responsibility (CSR) activities take a variety of forms such as cause-related marketing, advocacy advertising, and support for local communities (Rhou & Singal, 2020). Previous research has examined the effect of company-related factors and individual differences on consumers' behavioral responses (Sen, Du, & Bhattacharya, 2016). However, little is known if contextual factors, namely reminders of resource scarcity, influence how consumers react to company's CSR activities. Would resource scarcity cues lead consumers to be more or less willing to engage in a restaurant's CSR initiatives such as donating to a cause? What is the underlying mechanism?

Through two studies, we find that reminders of resource scarcity can motivate consumers' CSR engagement. This is because scarcity perceptions increase psychological needs (i.e., competence, autonomy, satisfaction) frustration, and participating in the company's CSR initiative helps consumers fulfill such unmet needs.

Methods

We conducted a pilot study with 120 US consumers recruited via Amazon Mechanical Turk (MTurk). We first measured participants' scarcity perceptions (Goldsmith et al., 2020; $\alpha = 0.75$) and then asked them to rate their intention to support the restaurant's CSR initiative collaborating with the local food bank to help fight hunger. The results revealed a positive relationship between resource scarcity and CSR engagement ($B = 0.25$, $p = 0.02$), offering preliminary evidence on the motivating effect of resource scarcity on consumers' CSR engagement.

To further establish the causal relationship between resource scarcity and CSR engagement and to test the underlying mechanism, our main study utilized a single factor experimental design (resource scarcity vs. control). Resource scarcity was manipulated via a picture evaluation task adapted from Fan et al. (2019). Scarcity perception was measured as manipulation check and basic psychological need satisfaction and frustration (Chen et al., 2015) were captured as potential mediators. Next, participants indicated their intention to support the local restaurant to fight hunger in a seemingly unrelated study.

Results/Discussion/Implication

Participants in the resource scarcity condition reported higher levels of needs frustration than did those in the control condition ($M_{scarcity} = 4.13$, $M_{control} = 3.30$; $p = 0.01$). A similar pattern was observed for CSR engagement ($M_{scarcity} = 5.00$, $M_{control} = 4.40$; $p = 0.08$). The mediation analysis (PROCESS model 4) yielded a 95% confidence interval for needs frustration that excluded zero (.089, .806), suggesting that the effect of resource scarcity on CSR engagement was mediated by needs frustration.

Our studies contribute to the resource scarcity literature and hospitality CSR research by linking the two domains via basic psychological needs theory. The study findings also provide implications for managers, as hospitality companies are increasingly involved in CSR activities, in particular during the pandemic (Mao et al., 2020; Qiu et al., 2021). Future research can explore whether and how resource type (e.g., time, money) might moderate the effect identified in our study.

DETERMINING THE PREDICTORS OF WINE PURCHASE INTENTION THROUGH THE USE OF META-ANALYSIS

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Introduction

Wine consumer behavior has long been a topic of discussion among scholars and industry professionals aiming to understand the underlying predictors of key behavioral outcomes. To help explain wine consumer behavior, concepts such as involvement, expertise, loyalty, satisfaction, and perceived risk are often examined. Despite the plethora of research that has utilized these theoretical constructs to demonstrate their propensity for determining behavioral outcomes such as purchase intention, no previous attempts have synthesized this body of literature through the use of meta-analysis. Thus, the overarching objective of this study is to determine the relationship between these predictors and their impact on wine purchase intention utilizing a meta-analytical structural equation modeling (MASEM) technique.

Methods

MASEM is a research synthesis technique that combines the strengths of traditional meta-analysis and structural equation modeling (SEM) to provide findings with greater statistical power (Bergh et al., 2016). Through the use of MASEM, meta-analytical models can be extended to incorporate the covariance between predictors, test mediation, and compare different theoretical models. MASEM is conducted in two stages; in the first stage, a pooled correlation matrix is estimated; in the second stage, a SEM model is fit onto the pooled correlation matrix (Cheung & Chan, 2005).

Results/Discussion/Implication

Several interesting relationships were identified regarding purchasing behavior. Several of the findings support previous results found in other papers, but a few relationships were identified that contradict those established in preceding bodies of literature. Findings demonstrate that loyalty is the strongest predictor of wine purchase intention. It was also found that although many researchers attribute satisfaction to being a strong predictor of intention, results demonstrate that satisfaction does not play a significant role in forecasting wine purchase intention. These results open the door to studies that want to pursue deeper insights into wine purchase intention.

The wine industry has a particular interest in studying the predictors of consumer purchase decisions given the myriad of choices wine consumers are faced with today. Wine marketers with a greater understanding of the stronger predictors of purchase intention should be able to create marketing plans that drive wine sales. Given the insights about the relationships between satisfaction, loyalty, and purchase intention derived from the data, the challenge faced by wine brands is how to position their brand to gain loyal customers that will purchase and repurchase their wine.

HOTEL INTERACTIONAL SERVICE QUALITY AND GUEST TRUST

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Introduction

Rapidly emerging technology is transforming the way hospitality firms provide services to their customers (Marinova et al., 2017). Research has focused on the role of technology in service interactions, replacing traditional human-delivered services with self-service technologies (SST) such as check-in kiosks, keyless entry, and contactless room service (Shiwen et al., 2021). As a gateway encounter, check-in interaction triggers customer impressions that set the tone for future engagement (Bagozzi & Dholakia, 2006), encouraging extended experiences (Arnould & Price, 1993) that lead to trust (Kandampully et al., 2015).

Despite the importance of the hotel check-in experience, research examining the impact of check-in significance as an antecedent and the moderating role of SST check-in is limited. Based on the expectancy disconfirmation theory (EDT), this study aims to examine the impact of the check-in significance on interactional and transactional service quality, which in turn affects future satisfaction, emotional engagement, and the long-term relational outcome of trust in the service provider. Further, this study explores the moderating role of self-service and traditional check-in experiences.

Methods

In this study, check-in experiences at the resort-hotels were researched under the traditional check-in environment (n=257) and self-check-in technology environment (n=121). Data was collected in four properties using structured intercept surveys in the check-in area immediately after the encounter (Zikmund et al., 2010) with Qualtrics online application on Ipads. Given a quick service nature of check-in experiences (Price, Arnould, & Deibler, 1995; Forlizzi & Batarbee, 2004) the existing measures were modified to develop a shorter survey instrument that could be processed within 5 minutes. Partial-least squares structural equation modeling (PLS-SEM), using SmartPLS v.3 with the bootstrap re-sampling procedure (5,000 randomly generated bootstrap sub-samples), was used to test the proposed hypotheses (Hair et al., 2016). The difference between the two sample groups: traditional and self-check-in – were subjected to the PLS-SEM multi-group analysis procedure (PLS-MGA) (Hair et al. 2016).

Results/Discussion/Implication

Overall, the measurement model used in this study was deemed satisfactory. The proposed model had a strong level of predictive validity for the relational outcome of trust. PLS-MGA confirmed the moderating role of check-in types. This study provides empirical evidence that check-in significance and service quality significantly predict satisfaction, engagement, and the relational outcome of trust. This study extends the theoretical application of the EDT in service quality research and offers critical managerial implications on customer trust management regarding adopting self-service kiosks to replace the traditional check-in experience.

TWO SIDES OF A STORY: A MIXED-METHOD APPROACH TO INVESTIGATE REVIEWERS' AND READERS' PERSPECTIVES ON NEGATIVE ONLINE REVIEWS

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Introduction

Nowadays, social networking sites (SNS) and integrated websites help consumers to produce online reviews. As the importance of online consumer reviews on purchase decisions has been emphasized, research on helpful reviews has been accelerated. While negative reviews are more helpful than positive reviews due to diagnostic of negative information, those negative reviews are less helpful when reviews embed extremely negative emotions (Lee et al., 2017).

The unique nature of two review platform types (i.e., SNS, integrated websites) such as tie strength on SNS may create a discrepancy in review writing patterns, emotional expressions, and evaluation standards regarding negative reviews. For example, customers accept negative emotions as appropriate on private chats rather than open space of SNS (Waterloo et al., 2018). However, there is a lack of effort to investigate perceptions of reviewers and readers regarding negative reviews on two different platforms.

Based on the dramaturgical theory (Goffman, 1959) and a social utility maximization framework (Chen et al., 2016), the following hypotheses are proposed to find the discrepant perceptions between reviewers and readers: 1) Reviewers of SNS tend to express less extreme negative emotions than integrated websites, 2) Intensity of negative emotions (INE) expressed in a review has a negative impact on readers' perceived review helpfulness (PRH) regardless of platform types (SNS and integrated websites), 3) Social tie between reviewer and reader moderates the relationship between INE and PRH such that the stronger the social tie, the weaker the negative effect of INE on PRH.

Methods

In this study, we used a mixed-method approach of business intelligence and quasi-experimental design. Study 1 analyzed hotel reviews collected from Facebook and TripAdvisor in terms of intensity by business intelligence techniques. Studies 2 and 3 each conducted 2(Negative emotion intensity: weak vs. strong) x 2(Platform type: Facebook vs. TripAdvisor) and 3 (Social tie: no tie vs. weak tie vs. strong tie) × 2 (Negative emotion intensity: weak vs. strong) experiments. Two-way ANOVA and Welch's t-test were used to test three hypotheses.

Results/Discussion/Implication

The results of this study revealed that reviewers tend to show a higher intensity of negative emotions on integrated websites than on SNS. Meanwhile, it was found that readers evaluate the extreme negative content as less helpful regardless of platform types. Furthermore, readers are not affected by the social tie strength when evaluating review helpfulness.

The findings of this study suggest some theoretical and managerial implications. First of all, our study adopts a mixed-method approach to better understand the production and consumption of negative reviews in SNS and integrated websites. Secondly, the current study finds a discrepancy between reviewers' and readers' perspectives between two platforms regarding negative reviews. More specifically, while reviewers assume lenient evaluation by readers on SNS than integrated websites and, thus, express the higher intensity of negative emotions on integrated websites than SNS, readers on both integrated websites and SNS equally found extremely negative reviews to be less helpful. Finally, the current study suggests some practical strategies regarding managing negative reviews. For example, hotel managers should motivate hotel guests to share reviews on SNS over integrated websites.

SHOULD A ROBOT WEAR A MASK DURING THE PANDEMIC? THE MODERATING ROLE OF POLITICAL IDEOLOGY

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Introduction

Service robots are increasingly integrated into hospitality experiences (Choi, Mattila, & Bolton, 2020; Tussyadiah, 2020), especially amid the Covid-19 pandemic (Parker, 2020). Some service robots wear face masks as if they were experiencing the pandemic the same way as humans do. Building on the service robot literature (e.g., Tussyadiah & Park, 2018) and the I-sharing theory (Pinel, Long, & Crimin, 2010), this research proposes that US consumers' behavioral intentions toward robots wearing a mask are contingent upon their political ideology.

I-sharing, referring to the perception that one shares an identical experience with another social entity, enhances favorable attitudes (Pinel et al., 2006). During the pandemic, the robot's mask-wearing can act as a cue of I-sharing, making people think that "we are experiencing this together." However, the notion of face masks is polarized in the US (North, 2020). Liberals (i.e., Democrats) lean to wearing a mask, while conservatives (i.e., Republicans) tend not to (Pew Research Center, 2020). Therefore, liberals should I-share with and exhibit high intentions to interact with mask-wearing robots while conservatives tend to prefer robots without a mask.

Methods

This study employed a mask-wearing (masked vs. unmasked service robot) × political ideology quasi-experimental design with mask-wearing manipulated between participants and political ideology as a measured variable. US participants (N = 201, 63.7% males, M_{age} = 35.2) were recruited via Amazon Mechanical Turk in May 2020. They were told to imagine arriving at Hotel XYZ and seeing a robot welcoming them at the lobby. Participants were then exposed to one of the two pictures showing a robot with or without a mask. Next, participants reported their intention to use the robot and their political ideology.

Results/Discussion/Implication

Our findings show that liberals are more willing to use a robot with (vs. without) a mask. In contrast, conservatives prefer to use a robot without (vs. with) a mask.

This research extends the hospitality literature by increasing our understanding of automated service encounters from the consumer's perspective. People tend to interact with robots that look human-like (Broadbent, 2017). Our research indicates that robots can also share subjective experiences with people, thus boosting their acceptance. Furthermore, this research contributes to the social psychology literature on shared reality by showing that I-sharing as a social theory (Pinel et al., 2006) might also apply to the service robot context.

Practically, the research provides novel insight into how hospitality firms can enhance consumers' acceptance of service robots by masking them. However, our results also point to the need to consider consumers' political ideology when using masked robots, which may elicit positive responses among liberals but not among conservatives.

GAMBLING BEHAVIORS AMONG VIP HOSTS IN MACAO

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Introduction

Many studies have shown that casino resort employees are at-risk for developing problem gambling, but limited research on this topic has been conducted in Asia. Macao casino resorts are operated with a mass gaming system and a VIP gaming system. Because of the uniqueness of the Macao gaming market, and in particular, its VIP gaming system, previous research may not be relevant when translated to this market. In the VIP gaming system, VIP Hosts track every bet their players make and report real-time win/loss to managers and are thus regularly monitoring large wins and losses. They are a group of casino resort employees who are extensively exposed to heavy betting, a factor sometimes associated with problem gambling (Hing & Breen, 2008). To provide a foundational look at a holistic profile of VIP Hosts, a hard-to-reach group of casino resort employees, we proposed an investigative framework consisting of demographic and occupational factors, problem gambling severity, and cognitive distortions in a sample of Macao VIP Hosts.

Methods

An online survey was used to collect data. The survey contained demographic questions and questions relating to gambling behaviors. It also included the Chinese Version of South Oaks Gambling Screen (C-SOGS), an instrument to screen for problem and pathological gambling (Tang et al., 2007), and the Gambling Fallacies Measure (GFM), an instrument to assess gambling cognitions (Leonard et al., 2015; Leonard & Williams, 2016). We employed a snowball technique to recruit participants for the study. A total of 41 responses were included in the data analysis. Descriptive statistics were used to summarize VIP Hosts' demographic and occupational characteristics and their gambling behaviors. A series of Kruskal-Wallis tests, one-way ANOVAs, and Pearson Product correlations were performed to examine the hypotheses.

Results/Discussion/Implication

Approximately 37.0% of the respondents gambled in the past 12 months. Most of the respondents classified as non-problem gamblers (82.9%) based on their C-SOGS score, with 7.3% of respondents classified as pathological gamblers and 9.8% classified as at-risk gamblers. The average GFM score for all respondents was 6.41 (SD=1.95). No significant correlation between GFM scores and C-SOGS scores was found, $r=-0.13$, $p=0.40$.

It is of note that the present study had a small sample size and thus, all findings are preliminary. The low gambling participation rate of VIP Hosts is inconsistent with previous literature that found much higher rates for gambling participation among casino employees (Guttentag et al., 2012). Despite this, we observed a higher rate of problem gambling among VIP Hosts than among the general population in Macao (Chen et al., 2018). For Macao gaming regulators, the high prevalence of problem gambling among VIP Hosts suggests that current policies for casino resort employees may not be sufficient to curtail problematic behaviors. We found that cognitive distortions were not strongly related to problem gambling severity among VIP Hosts. Hence, although fixing cognitive distortions is often included in the responsible gambling training, we recommend the training offered to VIP Hosts be tailor made.

UNDERSTANDING SERVICE FAILURE TRIVIALIZATION BEHAVIORS: A MIXED-METHOD APPROACH

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Introduction

In service consumption settings, service failure incidents inevitably occur. Considering that consumers have preconceptions regarding a brand or business, experiencing a service failure could create an internal discrepancy and lead to engaging in different types of dissonance reduction strategies (Yen et al, 2004). These reduction strategies include changing attitudes, seeking additional information, and trivialization, which involves reducing the importance of various elements of the failure situation (Festinger, 1957; Greenberg & Brehm, 1995).

However, a gap exists in the trivialization-related literature investigating trivialization as a dissonance reduction strategy (McGrath, 2017; Simon et al., 1995). After experiencing a service failure, some consumers trivialize the experience by engaging in a cognitive process to subjectively perceive the service failure incident as less severe. This study focused on this process and aimed to expand the understanding regarding consumers' service failure trivialization (SFT) behaviors in the context of a service failure in the lodging industry.

Methods

This study utilized a mixed methodology approach and data was collected from (1) TripAdvisor hotel reviews (study 1) and (2) an online survey (study 2). In study 1, using Python 3.8.5, 336,403 TripAdvisor hotel reviews were scraped. After performing data preprocessing, topic modeling—using the GENSIM package, which is an unsupervised machine learning algorithm for topic modeling using the Latent Dirichlet Allocation (LDA), and aspect-based sentiment analysis (ABSA)—using SPACY and VADER packages—were conducted, and statistical tests were performed using logistic regression analysis. In study 2, the keywords that emerged from study 1 were used to create a survey (n=294) and tests were performed using multiple regression analysis.

Results/Discussion/Implication

The results of logistic regression analysis for positive aspect sentiment showed that responsiveness ($b = 1.652$; $p < 0.05$), room tangibles ($b = 1.277$; $p < 0.05$), service encounter ($b = 1.345$; $p < 0.05$), location ($b = 1.784$; $p < 0.05$), hotel features ($b = 2.137$; $p < 0.05$), hotel experience ($b = 0.624$; $p < 0.05$), and food experience ($b = 0.877$; $p < 0.05$) were significant determinants of SFT. Contrarily, when consumers had negative sentiment regarding responsiveness ($b = -1.336$; $p < 0.05$), room tangibles ($b = -1.808$; $p < 0.05$), hotel experience ($b = -2.294$; $p < 0.05$), cleanliness (-1.498; $p < 0.05$), and manager service ($b = -1.208$; $p < 0.05$), SFT was less likely to occur. In study 2, when SFT was regressed on the 5 identified factors, the results revealed that staff service ($b = 0.451$; $p < 0.05$), room quality ($b = 0.114$; $p < 0.05$), and auxiliary service ($b = 0.140$; $p < 0.05$) had a positive influence on consumers' SFT behavior.

Utilizing a mixed-method approach, this study revealed that SFT behaviors were observed in the lodging context, and topics extracted from online reviews and factors identified in the survey had a varying degree of influence on whether hotel guests decided to engage in SFT. An occurrence of service failures should be avoided, but if one does occur, hotel operators should understand that consumers tend to trivialize service failures for certain aspects (e.g., food experience, location, etc.) while not likely to do so for other aspects (e.g., cleanliness, manager service, etc.).

GUEST SAFETY AND SECURITY CONCERNS FOLLOWING THE ONE OCTOBER TRAGEDY: A QUALITATIVE PERSPECTIVE

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Introduction

On October 1, 2017, from the 32nd floor of Mandalay Bay Resort and Casino in Las Vegas, a lone gunman opened fire upon the attendees of the Route 91 Harvest music festival. The "One October" incident became the deadliest mass shooting in recent American history (Ritter, 2020). Understandably, as with all tragic events, this incident forced resorts to review and update their operational and security procedures (Boylan & Greenawalt, 2021) to address presumed guests' concerns regarding the safety of visiting Las Vegas. Given the climate of concerns, this study sought to understand the thoughts and concerns regarding tourists' perceived risks in visiting Las Vegas following the One October tragedy; to do so, it aimed to answer the following questions:

1. What is visitors' hierarchy of safety concerns following a mass shooting such as the One October incident?
2. What should Las Vegas hotels address to mitigate visitors' perception of risk?

Methodology

A nationwide online survey was administered. Adopting the Free Association method (Hollway & Jefferson, 2000), respondents were asked to think about hotel safety and security in Las Vegas, and then write one descriptive word or sentence excluding the terms safe, safety, secure, or security; this process was performed four times. This method was pursued since it can gain access to unfiltered responses, which are more likely to be emotionally motivated than rationally filtered (Hollway & Jefferson, 2000), with the earliest responses being considered the most significant to the respondents. From these responses, this study employed a deductive content analysis based on risk types from previous research in tourism risk. Safety concerns were coded based on risk variables developed in extant studies.

Results/Discussions/Implications

In all, 13 codes addressing four risk types were extracted. Physical risks were the most predominant concern for respondents. However, instead of gun violence risks, the most prevalent concern from this factor was crimes such as theft by other guests and staff, burglary, and physical assault. Invasion of privacy was also a commonly held safety and security concern. Information privacy concerns were related to digital information being stolen through a hotel's Wi-Fi services, or the hotel's database being hacked; physical privacy was interpreted as a concern of being surveilled.

Contrary to what was being reported or implied by the new media, gun violence was not a top concern for visitors to Las Vegas despite the horrific mass shooting incident. However, hoteliers should focus on addressing the concerns about theft of belongings and personal information.

Completed Research:
Consumer Behavior, Tourism

HOW CONSUMPTION RITUALS INFLUENCE TRAVELERS' FOOD DECISION- MAKING

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Introduction

Consumption ritual refers to a type of behavior made up of several steps performed in a fixed sequence with formality, rigidity, repetition, and is often imbued with a sense of meaning (Wang et al., 2021). Consumption rituals are common at restaurants in tourism destinations. For example, Nong's Khao Man Gai, a must-try Thai restaurant for travelers in Portland, prepares table cards and encourages consumers to follow a consumption ritual with ordered and fixed steps when eating a Thai dish called Khao Man Gai (Tripadvisor, 2021).

Despite the widely use of consumption rituals in destination restaurants, the existing tourism literature knows little about how consumption rituals influence travelers' food decision- making. In the tourism dining context, this research proposes that the presence of consumption rituals can serve as a marketing tool to influence travelers' food evaluation and purchase intention, but such effect is contingent on traveler type (solo vs. group). Specifically, we propose that for group travelers, the presence (vs. absence) of consumption rituals will enhance travelers' anticipated consumption enjoyment of the food experience, which subsequently leads to more favorable food evaluation and higher purchase intention. However, we predict that for solo travelers, the presence (vs. absence) of consumption rituals will backfire and result in less favorable responses. Anticipated consumption enjoyment is further examined as the underlying mechanism explaining these effects.

Methods

A 2 (consumption ritual: absence vs. presence) × 2 (traveler type: solo vs. group) between-subjects design was conducted to test the hypotheses. Two hundred thirty Mturk workers participated in this study. Participants were instructed to imagine themselves in a scenario in which they entered a Thai restaurant called Thai Eatery (fictitious name) for dinner during the travel. Once seated, they saw a table card featuring Kao Man Gai. In the ritual-present condition, the table card included messages inviting participants to eat the dish as a ritual by following specific steps. Conversely, these messages were not included in the ritual-absent condition. Participants were asked to imagine they were traveling alone and going to have dinner alone (solo condition) or traveling with their friends and going to have dinner with them (group condition).

Results/Discussion/Implication

Results showed that for group travelers, the presence (vs. absence) of consumption rituals led to more favorable (a) food evaluation and (b) purchase intention. In contrast, for solo travelers, the presence (vs. absence) of consumption rituals backfired and led to less favorable (a) food evaluation and (b) purchase intention. Furthermore, anticipated consumption enjoyment was identified as the underlying mechanism explaining these effects. Theoretical and managerial implications were also discussed.

This work contributes to tourism marketing literature by showing that consumption rituals can serve as a marketing tool to influence travelers' anticipated consumption enjoyment, which subsequently affects their food evaluation and purchase intention. Regarding managerial implications, we suggest destination restaurants considering traveler type when using consumption rituals.

DESTINATION CURIOSITY: CONCEPTULIZATION VIA CLOCKSPEED MODEL

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Introduction

Academic research on fulfilling travel enthusiasts' curiosity about a destination remains underdeveloped. The study's purpose was to examine the tourism potential of a destination from the viewpoint of travelers who are interested in exploring new horizons and perspectives in order to better fulfill their expectations and increase customer satisfaction.

Such travelers are more likely to have a relatively higher level of curiosity as a personality trait and are probably aware of their need for cognition. For this purpose, this study coined the term destination curiosity (hereafter, DC), which was defined as enthusiasm for travel that is reflective of curiosity and the desire to explore and acquire knowledge through actual travel experiences in authentic environments. Aligned with Berlyne's definition of curiosity and exploratory behavior, who is the most influential contributor to the concept of exploratory behavior, the two main dimensions of curiosity continue to be perceptual curiosity, which is more emotionally driven, and epistemic curiosity, which is an information-seeking behavior and cognitively driven.

Methods

Having addressed both the affective and cognitive drivers of curiosity to conceptualize DC, sensation seeking, novelty experience, need for cognition, and perceptual curiosity were incorporated into the approach. DC was conceptualized in accordance with the clockspeed model (Fine, 1998). Fine's model is related to the rate of change and includes two dimensions—namely process control (integrality-modularity) and decision control (slow-fast clockspeed). By incorporating this model, both complexity and diversity dimensions of DC were considered. Therefore, DC was conceptualized in a way that illustrates how the existing or potential competitive advantages of destinations may influence travelers' destination choices when they travel for the purpose of exploring new horizons and perspectives.

Results/Discussion/Implication

Exploratory behaviors can either be directed toward a range of diverse topics (breadth) or narrowly focused on a specific topic (depth). Therefore, the two subconstructs that arguably emerged as important when conceptualizing DC are complexity and diversity, which reflect gaining both deeper and broader insight regarding a destination. Furthermore, travelers can be categorized into four groups in accordance with their destination curiosity—a "travel enthusiast" has a preference for high complexity-high diversity; a "travel buff" has a preference for low complexity-high diversity; a "travel neutral" has a preference for high complexity-low diversity; and a "travel averse" has a preference for low complexity-low diversity.

DC is arguably critical for relations among nations to improve. The more people that travel for the sake of exploring new horizons and perspectives, the more people will understand each other. In the same vein, for travel enthusiasts with a high level of DC, traveling is a means for nourishing their soul that eventually enhances the well-being of the global society.

GAME PLAYER'S DESTINATION IMAGE FORMATION PROCESS: AN INVESTIGATION OF SELF-PRESENCE, FLOW, AND EXPERIENCE

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Introduction

The video game business attracts over 214 million adults in the United States as a solid entertainment industry (USA Today, 2021) and positively affects the tourism industry by providing detailed virtual environments close to the real place (Granic et al., 2014). Game-based studies have examined players' psychological features by investigating variables such as self-presence and flow with gaming experiences. Players' virtual experiences with the place will form the perceived image, which is called destination image in the tourism context. While various factors can shape the destination image within the videogame setting, little research has focused on the destination image formation process from a holistic view, concerning players' various psychological behaviors and different types of the destination image. The purpose of this study is to investigate how game players develop the perceived image of the virtual place in the video game by measuring self-presence, flow, experiences, and destination image.

Methods

The research framework represents the combination of disparate streams of research, which consists of self-presence with proto and core (four items each), flow (11 items), experience (12 items), and destination image (12 items). This study used "Assassin's Creed Odyssey," featuring Ancient Greece—using Amazon MTurk. A total of 487 were used for the data analysis. The measurement model was examined through confirmatory factor analysis with a good fitting model, and structural equation modeling was conducted.

Results/Discussion/Implication

This study revealed that both self-presence of proto and core had a significant impact on flow. Moreover, flow had impacted all four game experience dimensions. This implies that when players have a sense of self-presence, they have experienced a high flow state. Then, the flow state led them to have various destination experiences. However, experiences showed different patterns to impact destination image. Esthetic was the only experience that significantly influenced both cognitive and affective destination image. Entertainment positively influenced both attraction and positive image. Both education and escapism experiences shaped the negative affective image of the destination. The background and history of Greece featured in the game may lead them to perceive gloomy, unpleasant, and distressing image. The findings imply that each experience dimension has a unique pattern in the relationships with each destination image variable in the game context. The present study enriches our understanding of the destination image formation process in game-induced tourism through the holistic framework. Destination marketing organizers are suggested to recognize video games as a potential media tool to promote destinations, especially concerning players' avatar and various destination experiences that focus on esthetic and entertainment opportunities.

SPACE TOURISTS' MOTIVATION, CONSTRAINTS, AND NEGOTIATION STRATEGY: A GROUNDED-THEORY APPROACH

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Introduction

Space tourism has recently received significant attentions since the first space tourist Dennis Tito visited International Space Station (ISS) in 2001 (Crouch, 2001; Cater, 2010). Space tourism can be defined as travels to actual earth orbits or trips to engage in deep space flights experiences, terrestrial entertainment, and commercial space experiences simulations (Cater, 2010; Hobe, 2007; Henderson, 2020). Space tourists are individuals who travels to participate in space tourism activities for certain intentions and pleasure (Tcharfas, 2015; von der Dunk, 2006). Recent research has begun to pay attention to space tourists' their attitudes and behaviors, particularly motivation (e.g., thrill-seeking, curiosity) (Laing & Frost, 2019). Constraints, on the other hand, has been identified as another important perspective of tourists' behaviors at different types (e.g., interpersonal, intrapersonal, structure) (Kang, 2016). Negotiation can further assist in explaining how people make a final decision (Hubbard & Mannell, 2001). However, limited research has paid attention to space tourists' behaviors, particularly, negotiation process, considering both motivation and constraints from a holistic view.

The purpose of this research is to explore potential space tourists' motivation, constraints, and negotiation to engage in space activities, by employing Grounded Theory. Research objectives include: 1) identify main motivation factors to participate in space tourism activities, 2) explore constraints to prohibit participates from engaging space tourism, and 3) investigate negotiation strategies that considers both the identified motivations and constraints, and 4) develop a conceptual framework that describes space tourists' decision-making process to participate in space tourism.

Methods

This study will use Grounded Theory as a qualitative research approach (Reyhane, et al., 2020). This study will recruit about 20 interviewees who had space tourism experiences in the past. An invitation letter will be sent to space tourism organizations (e.g., NASA, National Space Association). The study will conduct virtual face-to-face interviews, using a semi-structured interview approach. Collected data will be transcribed and analyzed using a qualitative computer software program. Data analysis will include a series of coding processes, including open coding, to develop the themes, axial coding, to further identify sub-themes, and selective coding to choose themes for interpretation and developing grounded theory.

Expected Results/Discussion/Implications

By focusing on space tourists who have already engaged in space tourism activities, this study will identify primary motivations and barriers that could influence their decision to engage in space tourism. In addition, the study will identify possible negotiation strategies that could assist in overcoming the barriers. Furthermore, by integrating the findings of motivation, constraints, and negotiation, this study will develop a conceptual framework that describes space tourists' decision-making process.

EFFECTS OF INFORMATION EXPOSURE, EMOTIONS, AND SELF-EFFICACY ON RISK PERCEPTION AND TRAVEL INTENTION AFTER THE COVID-19 PANDEMIC

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Introduction

Living in the information age, people acquire knowledge from various sources. These resources can play key roles in individuals' perceptions during disease outbreaks (Han et al., 2014). Especially amid COVID-19, risk perceptions are critical in determining individuals' behavioral intentions (Luo & Lam, 2020). Researchers have investigated the effects of risk perceptions on individuals' behaviors (Bae & Chang, 2020; Dryhurst et al., 2020; Golets et al., 2020). However, little is known about how information sources (e.g., mass media, social media, and interpersonal communication) and self-efficacy influence people's risk perceptions and, in turn, their intentions to travel after the COVID-19 pandemic. Alongside the significant role of risk perception in travel intention, negative emotions play a key part in perceived risk (Slovic et al., 2007). However, few have explored individuals' emotional responses (e.g., anger, fear, and anxiety) to information obtained via different communication channels. Therefore, the study aims to examine the effects of information sources and self-efficacy on tourists' risk perceptions and travel intentions after the COVID-19 pandemic; and identify the roles emotions play in the relationships between information sources and risk perception.

Methods

A self-administered questionnaire was designed by using Qualtrics. All items were adapted from earlier research and scored on a 7- point Likert scale. The target population encompassed people who were over 18 years old and had lived in the United States for the past year during the COVID-19 pandemic. Online surveys were distributed via Amazon Mechanical Turk. The hypothesized relationships among mass media exposure, social media exposure, interpersonal communication, emotion, self-efficacy, risk perception, and travel intention were tested using partial least squares structural equation modeling. SPSS and SmartPLS software packages were used for data analysis.

Results/Discussion/Implication

Results demonstrated varied impacts of information sources on people's emotions and risk perceptions. Mass media exposure significantly influenced individuals' emotions (fear, anger, and anxiety) and risk perceptions, whereas social media exposure and interpersonal communication each had no direct impact on risk perceptions. Interpersonal communication had a significant effect on emotions; however, social media only influenced fear. Meanwhile, fear and anxiety each played a significant mediating role in the relationship between different information sources and risk perceptions. Unexpectedly, this study did not reveal a significant negative relationship between risk perception and travel intention after the COVID-19 pandemic. From a theoretical perspective, the study extends the tourism literature by building a theoretical link between psychology, communication, and tourism. Practically, findings offer service providers in the tourism industry a comprehensive understanding of individuals' risk perceptions and associated influencing factors, thus helping stakeholders develop recovery strategies.

THE EFFECTS OF ARGUMENT STREGNTH AND HOTEL ATTRIBUTES ON ONLINE REVIEW: THE COMPARISONS OF CLEANLINESS, SERVICE, AND LOCATION BETWEEN 3- AND 5- STAR HOTLES

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Introduction

Consumer review on hotel products plays an important role in hotel selection due to its special distance and waiting time between purchase and actual consumption (Hilbrink, 2017, Nieves & Segarra-Ciprés, 2015). In customer's perspectives, hotel attributes have been understood as an important determinant in hotel choice and hotel characteristics that create higher customer retention (Dolnicar & Otter, 2003). Thus, the hotel attributes are critical elements in online review because the customers normally pay more attention to a certain attribute when they read online reviews. In terms of research methods, most previous studies provide the patterns and trends of customer reviews based on the frequency of words and the relationship/proximity among key words, but these studies approaches fail to examine text characteristics and review's valence from online reviewers' perspective (Barreda & Bilgihan, 2013).

Given there has been little research on the impact of argument strength (i.e., valence) by using specific hotel attributes such as cleanliness, service, and location, we investigate how the valence of review score depending on the three different hotel selection attributes affects customers' booking intention.

Methods

The data collection procedure focused on college students in South Korea who have used online hotel booking website before. A total of 27 online reviews extracted from the respondents' ratings in terms of message valence (e.g., how positive or negative the review is) focused on three hotel attributes (i.e., cleanlinss, service, location) was used in the main survey. Each participant evaluated 9 randomly assigned reviews among 27 reviews. With a total of 233 participants, the research particularly examined the online reviews with regard to argument strength and hotel attributes (i.e., cleanness, service and location) dichotomizing the hotel types (i.e., 3- and 5-star hotels).

Results/Discussion/Implications

The results of this study provide invaluable perspectives into understanding the impact of relationship between argument strength and major hotel attributes in booking intention. We identified that the impact of location, and cleanliness in customers' booking intention is different according to hotel rating (three vs five hotels). The impact of the reviews itself in five-star hotels is relatively lower than three-star hotels because five-star customers can expect the higher quality in hotel products than three-star customers. In addition, as the result of hierarchical analysis, we identified that there is a significant interaction between cleanliness and service in affecting booking intention. It is confirmed that this specific interaction shows the most effective route to affecting booking intention in online review. Therefore, hotel marketing managers should seek for utilizing this effective route to reflect current impact of specific interaction of online reviews against competitors in order to increase room occupancy.

EXPLORING AMERICANS' INTENTION TO TRAVEL CUBA AS A MEDICAL TOURISM DESTINATION

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Introduction

Benefits earned from the global healthcare services and vacation opportunities to host countries have increased demand for medical tourism, a profitable type of tourism involving non-emergency medical treatment, contributing USD $74-92 billion spent by 21-26 million global patients in 2019 (Patients Beyond Borders, 2019). As a medical tourism destination, Cuba is an advantageous destination due to its easy accessibility to one of the main markets, North America (Connell, 2013). Nevertheless, due to the decades long US embargo against Cuba, studies on American perspective towards this destination remain scarce.

Existing literature indicates that prior experience and familiarity with a tourism destination predicts travelers' decision-making behavior (Huang, Gursoy, & Xu, 2014; Lam & Hsu, 2006). Moreover, previous studies validated the significant impact of demographic characteristics of tourists on their behavioral intentions (Batra, 2009; Kattiyapornpong, 2009; Newbold et al., 2005).

Considering the different nature of medical tourism from other tourism sectors in consisting of two components: health and tourism (Lunt & Carrera, 2011), this study aimed to investigate whether Americans' intention to visit Cuba for medical treatment differs based on their prior medical tourism experience, familiarity with Cuba as a medical tourism destination and demographic characteristics including gender, age, education, and income.

Methods

To collect the data of the study, a self-administered online survey was used via Amazon MTurk among American adults who are of age 18 or older. The scale measuring destination familiarity was adapted from Baloglu and McCleary (1999), and visit intention items were adapted from Lee, Han, and Lockyer (2012). All measurement items were rated by a 7-point-Likert-scale ranging from 1 as "strongly disagree" to 7 as "strongly agree". Past medical tourism experience was assessed by asking whether participants have ever travelled abroad to receive medical treatment. Demographic questions were given at the end of the survey. The study collected 353 qualified surveys. ANOVA was subsequently performed to test the study hypotheses.

Results and Implications

ANOVA results showed that older individuals, high-income-earners, and higher-educated individuals were more likely to engage in medical tourism in Cuba. In addition, Americans who were more familiar with Cuba as a medical tourism destination had higher intention to travel to Cuba for medical services. Unlike the expectation, experienced American medical travelers were more reluctant to travel to Cuba for medical treatment than those who had no prior experience. Finally, no significant difference in visiting intention was found between male and female participants.

This study not only advances understandings of medical tourist behavior which differs from that in public health and other tourism sectors, but also extends literature by identifying sociodemographic factors affecting medical tourism behavioral intention. The demographic characteristics, medical tourism experience, and familiarity with Cuba as a medical tourism destination of Americans help destination marketers and policy makers in determining target segments and marketing plans for this medical tourism destination.

THE CULTURAL ATMOSPHERE OF HISTORIC DISTRICTS AND ITS IMPACTS ON TOURISTS' MEMORABLE TOURISM EXPERIENCE

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Introduction

Culture and cultural atmosphere are crucial factors in the adaptive reuse and tourism development of historic districts. Despite worthy attempts, problems such as cultural distortion still exist due to insufficient understanding of cultural atmosphere (Yin & Wang, 2014). In fact, studies of historic districts have mainly adopted mature concepts and neglected the investigation of emergent yet promising concepts such as cultural atmosphere.

Cultural atmosphere could impact tourists' experience, particularly with cultural elements contributing to memorable experience (Chen & Rahman, 2018). Memorable tourism experience (MTE) is vital for its influence on tourists' post-tourism behavior and destinations' competitiveness (Coudounaris & Sthapit, 2017). However, the impact of cultural atmosphere on MTE in historic districts remains vague. In this study, we aim to examine the components and measurements of cultural atmosphere as well as its impact on MTE in the context of historic districts.

Methods

Data were collected in the context of Yongqing Fang, a typical historic district and now a popular tourism site located in central old town Guangzhou, China. First, 294 online comments were collected and 30 tourists were interviewed. These qualitative materials were performed with thematic analysis. With the help of previous studies and experts' opinions, an initial scale was set up to measure the cultural atmosphere of historic districts. Next, an on-site visitor survey was conducted, receiving 185 valid samples with overall profiles matching the actual tourist flow. Exploratory factor analysis was done and the scale was modified. Another survey with 328 valid responses was used to retest the scale and examine the possible impact of cultural atmosphere on MTE. Finally, a theoretical model was proposed and examined via structural equation modelling approach.

Results/Discussion/Implication

A 13-item scale with four cultural atmosphere factors (i.e., architectural space, interior layout, special performance and consumption mode) was developed. As for the impact of cultural atmosphere on MTE, the hypotheses were partially accepted. Architectural space, interior layout, and special performance positively affect MTE, with the first being the most influential. Theoretically, this study has developed a measurement scale for cultural atmosphere, providing reference for future studies on this important concept. Furthermore, it advances studies on MTE by establishing its linkage with cultural atmosphere. This study also has practical implications for urban renewal and adaptive reuse of historic districts. For example, special attention should be paid to architecture to stimulate visitors' MTE.

POD TRAVEL: AN EMERGING TOURISM TREND DURING COVID-19 PANDEMIC

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Introduction

Studies have revealed that travelers' public fear in relation to COVID-19 (Zheng, Ruo, & Ritchie, 2021), and thereby market demand has geared toward specific types of travels, such as outdoor activities, camping, and nature-based tourism. As the importance of public safety increase, pod travel has become a new trend in the tourism, referring to traveling with a group of people together throughout the itineraries by following safety guidelines, such as wearing a mask, quarantine, and social distancing, to minimize the risks (Levine, 2020). McKercher (1999) argued that tourism essentially functions as a chaotic and non-linear system due to its fragility toward externalities, such as crisis and disaster. Therefore, we aim to explain pod travel that occurred from the pandemic through chaos theory, which was originally introduced in mathematics.

Methods

The text mining methods of the Topic modeling was used to identify patterns and relationships among large and unstructured text documents in Twitter. In particular, Latent Dirichlet Allocation (LDA) algorithm has been proven to be an effective unsupervised learning methodology for finding different topics in text documents (Bolelli, Ertekin, & Giles, 2009). Tweets were analyzed through three parts: (1) data loading, (2) pre-processing, and (3) model building.

Twitter Premium API v1.1 and Python program code were used to obtain the tweets to compare public sentiments, experiences, perceptions, and behaviors about travel before and during COVID-19 (i.e., January 2019 vs. January 2021) using search keywords (i.e., travel OR trip OR tourism). In order to minimize the bias came out from different national situations, only English tweets were collected within the United States (using GIS). As a result, a total of 14,173 tweets were collected (206,024 words) during January 2019; whereas a total of 6,209 tweets were collected (92,315 words) during January 2021.

Results

Based on the result of topic modeling between two time periods of pre- and during- COVID-19, this study identified meaningful differences of keywords that describe tourism in Tweets. In 2019, before the outbreak of COVID-19, four topics (i.e., Impression and behavior, Destinations, Trip for youth, Sport events) were manifested; in 2021, during the COVID-19, 20 topics were found (i.e., Friend/Family birthday, Ski Trip, Visiting Friends & Relatives, Gameday, Trip for Youth, Road Trip, COVID & Air Travel, Trip Planning, Stay Home, Reminiscence, YouTube, Outdoor Activities, Bucket List, Weather-related, Social Media, Politics, Travel Pension).

The findings illustrate how COVID-19 brought mixed emotions to the public, in addition to the typical and monotonous feelings and sentiments regarding travel that was shown before the pandemic. Moreover, many topics during the pandemic reveal the key characteristics of a pod travel, such as road trips, outdoor activities, and nature-based tourism with family and friends. The emerging trend of pod travel seems prominent among public as most of keywords were not observed before COVID-19. Along with phenomena directly related to travel, other novel trends were also discussed, such as politics and YouTube that COVID-19 influenced in relation to travel.

TRAVEL INSPIRATION IN DAILY LIFE: WHERE DOES THE IDEA COME FROM?

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Introduction

Inspiration is a motivational state that compels individuals to bring ideas into fruition, which is characterized by evocation, transcendence and motivation (Oleynick et al., 2014, p.1). Inspiring customer is an emerging topic in marketing literature that draws increasing attention due to its importance in the customer journey, but this concept has received little research attention in tourism literature. As inspiration is passively evoked by external stimuli, the occurrence of inspiration depends on inspiring sources (Böttger et al., 2017; Thrash & Elliot, 2003). In the tourism context, although the information sources used by tourists to search for information in the trip planning stage has long been a focus of previous studies (e.g., Fodness & Murray, 1999; Sun et al., 2020). However, little is known about where and how people can get travel inspiration without an explicit travel plan (Gretzel, 2021). Meanwhile, Chinese millennials (born between 1981 and 1999) are recognized as one of the most promising customer segments of existing and future tourism (Ni, 2020; Shi et al., 2020). With a significant number of 415 million people and growing spending power (Folmer et al., 2019), they could be the backbone in the recovery of the global tourism industry in the post-COVID 19 periods. Therefore, this study takes Chinese millennials as the target group, exploring how people experience travel inspiration in real life and identifying their sources of inspiration.

Methods

To explore the unknown terrain of travel inspiration, this study employed a qualitative method and interviewed 20 Chinese millennials regarding their inspiration experiences in their previous trips or future trip plans. Recruitment of interviewees based on the criteria that they have experienced travel inspiration at least once in the recent two years. Interviews were repeated until the information collected reached the point of 'data saturation' (Guest et al., 2006). After the completion of all interviews, the recordings were transcribed verbatim and thematic analysis was used to identify thematic categories regarding inspiration sources. To enhance the reliability and consistency, two other scholars were invited to participate in coding independently and achieved agreement on the themes.

Results/Discussion/Implication

Travel inspiration happens unexpectedly and spontaneously in people's everyday life. Rather than deliberately initiate inspiration, it is through serendipitous encountering stimuli that involuntarily results in a state of inspiration. Travel inspiration comes from a variety of "organic sources" (Gunn, 1972) in people's everyday leisure activities. Among them, Chinese millennials are more likely to get inspiration from daily social media browsing. When browsing social media and consuming digital content for hedonic and recreational purposes in daily lives (Kijek et al., 2020), they may unexpectedly encounter travel-related posts shared by their friends or other users and get inspired. This finding confirmed Carr's (2002) 'Leisure-Tourism Continuum' theory and "spillover" effects (Wang et al., 2016). This study extended customer inspiration into a tourism context. Various social media channels identified in this study can be used by tourism and hospitality businesses to provide Chinese Millennials travel inspiration in the early stage.

THE CREDIBILITY OF ONLINE REVIEW: A REVIEW, SYNTHESIS AND RESEARCH AGENDA

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Introduction

Consumers nowadays evaluate the product/service and make purchase decisions largely based on other customers' online reviews (Zhang et al., 2010; Zhu & Zhang, 2010). However, review manipulation and fake review issues are getting more attention from both researchers and various stakeholders including customers, businesses, and online review platforms (Ott, Cardie, & Hancock, 2012). The credibility of online customers reviews deals with a larger picture involving motivation, antecedents and consequences, detection as well as the management responses of fake online review and review manipulation. For any specific online reviews, the credibility issue involves both the source credibility and content credibility. Moreover, these topics could be analyzed from different perspectives, which include different stakeholders and their cultural background, business type and product formats.

To the best of the authors' knowledge, previous works mainly explored the antecedents and consequences of fake review, without an overall analysis of the topics related to the credibility of online review. Thus, this study aims to fill in the research gap and explore the current literature on credibility of online review.

Methods

This study employed the following methods. First, the articles were searched and collected from two large academic databases: Scopus and Web of Science (WOS). An expansive list of search terms, such as "online review" "online consumer review" "online recommendation" "online WOM" "online opinion" "online comment" with "credibility" "credible" "trust" "trustworthy" "trustworthiness" "believability" "believable" "truthful" "reliability" "reliable" "quality" were used to build our initial pool of studies. We retrieved a total of 1,191 scholarly articles (specifically, 974 articles from Scopus and 217 articles from Web of Science) that have the keywords in either title, abstract or keywords sections in March 2021.

Then, several search and selection criteria were adopted in the study (Chang & Matrichis, 2016; Liao et al., 2011; Mariani et al., 2018). First, only full-length empirical and review articles that were published in peer-reviewed journals were included in the samples. Therefore, other articles such as editorials, working papers, reports, discussions, books and chapters were excluded from the analyses. Second, the study only included articles that were published in English. Third, following Paul and Rosado-Serrano (2019) and Dabic et al. (2020)'s suggestions, only articles published in journals with above 1.0 impact factor (2021 impact factor) were selected. At last, one of the authors manually inspected the titles and abstracts to further select articles that were actually dealing with the credibility issue of online customer review. The abstracts/articles were re-checked by another researcher individually to ensure the relevancy. Finally, 285 articles were selected for this study after removing the duplicated articles.

Future Research agenda

Future research could explore the impact of customers' different characteristics on the perceived credibility of the online reviews. These characteristics include customers' internet usage, skeptical or not, need for recognition, prior travel experience, and online community membership. More detailed agenda will be presented in the conference.

EERINESS OR RAPPORT: IN-GROUP FAVORITISM TOWARD MR. ANDROID IN SOLO TRAVELING

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Introduction

Robots are rising in hospitality industry. Many hospitability businesses have increasingly adopted service robots from robotic concierges in hotels to server robots in restaurants (Belanche et al., 2020a). The COVID-19 global outbreak further accelerates the use of service robots to ensure physical safety for both customers and frontline employees (Wan et al., 2021). In line with this rapid robotic transformation, anthropomorphized robots are now more preferred by hotels and restaurants in the hope that adding anthropomorphic features (e.g., name, body attributes, voice) to the service robots can improve the experiences for customers. However, anthropomorphism does not always generate positive outcomes and the effectiveness of this anthropomorphism is contextually complex. Therefore, anthropomorphism should be implemented cautiously and it is important to take a contextual view to understand and unfold the role of anthropomorphism in service robotics (Blut et al., 2021). On the other hand, the tourism sector has witnessed a booming of solo travelers who travel alone without companions in recent years, this particular segment then represents a promising and emerging tourism segment (Wilson, 2018). The COVID-19 pandemic becomes another driver of this tendency of traveling alone and it is projected that solo travel will continue growing rapidly even in post-pandemic period (Pfalz, 2021). The primary purpose of this study is to examine if anthropomorphized robots can really be helpful to improve traveling experience for solo travelers.

Methods

Study 1 used the secondary data from Google Trends by comparing four search terms (viz., “solo travel, “travel alone”, “travel with family”, and “travel buddy”) to prove the rise of solo travel in tourism (i.e., “solo travel” and “travel alone” terms are more interested by internet users) before and after the pandemic began. Study 2 employed a scenario-based experiment on MTurk (anthropomorphism: android as anthropomorphic condition vs. mechanoid as non-anthropomorphic condition) x (in-group favoritism: in-group vs. out-group) in the context of robotic hotel check-in to test the main and mediating effects.

Results

We reveal that anthropomorphic effect is indeed contingent upon one important boundary condition: in-group favoritism. When solo travelers perceive anthropomorphized robots as in-group members, this enhances social rapport to in turn foster service outcomes (e.g. satisfaction). In contrast, when solo travelers categorize anthropomorphized robots as out-group members, this elevates eeriness to subsequently hinder service outcomes. Our study unveils one critical boundary condition along with a dual mechanism to shed light on the use of anthropomorphic robots for solo travelers. This study thus provides timely implications for this growing tourism segment.

META-ANALYSIS OF THE RELATIONSHIP BETWEEN LEISURE CONSTRAINTS AND NEGOTIATION, MOTIVATION, AND BEHAVIORAL INTENTION: DO AGE AND CULTURE MATTER?

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Introduction

As travel constraints and quarantines limited mobility especially during the COVID-19 pandemic, the topic of leisure constraints has since emerged in the tourism industry. Leisure constraints are defined as the barriers preventing individuals from participating in certain leisure activities (Jackson, 1988). Although previous studies have already examined the relationship between leisure constraints and cognitive response, some inconsistent definitions and findings within the literature can potentially result in misunderstanding for practitioners and scholars. Thus, this meta-analytic paper examined the relationships among leisure constraints and negotiation, participation intention, and motivation to participate in travel with 27 correlation matrices from articles published in tourism journals over the last 20 years. Thus, the main purpose of the present study is to summarize and categorize previously published articles on this topic in hospitality and tourism. Additionally, the study aims to identify potential boundary conditions, such as age and culture, for the theorized relationship.

Methods

The coding section included two parts. Firstly, correlations were recorded or converted. If the study did not provide leisure constraints as a variable, correlations between outcomes and leisure constraints were calculated. Next, the study classified the observed variable into interpersonal constraints, intrapersonal constraints as well as structural constraints and also composited the latent variable from multiple observed variables within the same category to record the correlation. Additionally, sample size and demographic information, such as age distribution and nationality, were recorded. Two coders worked independently (initial interrater agreement:89%) and resolved disagreement before commencing meta-analyses.

Zero-order relationships were calculated using the random effect size model via meta essential techniques outlined by Suurmond et al. (2017). Multivariate meta-regression based on derived coefficients was utilized to compare the strengths of each dimension of constraints in proposed relationships. Additionally, moderator analysis and subgroup analysis were used to assess whether heterogeneity was caused by age distribution and the culture (Hunter & Schmidt, 1990).

Results/Discussion/Implication

The findings intuitively explained how leisure constraints will impact negotiation, participation intention, and motivation. Specifically, the result indicated that participation intention is negatively related to all three types of constraints, as intrapersonal constraints have the strongest effect. However, the effect of structural constraints on negotiation is positive and contrary to the direction of intrapersonal constraints and interpersonal constraints are not significantly associated with negotiation. For motivation, the results suggested that structural constraints significantly will enhance the motivation, as intrapersonal constraints have a stronger negative effect on motivation than interpersonal constraints. Moreover, the study identified that senior status (at least 50 years old) may weaken the effect of leisure constraints on negotiation. Further, the study compared the effect size differences between Westerners and Easterners, which concluded that travel intention of Westerners is impacted more by interpersonal constraints, and Easterners are impacted more by structural constraints and intrapersonal constraints.

Completed Research: Finance & Economics

CORPORATE SOCIAL RESPONSIBILITY, FINANCIAL PERFORMANCE, AND INSTITUTIONAL OWNERSHIP IN US RESTAURANT FIRMS

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Introduction

The restaurant industry is characterized as being highly risky and marked by low profit margins and fierce competition (Jogaratnam, 2017). To reduce risk and create a favorable reputation among the public, restaurant firms have implemented various corporate social responsibility (CSR) practices to generate competitive advantages and gain their social legitimacy. Instrumental stakeholder perspective (Donaldson & Preston, 1995; Garriga & Melé, 2004) suggests that firms with higher legitimacy find it easier to acquire necessary resources to operate effectively and satisfy their stakeholders, which in turn positively affects a firm's financial performance.

As environmental and social issues pose risks to firms, CSR is getting more importance for investors since potential concerns related to these issues cause investors to push managers to lessen risks (Dyck et al., 2019). Institutional investors, as dominant owners in many corporations, are regarded as an important factor in corporate governance that has potential to influence corporate management through their ownership (Gillan & Starks, 2003). In this respect, this study explores the relationship between CSR and financial performance while considering the role of institutional owners. Particularly, given institutional investors' unique orientation toward firms' performance evaluation, this study categorized CSR dimensions in regards to operation relatedness. Also, this study analyzed a specific dimension of the institutional ownership, namely institutional ownership concentration, considering the heterogeneity among institutional investors.

Methods

The sample of the current study encompasses publicly traded U.S. restaurant firms. The sample period was determined by the availability of CSR data given that the KLD STATS offer a firm's CSR ratings from 2004 to 2018. For coefficients estimation, this study adopted the panel regression analysis for addressing unobservable heterogeneity (Gujarati, 2009).

To examine the impact of institutional ownership concentration on the relationship between CSR activities and firm performance in the US restaurant industry, this study employed the Herfindahl-Hirschman Index (INST_HHI). And, as a dependent variable, the current study used a financial market-based measure (i.e., Tobin's q) (Wernerfelt & Montgomery, 1988). We classified a restaurant firms' CSR activities into two dimensions in research models which are operation-based CSR (OP_CSR) and non-operation-based CSR (NOP_CSR) (Lee et al., 2013).

Results/Discussion/Implication

This study found that both OP_CSR and NOP_CSR showed an insignificant main impact on Tobin's q. In terms of the moderating role of INST_HHI on the relationship between CSR activities and firm performance, the interaction term between OP_CSR and INST_HHI revealed a positive impact on Tobin's q. The findings of this study highlight that good control mechanisms by institutional investors with less conflicting interests are beneficial for a restaurant firm's CSR performance only when CSR activities are associated with core operations.

REVENUE MANGAMENT PRICING: THE CASE OF RATE DISPARITY ACROSS ONLINE DISTRIBUTION CHANNELS

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Introduction

Hotel rate parity is the revenue management practice of maintaining consistent room rates across all distribution channels (Gazzoli & Palakurthi, 2008). However, online travel agents (OTAs) aiming to attract customers often introduce rate disparity as they quote lower rates. Given rate parity, customers are less likely to seek lower rates for the same hotel room across different channels (Law et al., 2007), while rate disparity motivates customers to search, compare and purchase at lower rates (Noble et al., 2005). Thus, the rate disparity could intensify consumers' searching behaviors, and consequently reduce the OTA's revenue (Sharma & Nicolau, 2019), or, alternatively, have the opposite net impact of a desirable revenue increase if the practice "succeeds" in generating higher net income for the hotel (after OTA commission).

Motivated by this complexity, outcome-uncertainty and the importance of the parity issue, this study aims to better understand aspects of the room rate parity/disparity universe. Specifically, using a sample of 900 hotels, it investigates the level of rate parity enforcement in 30 major tourist destinations in different countries, and rate disparity determinants. The study contributes to the theoretical understanding of this complex revenue management domain by being first to empirically explore what contextual factors might be associated with different levels of rate disparity across distribution channels.

Data & Methods

A sample of 30 hotels in each of the 30 destinations was randomly drawn from a list of top 200 hotels listed on Google for that destination. A total of 3,144 quoted room rates were recorded between November 2020 and Jan 2021

The study introduces the Rate Disparity Index (RDI), calculated as the percentage difference between the highest and the lowest observed rates for each hotel across their distribution channels. RDI is set as the dependent variable, and the independent variables included the hotel's tier, age, size, affiliation, and number of distribution channels. The destination was set as the cluster (level 2) variable. The rate disparity enforcement was tested within, and between, the clusters. A multivariate linear regression model and a multi-level regression model were fitted to the data (SPSS®, v26).

Results/Discussion/Implication

The average RDI among the 900 randomly sampled hotels is 24%, and 199 of them have an RDI of zero (perfect rate parity). Brand affiliation, hotel tier and number of distribution channels were found to be significant predictors ($p<0.001$) of rate disparity. Specifically, within the destination, chain hotels have an 11.3 percentage points smaller RDI than the independents; Medium and high tier hotels impact on RDI is smaller by 14.4 and 17.2 percentage points respectively compared with the low-tier benchmark, and each additional OTA the hotels uses adds a 2.9 percentage point to the hotel's rate disparity. Finally, refuting common beliefs that countries and regions differ considerably when it comes to their price parity "environment", this study finds no difference in this regards - the impact of the contextual factors on the RDI appear to be consistent, and no country (destination) impact was detected.

HOW ECONOMIC AFFECT THE SCALE OF MULTINATIONAL HOTELS? EMPIRICAL ANALYSIS BASED ON PANEL DATA OF GUANGDONG - HONG KONG - MACAO GREATER BAY AREA

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Introduction

With the deepening of economic globalization, transnational operations have been common in various industries, such as the hotel industry. The Guangdong - Hong Kong - Macao Greater Bay Area (GBA), as a newly planned world-class city cluster in China, is one of the highest, most dynamic economic region of China openness. The problem of uneven distribution of multinational hotels in the region has been severe for a long time, while existing studies pay less attention to the economic reasons. Related research are needed to be conducted to fill the gap in this field. To bridge the research gap, this study aims to take the 11 cities from the GBA as the research objects, and explore the impact of city economic development on the scale of multinational hotels by using panel data.

Methods

Firstly, this study builds a panel data on the economic and the scale of multinational hotels among 11 cities in the GBA from 2000 to 2019. Among them, 8 items are used to measured 5 sub-dimensions: production, consumption, investment, diplomacy, tourism, and traffic. Secondly, following Lorenz (1905) recommendation, this study draws the Lorenz curve of the spatial distribution of multinational hotels, high-end hotels and mid-end hotels in 2000, 2005, 2010, 2015 and 2019. Finally, this study test the impact of the economic development to the scale of multinational hotels through correlation analysis and regression analysis by using Stata 15.0.

Results/Discussion/Implication

The Lorenz curves are all far away from the diagonal and has a relatively large curvature, indicating that there are significantly differences in the multinational hotels' scale in the different cities in GBA. The Lorenz curve of multinational hotels are found closer to the diagonal year by year, which means the weaken of the uneven distribution. Additionally, the comparative study have found that the uneven distribution of multinational hotels is more serious than that of high-end hotels and mid-end hotels.

The results of regression using the Spatial Dubin Model (SDM) show that the increasing of Per Capital GDP, Per Capital GNI, Foreign Direct Investment and Freight Traffic can facilitate the expansion of the scale of multinational hotels. Among them, the multinational hotels invested by the foreign countries focus much more on the consumption capacity in the host city. Firstly, the Per Capital GDP usually represents the production capacity in a region. The hotel industry is a comprehensive industry that requires the cooperation of other industries in the city, such as agriculture, industry, and entertainment. Secondly, the Per Capital GNI usually refers to the consumption capacity of people, which may affect the room occupancy rate and the revenue of the hotels. As for the Foreign Direct Investment, it can show the trend and environment of foreign investment. To sum up, production, consumption, and investment are the three core economic elements that affects the scale of multinational hotels in a city. What's more, there are some difference on the scale and influencing factors between multinational hotels and high and mid-end hotels.

PERSUASION IN RESTAURANT CROWDFUNDING: SIMULTANEOUS ROLES OF VISUAL IMAGE AND INDUSTRY EXPERIENCE

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Introduction

In restaurant startup funding, backers' trust is important and challenging to achieve by entrepreneurs because uncertainty exists (Yamagishi, 2011) and restaurant failure rate is high (Dunn & Bradstreet report, 2012; Parsa & van der Rest, 2017). The perceived trustworthiness of entrepreneurs by backers determines their support intentions towards the startup projects (Liang et al., 2019). Considering lack of industry experience is one of the main causes of restaurant failures (Parsa et al., 2005), entrepreneurs' prior industry experience can be a game changer for restaurant crowdfunding performance.

Crowdfunding has been actively used as a fundraising alternative for restaurant startups, however, scant research has been conducted. Drawing on the elaboration likelihood model (ELM) and commitment-trust theory, this study examines if visual trustworthiness cues (peripheral route) together with the information of entrepreneurs' professional experience (central route) can persuade backers to trust the restaurant startup project by offering monetary support. This study is the first research examining the relationship between visual trustworthiness and crowdfunding performance, filling the literature gap about persuasion in restaurant crowdfunding and extends the ELM to include trust cues in reward-based crowdfunding setting.

Methods

This study conducts multiple regression analyses using information on existing crowdfunding projects on Kickstarter platform (http://www.kickstarter.com) by examining 2,431 existing restaurant projects launched within the United States from April 2010 to January 2021. The research operationalizes (1) backers' trust behavior toward the crowdfunding project by using the ratio of funding pledged and funding goal (log-transformed), (2) entrepreneurs' professional experience by using a binary variable to indicate whether the project pitch has the information of previous industry experience and, (3) visual trustworthiness by using another binary variable to indicate whether the project main image include logo or face cues. Eight variables (e.g., project duration, "Project We Love" or not, etc.) and year effects are controlled.

Results/Discussion/Implication

The results of the hierarchical regression models support all three hypotheses that both entrepreneurs' F&B experience and visual trustworthiness have statistically significant and positive influence on the restaurant crowdfunding performance separately; the presence of face or logo on the project main image strengthens the effect of entrepreneurs' industry experience on crowdfunding performance.

Theoretically, this study adds to the literature of persuasion in reward-based crowdfunding by being the first discussing the persuasiveness of visual trustworthiness in the context of restaurant crowdfunding.

Practically, this study encourages restaurant entrepreneurs to communicate with the potential backers by providing information of their previous industry experience on the crowdfunding pitch and face or logo visual cues on the project main image.

THE MACRO-POLITICAL FOUNDATIONS OF RESTAURANT ENTREPRENEURS' CROWDFUNDING ACTIVITIES

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Introduction

Entrepreneurs are vital economic agents of society because they stimulate the economy through improved productivity, job creation, and innovation. The present study aims to fill a lacuna of the current body of entrepreneurial policy research by exploring the effects of free market policy, social welfare policy, and the combination of those two types of policies on restaurant entrepreneurial activities in the U.S., adopting the theoretical foundation of agency theory. The present study applies two important goals of agency theory, incentive alignment, and risk-aversion mitigation to free market policies and social welfare policies respectively. The current study uses U.S. restaurant crowdfunding activities as a proxy for entrepreneurial start-up intention due to the following reasons: 1) many small and risky start-ups do not pass the fundraising thus would not be reflected in an official business registry, and 2) unlike other industries, the restaurant industry is not clustered around a handful of regions.

This paper examined the following hypotheses. 1) free market policies positively predict restaurant crowdfunding entrepreneurial activities. 2) Higher social spending positively predict restaurant crowdfunding entrepreneurial activities. 3) Free market policies and high social spending simultaneously bolster restaurant crowdfunding entrepreneurial activities.

Methods

The current study used panel data analysis with random effect to test the hypotheses. This study collected the entire restaurant crowdfunding projects between 2013 and 2018 on Kickstarter.com, totaling 2,431 projects. Stata 17.1 is used to tabulate the number of projects per state per year and resulted in 147 observations. For free market policies measures, this study utilized the regulatory index within the Freedom in 50 States index as a proxy. The index is currently available up to 2018. For social welfare spending measures, this study utilized all 50 states and their local welfare expenditures per capita for welfare from the U.S. collected from The Pew Charitable Trusts (*Fiscal 50: State trends and Analysis*, 2021). This study controls for state unemployment from U.S. Bureau of Labor Statistics (*U.S. bureau of Labor Statistics*, 2020) and fiscal balance for all 50 states (*Fiscal 50: State trends and Analysis*, 2021) based on prior literature (Solomon et al., 2021).

Results/Discussion/Implications

The results indicated that free market, high social welfare policies independently bolster restaurant crowdfunding activities. Free market and high social welfare policies also simultaneously improve those activities. This study utilized entrepreneurship as a proxy for risks to trigger the risk implication of the theory in an environment in which contracting problems are difficult to measure. Additionally, based on prior criticisms of agency theory being excessively narrow, this study utilized rarely used macro-policies in agency theory literature, using differed time frame and contract basis to present the richness and complexity of the theory.

Completed Research:
Human Resources & Leadership

THE IMPACT OF WECHAT USAGE ON HOTEL EMPLOYEES' WORK-LIFE BALANCE IN CHINA: AN EXPLORATORY STUDY

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Introduction

This paper uses the work/ family border theory to investigate the impact of WeChat usage in the Chinese hospitality industry. The mixture nature of WeChat reflects the multi-dimensional impact on diverse types of organizations and individuals.

WeChat, the leading social media application in China, had 1.225 billion active users in 2020. In both life and work, people use WeChat to communicate. For the hotel industry that pays more attention to service and communication, using WeChat and other mobile office APPs could improve communication efficiency. Because the hotel industry is made up of fast and open operations, it is more difficult for hotel employees to balance work and life when they use WeChat to tackle their daily work. Moreover, the use of WeChat could also negatively affect the well-being of hospitality employees. Therefore, this research aims to investigate how the use of WeChat affects the work-life balance of hotel employees, in order to propose WeChat optimization strategies for work-life balance at the organizational level.

Methods

This research adopted qualitative methods with the exploratory interpretative approach. A series of semi-structured in-depth interviews were conducted. 12 participants (6 males and 6 females) aged between 18 and 39 were recruited through purposive, convenience, and snowball sampling techniques. During the semi-structured interviews, face-to-face, online meetings, WeChat voice calls, WeChat messages, and phone calls were applied. Questions were prepared within the interview protocol, covering the following sections: 1) Current use of WeChat and a sense of work-life balance in the hospitality industry; 2) Impact of using WeChat on employees towards work-life balance; 3) Strategies to balance work and life under the impact of WeChat. The information collected was analyzed using thematic analysis.

Results/Discussion/Implication

We find that systematic strategies could be adopted to optimize the managerial process especially in terms of management of time and talents to diminish the ratio of turnover. To build a more harmonious and sustainable work culture, a different strategy would attract talents to be more faithful to the positive working environment and a more balanced work-life culture in long term. It is suggested to choose using work-based APPs such as WeCom and DingTalk to avoid the melting effect of WeChat which mixes life and work in terms of both time and content management.

In addition to contributing to the investigation of the usage of WeChat in the hospitality sector from both the work/family border theory and the perspectives of work-life balance studies, this study also has practical implications for the hospitality industry to be able to segment different departments and work projects based on their goals to customize their strategies towards a normalized using of WeChat and other mobile APPs in their work context.

STEREOTYPICAL ASSUMPTIONS IN HOSPITALITY LEADERSHIP: THE ROLE OF MASCULINE AND FEMININE GENDER ENACTMENT

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Introduction

Leadership is taken to be genderless (Carvalho et al., 2018); however, in its very definition are hegemonically masculine qualities (i.e., decisive, assertive; Eagly & Sczesny, 2019). Therefore, to be a leader and to be a hegemonically masculine man are aligned. Anyone can opt for a masculine enactment at work, but not all feel comfortable doing so.

Gender enactment is the behavior adopted by an individual that align with what society calls the ideal man or woman (Goffman, 1977). Leaders who enact masculine traits are perceived as more trustworthy and competent (Liu et al., 2020), while leaders who enact feminine traits are frequently considered not capable to be in a leadership position (Guillet et al., 2019). Men, women, non-binary, and transgender individuals can be masculine or feminine in their top management team (TMT) role (Dray et al., 2020).

The purpose of this study is to further the gender literature by combining role congruity theory (Eagly & Karau, 2002) and hegemonic masculinity (Connell, 1987) to investigate whether masculine and feminine leadership traits of top management team (TMT) members affect hospitality employees' perceptions of TMT trust and organizational attractiveness. TMT members and their characteristics signal whether the organization is fair and accepting of diverse candidates (Madera et al., 2019), creating a snowball effect of impression management to potential and existing employees.

Methods

The study used a 2 (gender enactment) x 3 (TMT composition) between-subjects experimental design. Gender enactment and TMT composition were manipulated by following the experimental procedures used in Prentice and Carranza's (2002) and Madera et al.'s (2019) studies. Participants were randomly assigned to one of six conditions: Mary or Robert had masculine (assertive; decisive) or feminine (compassionate; intuitive) characteristics, and the TMT composition was 3%, 23%, or 53% women.

Results/Discussion/Implication

A total of 186 usable responses were collected from current US hospitality employees and analyzed with a MANCOVA. Wilks' criterion indicated there was a significant interaction between gender enactment and TMT composition on trust and organizational attractiveness ($F_{4, 352} = 2.57$, $p = .038$). ANCOVA results revealed trust and organizational attractiveness were higher for a feminine enactment when TMT composition was 3% and 53% women while a masculine enactment was preferred when TMT composition was 23% women – the current industry norm.

This study explained that TMT members' non-observable characteristics (i.e., gender enactment traits) influence perceptions of trust and organizational attractiveness. Further, this study demonstrates that US employees' preference for masculinity is changing with the current LGBTQ+ social movements (Horak, 2019). This extends the hospitality management gender literature beyond surface-level to deep-level diversity.

THE POSITIVE IMPACT OF MOBILE APPLICATION ON EMPLOYEE WELL-BEING: A JOB DEMAND-RESOURCE PERSPECTIVE

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Introduction

Service has encountered a new transformation where service goes beyond customer-employee interactions and embedding growing customer-technology-employee interactions. In particular, customer ordering with mobile applications (apps) have increased significantly across service industries. However, research has yet to examine how such fundamental shifts in service ordering and delivery may influence frontline employees. Specifically, despite numerous studies examining mobile apps from customer perspectives, research from employees' perspective is missing. This represents a critical research gap as it is essential to understand all actors' (i.e., customers and employees) experiences in the resource integration process with technology (Kleinaltenkamp et al., 2012). Therefore, this research incorporates the impact of technology as a job resource grounded in the job demand-resource (JD-R) literature (Demerouti, 2020; Parker & Grote, 2020), and examines the neglected yet potential impact of mobile apps as job resources for employees.

Methods

The research uses mixed-method research design drawing upon the calls to utilize multiple methodologies in transformative service research (Ostrom et al., 2021). Study 1 employs an interview method using open ended questions with restaurant employees experienced with handling mobile orders. Taking a grounded theory approach, systematic coding including initial coding and axial coding process was performed to identify common themes (Ma et al., 2021). Based on the results of Study 1, Study 2 adopts a 2 (Customers' usage of mobile apps: Mobile orders vs. In-person order) X 2 (Order complexity: High vs. Low) scenario-based between-subjects factorial experimental design to assess how mobile orders may influence employees' efforts needed to perform jobs and well-being at work.

Results/Discussion/Implication

Study 1 identifies the three key variables, cognitive efforts, emotional efforts as the results of customers usage for mobile apps, which further affect employees' workplace well-being. A conceptual model was derived based on study 1's findings, and Study 2 empirically tests the hypothesized relationships in the conceptual model using a sample of 259 restaurant employees. The results suggested that customers' usage of mobile ordering reduces employees' cognitive and emotional efforts, which leads to higher levels of workplace well-being.

By doing so, this study contributes to both service innovation and the JD-R literature by advancing an understanding of the role of mobile apps as job resources from the employee perspective. The unique approach to link technology and employees' well-being also advances the well-being literature beyond the traditional factors at an individual or organizational level (Nielsen et al., 2017). The results of this study also offer implications to practitioners. Mobile apps should be embraced as a new fundamental shift in service delivery. Hence, managers should be aware of the role of mobile apps as a way to manage employees' psychological strains and their well-being in addition to their use as a marketing tool targeting customers.

DOES MINDFULNESS INFLUENCE CREATIVITY? THE ROLE OF EMPLOYEE EMOTIONS AND NATIONAL CULTURE

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Introduction

The current study focuses on three primary purposes. The first purpose is to investigate how the relationship between employee mindfulness and creativity is influenced by three distinct national cultures (i.e., Turkey, Philippines, U.S.). The second purpose is to investigate the mediation effects of two emotions, gratitude and envy, on the relationship between mindfulness and creativity. The final objective is to examine new critical job outcomes derived from creativity, including service recovery performance and error reporting.

Methods

The data for this present study were collected from three different countries: Turkey, Philippines, and U.S., to create a cross-cultural sample. Survey questionnaires were distributed in two different time waves to avoid common method bias. In the first survey (Time 1), employees were asked to evaluate mindfulness, gratitude, envy, and demographic information. One month later in the second survey (Time 2), the same employees were asked to rate their creativity, service recovery performance, and error reporting.

Results/Discussion/Implications

We ran a multi-group analysis on SmartPLS 3.3.3, and unveiled that mindfulness positively affects employees' creativity within the hospitality industry; however, this positive link is driven by different emotional mechanisms. The results show mindfulness has a positive relationship with gratitude in all three countries supporting H_{1a}. H_{1b} states gratitude will mediate the relationship between mindfulness and creativity, receiving support in the U.S., but not in Turkey or Philippines. On the other hand, mindfulness was negatively related to envy in all three countries, supporting H_{2a}. H_{2b} posits envy will mediate the relationship between mindfulness and creativity, receiving support in Turkey and Philippines, but not the U.S. The results also confirm the positive impact of frontline employees' creativity on two outcome variables being service recovery performance and error reporting across three distinct cultures, supporting H_{3a} and H_{3b}. The main theoretical contribution of this study lies in the emphasis on cultures. Past research on the mindfulness-creativity link was obtained via homogenous data from a single country (e.g., Ngo et al., 2020; Wang et al., 2021), where our study acquired heterogeneous data from three distinct cultures. This cross-border data enables us to generalize and interpret the results from a cultural standpoint. Next, although creativity has been a central subject of interest by management scholars for decades, little attention has been devoted to exploring how creativity influences performance outcomes such as service recovery performance and error reporting (Wang et al., 2020). This study is among the first to theorize and test the relationships between employee creativity and error reporting and service recovery performance in the service workplace. Our study also provides some insightful implications for practitioners in the service sector. Mindfulness training increases one's self-awareness to regulate negative emotions before the onset of more severe emotional responses (Malinowski & Lim, 2015). Therefore, managers should encourage mindfulness training among employees because it fosters emotion regulation to help overcome negative emotions and increase creative performance. Mindfulness training also exercises employee working memory to process new first-hand knowledge and develop creative solutions.

PERCEPTIONS ABOUT WORKING IN THE RESTAURANT AND FOOD SERVICE INDUSTRY, GENERATIONAL INFLUENCES, AND JOB SATISFACTION

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Introduction

A very large body of research has established job satisfaction as one of the most important work-related variables. This construct has been linked to organizational citizenship behavior (e.g., LePine, Erez, & Johnson, 2002), performance (e.g., Judge, Thoresen, Bono, & Patton, 2001), turnover (e.g., Spencer & Steers, 1981), and many other critical employee outcomes across a wide array of settings, including those specific to the hospitality industry (e.g., Way, Sturman, & Raab, 2010; Kong, Jiang, Chan, & Zhou, 2018; Yang, 2010). However, while we know a great deal about individual, job-related, and organizational factors that may be linked to job satisfaction, surprisingly little attention has been given to the potential impact of perceptions about the broader occupational context in which individuals work. Moreover, emerging research on generational influences in the workplace (e.g., Lyons & Kuron, 2014) suggests that work-related perceptions may vary across generational cohorts, and as such, one's cohort may reflect an important boundary condition that may influence the nature and relevance of industry-specific occupational perceptions for job satisfaction and related variables. Therefore, the purpose of the current study is to gain insights about the potential links between industry-specific perceptions about working in the restaurant and food service industry and job satisfaction, and the extent to which occupational perceptions and job satisfaction may vary across generational groups. Specifically, we propose that both positive and negative perceptions about the restaurant and food service "occupational climate" will be significantly related to job satisfaction (positively and negatively, respectively), and that both types of climate perceptions and job satisfaction will be stronger for Gen Y versus Gen Z employees.

Methods

We utilized a subset of the data (N=546 respondents who were currently working in the restaurant and food service industry at the time of the survey) that was gathered for the National Restaurant Association Educational Foundation's "Serving The Next Generation Of Restaurant Leaders" research project. The survey included 15 items that assessed both positive and negative perceptions about working in the restaurant and foodservice industry, a single-item indicator of job satisfaction, and measures of employee demographics, including age.

Results/Implications

The results from a series of regression analyses showed that both positive and negative occupational climate perceptions were significant predictors of job satisfaction. The main effects for positive and negative occupational climate perceptions were positive and significant (i.e., positive perceptions, β=.468, t=12.364, p<.01; negative perceptions, β=.119, t=2.785, p<.01). In addition, the proposed moderating effects were only significant for negative occupational climate perceptions (β=-.109, t=-2.280, p<.05). In sum, the findings that both positive and negative occupational climate perceptions were positively related to job satisfaction, and that the effects were more pronounced for Gen Y versus Gen Z employees, suggests a unique "love/hate" perceptions may evolve and reinforced with work experience.

PANDEMIC-DRIVEN TALENT LOSS: HOW ANGER AND FEAR AFFECT INDUSTRY TURNOVER INTENTIONS

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Introduction

Early in the COVID-19 pandemic, the US hospitality industry workforce experienced significant job loss via furloughs and job eliminations. Over a year later, the American hospitality industry is now facing a significant labor shortage.

Despite this, there is a dearth of literature explaining why furloughs and job loss due to mega-events can motivate employees to leave the hospitality industry. Using Lebel's model of fear and anger regulation (Lebel, 2017), this paper examines how anger and fear related to job status changes (i.e., being furloughed or laid-off) due to the pandemic, influence intentions to leave the industry.

Methods

The study examined management-level employees in the hospitality industry. Data for the study was collected using an MTurk survey of US hospitality employees who were recently laid off, furloughed, or still employed.

Fear and anger were measured using the fear and anger subscale of Izard's (1991) Differential Emotion Scale III (DES III). This was a 5-point Likert scale with answer choices ranging from "very much" to "not at all." Participants were asked to select responses on this scale in reference to their experiences of fear, anger, and related emotions, upon learning about the effects of COVID-19 on their job. In addition, items by McGinley and Mattila (2019) were used to measure hospitality industry turnover intentions.

Results/Discussion/Implication

Regression analysis was used to determine whether anger and fear were significantly correlated with work status, namely furloughs or unemployment. The study showed that employees who lost their job due to the pandemic felt more fear and anger than those still employed. However, mediation analyses revealed anger, but not fear, as the main driver of industry turnover intentions.

The current paper builds on the literature by demonstrating why job loss due to mega-events, such as the COVID-19 pandemic, can motivate employees to leave the hospitality industry. Furthermore, the results point to the pandemic being a problem for the entire hospitality industry, rather than a problem for individual organizations within the industry. This suggests that the hospitality industry must rebuild trust among its talent by communicating what was learned for addressing future events and how it plans to recover.

DON'T BLAMING THE VIRUS: EFFECT OF LAYOFF NOTICE FRAMING ON THE RELATIONSHIP BETWEEN LAYOFF AND SURVIVOR'S PROSOCIAL RULE-BREAKINGS

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Introduction

As a result of the COVID-19 pandemic, many hospitality organizations layoff their employees. Layoff notices were prepared to inform the general public and remaining employees (i.e., layoff survivors) of the layoff. While layoff had a significant influence on the victims (e.g., Chen & Chen, 2021), layoff survivors also suffered (Grubb, 2006). However, there is limited research on the best way to frame this layoff notice to minimize the harmful effect on layoff survivors. Drawing on the prospect theory, this study examines the joint effect of layoff and layoff notice message framing on survivors' prosocial rule-breakings via job uncertainty.

Method and Results

Pilot Study - 77 participants with the minimum requirements of working in the hotel industry at least 5 hours per week was recruited via MTurk. Participants consider the scenario as realistic (M=4.05>3, t[76]=13.55, p<.001). The layoff condition was related to participants' response on whether the hotel in the scenario would conduct a permanent layoff (Spearman r=.37, p<.001).

Mian Study - A total of 196 participants working in the hotel industry for at least 5 hours per week participated in the 2 (Layoff: yes vs. no) by 2 (Layoff message: uncertain-COVID framing vs. certain-non-COVID framing) between-subject scenario experiment. After reading the scenario, the participants were asked to rate their job uncertainty with the 9-item scale (Bordia et al., 2007) and the tendency of engaging PSB with a 15-item scale developed by Dahling et al. (2012).

The result shows that layoff messages positively predict the survivor's job uncertainty (B=-.70, p=.02). Uncertain-covid message increase survivor's job uncertainty (effect=.45, 95% CI=.03 to .86) compared to a certain-non-covid message (effect=-.25, 95% CI=-.67 to .16). Job uncertainty also mediates the indirect relationship between layoff and survivor's PSB when the layoff notice had an uncertain-COVID framing (effect=.45, 95% CI=.03 to .86) but not when it had a certain-non-COVID framing (effect=-.26, 95% CI=-.67 to .16).

Discussion

This study is one of the first studies understanding the effect of layoff messages. It also extends previous layoff research by showing that employees may engage in prosocial rule-breaking due to increased job uncertainty. This study also suggests that the organization should rethink before laying off their employees. "Blaming on the virus" is not a proper way to frame the layoff notice to the employees since it can further impact survivor's job uncertainty that furthers impact the prosocial rule-breaking in the organizations.

WHY WORDS MATTER: GENDER DIFFERENCES IN COMMUNAL AND AGENTIC LANGUAGE ON RESUMES

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Introduction

Social role theory contends that people derive gender-related stereotypes through role observations of the genders, and that these perceptions reflect the gendered division of labor and the gender hierarchy of our society (Eagly et al., 2000). A gender gap in management and leadership positions is a reality in the hospitality industry (American Hotel and Lodging Education Foundation, 2020; Catalyst, 2020). Little research has examined if gender stereotypes emerge in resumes, particularly in the way that men and women describe themselves on actual resumes. Thus, the goal of this paper is to examine if differences exist in the communal and agentic language that men and women use on their resumes by using resume materials from 136 (44 men, 92 women) actual job seeking applicants attending a hospitality industry career fair.

Methods

The participants were contacted via email to participate in our study in which they can upload their cover letter and resumes. A language content analysis program (Linguistic Inquiry and Word Count: LIWC) provided the percentage of words on each cover letter and resume that fell within the two categories: 1) communal words and 2) agentic words. The cover letters and resumes were analyzed separately. To establish the two categories of words, we relied on previous research examining communal and agentic differences in content coding (Madera et al., 2009). The percent of communal and agentic words in cover letters and resumes were calculated. The participants self-selected their gender, and age and tenure were used as control variables.

Results/Discussion/Implication

A 2-group (applicant gender: male, female) ANOVA with the agentic and communal words from both the cover letters and resumes as the dependent variables revealed that men and women describe themselves with language that aligns with gendered communal stereotypes, in line with social role theory (Eagly et al., 2000). The results specifically, showed that women did in fact use a higher percentage of communal words on both their cover letters and resumes than did men. This finding is consistent with research that shows that women are more likely to endorse feminine-related traits than do men (Donnelly & Twenge, 2017).

Contrary to expectations, no main effect of gender on the percentage of agentic language emerged. Although not hypothesized, the results showed that both men and women use more agentic language than communal language. This finding suggests that women are not necessarily conforming to stereotypes of being more communal than agentic and is consistent with research that shows that women are more likely to endorse masculine-related traits than they have in the past (Donnelly & Twenge, 2017). Men are less likely than women to endorse feminine-related traits. Lastly, the hiring process may represent a strong situation; similar to the effects of personality, this process may strengthen the expression of agentic traits (Cooper & Withey, 2009). This might explain why in our study we found gender differences in communal but not agentic words.

EXAMINING THE LANGUAGE AND IMPACT OF MANAGERIAL RESPONSES TO ONLINE EMPLOYEE REVIEWS DURING THE COVID-19 PANDEMIC

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Introduction

Hospitality companies are facing unprecedented needs and challenges in hiring employees due to COVID-19 (Ansell & Mullins, 2021). Potential employees are hesitant to return to the hospitality industry amidst the uncertainty associated with the ongoing pandemic (Bajrami et al., 2021). This increases the importance of online employee review platforms, which allow employers to post jobs (Corritore et al., 2020) and employees to post online reviews (Jung & Suh, 2019). Employees also post their negative organizational experiences on these platforms (Zhao, 2020). Although these platforms encourage organizations to post responses (Glassdoor, 2021), previous studies have yet to examine the impact of managerial responses on job seekers. Drawing on the transactional theory of stress (Lazarus & Folkman, 1987), we adopted a mix-methods approach to understanding the language and impact of managerial responses on job seekers.

Methods and Results

First, we conducted a text-mining study to analyze reviews and responses on Glassdoor using R-4.10. We used the list of hotel management companies in North America on HospitalityNet (HospitalityNet, 2021) and excluded companies that were not listed on Glassdoor or had no hospitality relative reviews. The text-mining result from 8313 reviews and 2514 managerial responses from 76 companies showed some differences in reviews and managerial responses between pre-COVID-19 and post-COVID-19.

Second, to understand the impact of managerial responses on job seekers, we recruited 375 U.S. hospitality workers on Amazon Mechanical Turk to finish a 2 (managerial response explanations: explanations vs. no explanations) by 2 (COVID-19 anxiety: high vs. low) between-subjects quasi-experiment. Participants self-reported their COVID-19 anxiety (Lee, 2020) and read a scenario that was randomly assigned to them regarding managerial responses to employee online reviews. They then answered questions related to situational blame (Richardson & Campbell, 1982), organizational attractiveness (Highhouse et al., 2003), and application intention (Highhouse et al., 2003). The result supported that explanations in managerial responses indirectly increase organizational attractiveness (indirect effect=0.02, 95%CI=[.001, .049]) and application intention (indirect effect=0.03, 95%CI=[.005 to .063]) through situational blame. COVID-19 anxiety weakens these indirect influences on organizational attractiveness and application intention.

Discussion and Implications

This study was among the first to understand the language and effect of managerial responses to negative employee reviews. Since organizations cannot delete negative reviews (Glassdoor, 2021), managerial responses may be the only way to mitigate the negative impacts of employees' reviews. This study expanded research on COVID-19 anxiety and showed its positive impacts on the recruitment process for hospitality employers. Practically, we recommend organizations provide personalized explanations to negative employee online reviews to mitigate the harmful impact of negative online employee reviews post-COVID-19.

BE MINDFUL OF THE WORD CHOICES YOU USE IN JOB POSTING: EVIDENCE FROM LINKEDIN

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Introduction

The growing popularity of social media with technological development has transformed the way employers and job seekers communicate with each other (Ladkin & Buhalis, 2016; Madera, 2012). LinkedIn, the largest professional social media platform, provides effective recruitment features, such as customized job postings and online applications (Krings et al., 2021). When making job posting on social media, recruiters have mainly concentrated on providing detailed job information, such as skills or responsibilities of a job position, to attract qualified and suitable job candidates (Ahsan et al., 2013; Dineen et al., 2007). However, the word choices when delivering detailed information in job postings have received little attention. Choosing the proper words is important as different psychological dimensions of language style in each word generate different attitudes and behaviors to the information (Farshid et al., 2019; Pennebaker et al., 2003; Stoutenborough et al., 2016).

To fill the gap, this research aims to answer the research question "Do different linguistic styles in job posting influence the number of job applications in LinkedIn?" In specific, this study draws upon language expectancy theory (LET) which implies that individuals determine the persuasiveness and credibility of information based on their expectations about language usage in the information (Burgoon & Miller, 1985).

Methods

The present study collected 19,290 job postings in 1,744 hotels distributed to the top 25 markets in the United States, New York, NY and Dallas, TX. To effectively obtain the job postings in LinkedIn (https://www.linkedin.com), we developed a customized web-crawler using Python.

Four psychological dimensions: analytical thinking, clout, authenticity, and emotional tone of language style, as independent variables, were calculated by the percentage of words that indicate the four dimensions in each job posting via content analysis software (Farshid et al., 2019; Pennebaker et al., 2015). As a dependent variable, the number of job applications was measured by counting the actual application number in each job posting. Five control variables (i.e., job title, employment type, functions, and length and readability of job posting) were included because they may influence the number of job applications (Fang et al., 2016; Thoms et al., 2004; Yen, 2017).

Results/Discussion/Implication

The quantile regression result shows that all four language styles of job postings were significant at the significant level of .01, at 75th quantile, where most of the actual applications occurred. It implies that job postings' language styles contribute to the application behaviors of job seekers. Analytic and authentic related words are negatively associated with the number of applications. Conversely, words related to clout and positive emotion have positive associations with the number of applications.

Our findings contribute to the hospitality literature by demonstrating language styles in job posting affect job seekers' behaviors during the application, based on LET. Practically, the findings of this study offer recruiters the way of making attractive job postings by choosing the proper words.

Completed Research:
IT Adoption & Application

EXPLORING THE ROLE OF AUTHENTICITY ORIENTATION IN VIRTUAL REALITY

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Introduction

Nowadays, many organizations have kept an eye on the application of Virtual Reality (VR) to capture future tourists and offered various modes of VR product by which users can choose the VR mode that best fit for them. In tourism literature, it has been argued that people perceive authenticity in different ways such as realist, constructivist, and postmodernist authenticity when appreciating an artifact (Reisinger & Steiner, 2006; Wang, 1999).

Stepchenkova and Park (2020) develops a 24-item scale to measure individual's attitudes toward authenticity, referred as authenticity orientation, and the early tests of the scale indicated its predictive validity. However, whether the authenticity orientation can be still valid in a virtual space as it does in the real world remains unclear. The main purpose of this study is to investigate whether authenticity orientations could exert influence on users' perceived authenticity of tourist objects, sites, and attractions in a virtual space.

Methods

In a pilot study, 2 (Mode of VR: monoscopic vs. stereoscopic) x 2 (Museum settings: indexical vs. iconic) experiment was performed to examine the role of authenticity orientation in a virtual environment. Two virtual museums were used as research stimuli for this study. A virtual museum of National Gallery in London was used as the indexical museum. For the iconic museum, National Museum of Modern and Contemporary Art of Korea (MMCA) be used. The two virtual museums can be accessed through either a computer or HMD device.

For data analysis, two-way ANCOVA analysis was performed for which the types of VR modes and museum settings as two independent variables, perceived authenticity as one dependent variable, and authenticity orientation score as a covariate were analyzed.

Results/Discussion/Implication

Authenticity orientation score ranged from 2.67 to 6.24 and the mean value of the score was 5.16. ANCOVA results indicate that the main effect of the VR mode was statistically significant: F (1, 12) = 4.67, $p = .05$, partial $\eta 2 = .28$. However, there was no significant effect of different museum settings: F (1, 12) = 2.84, $p = .12$, partial $\eta 2 = .19$. In addition, there was no statistically significant interaction between VR mode and museum settings on the perceived authenticity, whilst controlling for authenticity orientation score, F (1, 12) = 4.16, $p = .06$, partial $\eta 2 = .26$. The covariate was significant, F (1, 12) = 20.28, $p = .001$, partial $\eta 2 = .63$, indicating that authenticity orientation significantly influenced the dependent variable of perceived authenticity of the art paintings.

Given recent VR developments in tourism, this study explores whether the object-based authenticity orientation matter to user experiences in the virtual space. The result from the pilot study indicates that authenticity orientation can influence the degree of perceived authenticity in the virtual space. As one of the main limitations, each experiment in the pilot study was conducted in different places due to the pandemic situation. Therefore, in the main study, all experiments need to be performed in a same place with researchers' directions.

VALUES OF TOURISM LIVE STREAMING DURING THE COVID-19 PANDEMIC

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Introduction

Governments worldwide responded with stringent interventions during Covid-19 to maintain social distance, vastly reducing people's social and leisure opportunities (Banerjee & Rai, 2020; Courtemanche et al., 2020). Many people under the tension of the Covid-19 pandemic started using tourism live streaming (TLS) to deal with boredom and loneliness, since the real-time audio sightseeing and multiway interactions of TLS support vicarious access for leisure and social connection for the people during the crisis, without risking virus infection (Deng et al., 2021).

Despite its extensive use in people's quarantine time, gaps in the literature remain around the benefits of using TLS on people's lifestyle and psychological wellbeing during the lockdown. Especially little is known about the social and leisure value of using TLS in the context of Covid-19. Extant literature mainly examined the relationship between TLS and users' behaviors from a marketing perspective (e.g., Qiu et al., 2021; Zhang et al., 2021). The values people achieve from using TLS are under-explored. Insight into the benefits of using technology during the Covid-19 pandemic is needed to bridge the gaps in tourism literature. Against this backdrop, the objective of the present study is to explore the unique social and leisure values provided by TLS during Covid-19 epidemic from an affordance lens.

Methods

A mixed-method consisting of exploratory semi-structured interviews and text mining was used in the research. In the qualitative stage, adult participants who watched TLS at least once per week during the pandemic were selected for interview with a snowball sampling. Totally 20 adult participants were selected and interviewed, and each interview took 30–45 min. The research adopted an inductive method in line with guidelines suggested by Braun and Clarke (2006), processing the data via open coding, focused coding, and thematic coding.

Moreover, data of outdoor TLS sessions with destination sightseeing content from March 2021 to September 2021 were crawled in the quantitative stage. Text analysis was utilized for interpreting Tiktok data. The unsupervised machine learning model named Latent Dirichlet allocation (LDA) was employed in this study. Some unqualified data, such as missing content, weblinks, and repetitive data, were rejected in a pre-processing stage. Afterward, 200 sessions of TLS with 69195 comments were analyzed through LDAvis for visualizing the topic models.

Results/Discussion/Implication

This study indicated that TLS offers an IT-enabled interactive platform where people achieve social and leisure values with an affordance lens. Specifically, socializing with others and receiving particular social support (i.e., care and encouragement under Covid-19 tension) were reflected in the results as social values. Additionally, leisure values such as joy and leisure were identified in the dataset. Insights in the paper derive implications for both tourism academics and industry. Theoretically, this work sheds light on IT-human interaction in the Covid-19 context by focusing on social and leisure values of TLS, which filled the research gap of understanding TLS use from a user perspective. Furthermore, tourism practitioners can understand how TLS benefits people’s wellbeing during the crisis, assisting industrial professionals in designing desirable functions of the IT artifact for users.

VIRTUAL REALITY AND PERCEPTIONS OF DESTINATION PRESENCE

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Introduction

Virtual Reality (VR) developers have started engaging in a pleasure-oriented approach to reshaping the way prospective tourists plan for their trips and search for destination information. Despite the VR industry's skyrocketing adoption of emotional engagement, tourism marketing research on the emotional responses to advertising stimuli and its influence on presence and behavioral intentions is still in its infancy (Beck and Egger, 2018). Extending the previous tourism research on presence experience, the current study draws new insights by 1) identifying the media content factors in VR destination, 2) building upon Seth et al.'s (2012) presence theory to examine the emotional processes through which media content influences presence, and 3) using Triberti and Riva's (2016) theory to investigate the relationship between presence and behavioral intentions.

Methods

This study recruited 403 participants in the United States and asked them to watch a VR-based destination website. An online self-administered field survey was employed by using Qualtrics to collect data. All measurement items were adopted from previous research. This study followed Anderson and Gerbing's (1988) two-step approach to check the measurement model based on the initial confirmatory factor analysis and examine the statistical significance of each hypothesized association among the variables. In addition, this study adopted Baron and Kenny's (1986) four conditions to testify the mediating effects of emotional arousal and presence.

Results/Discussion/Implication

Based on structural equation modeling, results revealed significant impacts of media content including informativeness, aesthetics, and novelty on presence via emotional arousal, indicating emotional arousal is an important emotional response in VR tourism. Additionally, the study identified presence and emotional arousal as significant mediators in predicting four different behavioral intentions.

By integrating the presence models and the S-O-R framework, this study contributes to information technology and tourism destination literature in four aspects. First, the present study extends prior studies on presence theory and contributes to a better understanding of the emotional mechanism that explains the formation of presence. Secondly, this research identifies the role of media content in the interoceptive prediction of presence. Thirdly, emotional arousal is found to be an important emotional response when understanding why media content causes a significant effect on sense of presence. Lastly, this research confirms the direct effect of presence and emotional arousal on four different behavioral intentions in VR tourism marketing.

Therefore, this study provides empirical evidence to confirm the effectiveness of informative, aesthetic, and novel VR content in shaping users' presence and behavioral intentions in the emotional process. Further, the current findings highlight the need for more comprehensive approaches to integrating various facets of users' emotional mechanisms in the VR experience.

CUSTOMERS' ATTITUDE TOWARDS SERVICE ROBOTS IN HOTELS DURING THE PANDEMIC: ROLE OF PROFILE FACTORS

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Introduction

Several studies have suggested that different demographic factors influence customers' technology adoption behavior. While some studies have looked at the impact of profile factors on individuals' attitudes towards robots, research on the human perception of robots and their attitude towards using robots remains scarce. Several studies have suggested that different demographic and other profile factors influence customers' technology adoption behavior. Adopters are new technology tend to be male, younger, more educated, and have a higher income than non-adopters (Breakwell et al., 1986; Gist, 1987; Igbaria & Parasuraman, 1989). As a result of the pandemic the attitude towards robots could change. Many believe that contactless solutions and easy sanitization have become a norm and the attitude towards robots in industries will change. Seyitoğlu and Ivanov (2020), suggested that robots can be an auxiliary tool to ensure physical distancing and hygiene measures and boost the recovery of the hospitality industry. This study is very timely, as it looks at the customer attitude towards using robots in different parts of hotel operations during the pandemic.

Methods

Using a sample of 525 participants, this study investigates the differences of attitude towards robots in 5 areas of a hotel (front desk, housekeeping, room service, concierge and food and beverage) and the level of involvement of customers among different groups of each factor (age, gender, income level, education, and purpose of trip) towards service robots at hotels. MANOVA test was used to test the differences among different groups of each factor (age, gender, income level, education, and purpose of trip). Bonferroni adjustment was used for all univariate and multiple comparison tests. The p-values were adjusted to the significance level of (p-value=.05/6=.008). The Box's M test showed significant differences in error covariance matrices across groups. Therefore, the Tamhane T2 post hoc test was used. It is the most conservative test that is appropriate when error variances are not equal across groups.

Results/Discussion/Implication

We found that age, education, income level, the purpose of trip is associated differentially with attitude towards robots in 5 parts of the hotel (front desk, room service, concierge, housekeeping and food and beverage). Also, we found the same factors are associated differently with customers' technology involvement. Male, younger, more educated, leisure travelers and those with higher disposable income showed higher levels of positive attitude towards using service robots at hotels and higher level of involvement with service robots in all 5 areas of hotel operations during the pandemic.

CAN SERVICE ROBOTS BUILD INTIMATE RELATIONSHIPS WITH CUSTOMERS? A SOCIAL EXCHANGE THEORY PERSPECTIVE

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Introduction

Service robots have been adopted to deliver human–robot interaction experiences in service settings (Yoganathan, Osburg, Kunz, & Toporowski, 2021). The World Economic Forum (2018) reported that algorithms and machines are expected to create 133 million new positions and replace 75 million existing positions by 2022. The COVID-19 pandemic has further contributed to the adoption of service robots as an option to reduce human contact (Kim, Kim, Badu-Baiden, Giroux, & Choi, 2021). Scholars have forecasted that service robots will play vital roles in customer experience in the future (Tung & Law, 2017). However, little research has empirically explored the human–robot interaction attributes tied to relational and psychological states, which are critical to human interaction. The current study is among the first to extend social exchange theory (Homans, 1958) to the context of human–robot interaction along with relational and psychological states beyond relationships' comparative benefits and costs. Based on two empirical studies featuring two service robots (i.e., Pepper and Connie) in hotel settings, this research identifies human–robot interaction attributes (i.e., perceived intelligence, perceived social presence, and perceived social interactivity) and investigates the roles of relational (i.e., rapport and trust) and psychological (i.e., uniqueness neglect) states in consumers' evaluations of these attributes. Our results deliver key insights into how human–robot interaction attributes influence users' relational and psychological states and subsequent behavioral intention.

Methods

Our study sample was recruited from a wide-ranging panel on Qualtrics, an online research firm. We adopted two humanoid robots to ensure methodological rigor. A purposive quota sampling approach generated an equal representation of men and women, including 620 respondents in total (N = 310 each for the Pepper and Connie samples). Data were collected between July 21, 2020, and August 4, 2020. Study 1 referred to the Pepper robot to analyze structural relationships between constructs, whereas Study 2 focused on Connie to further test our conceptual model to improve external validity. All measurement items were adapted from previous research and modified to suit the current research context.

Results/Discussion/Implication

This research is among the first to extend the scope of social exchange theory to human–robot relationships. We provide robust evidence that service robots' capabilities can influence consumers' relational and psychological states, affecting behavioral intention. Moreover, this research is the first to empirically uncover a negative relationship between intelligence and customers' psychological resistance to service robots (i.e., uniqueness neglect) in a hotel context. Pandemic-imposed social distancing led hotel brands to use contactless services, including service robots, to complete previously human-executed tasks. Service robots are likely to deliver more services, calling for novel robot-led designs as machines continue to replace humans. Compared to traditional technologies (e.g., self-service kiosks), whose functional aspects are paramount, service robots with human–robot interaction attributes can complement human employees.

HUMAN OR ROBOT IN SERVICE ENCOUNTERS? UNDERLYING MECHANISMS AND BOUNDARY CONDITIONS TO CUSTOMER SATISFACTION

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Introduction

With the Artificial Intelligence technology built-in, robots can perform variety of tasks and socially interact with customers like service agents. Although optimal usage of robots has proven benefits in terms of reducing labor costs and employee turnover rate (Grewal et al., 2020), service firms are reluctant to fully replace human touch by service robot due to their lack of understanding on how customers assess their interaction with service robot versus human employee.

Although service robots can perform several physical tasks of human employees, they differ from human employees in their limitation in emotional expression and capacity to feel and sense (Belanche, et al., 2020), inferring customers' perception of high competence but low warmth towards interactions with service robots versus human employees. Gwinner et al. (1998) posited that customers expect more relational benefits in a true relationship with service provider than in a service encounter or a pseudo relationship. Therefore, this study objective is to examine the discrepancy between customers who have various relationship types with service provider in their satisfaction towards human versus robot service encounter. In addition, applying the role and script theories (Halpern, 1997), the study aims to investigate whether perceived warmth and perceived competence mediate the effects between the service encounter type and service satisfaction, and whether such mediations differ across relationship types.

Methods

A 3 (true relationship vs. service encounter vs. pseudo relationship) by 2 (human employee vs. service robot) experiment was employed to test the hypotheses. To manipulate the service encounter, participants were asked to imagine that they were going to dine in a restaurant and served by either service robot or human employee. The relationship type was manipulated based on scenarios in which participants could be loyal guests for years and recognized by a familiar service provider (true relationship) or stopped by a random restaurant during a trip (service encounter) or visited a restaurant they frequently patronized but could not recall service provider's name (pseudo relationship). Participants then rated their perception of warmth and competence of service provider, and service satisfaction at scales adopted from Cuddy et al. (2004) and Fiske et al. (2002), and Oliver and Swan (1989) respectively. The demographic questions, manipulation and scenario realism check were included at the end of the survey. The study population was individuals who were at least 18 years old and dined in a restaurant within past twelve months. Data were collected via Amazon MTurk and analyzed by SPSS software.

Results

The study collected 241 qualified surveys. Two-way ANOVA results confirmed no significant interaction effect between relationship type and service encounter type on customer satisfaction. However, the study showed that customers who have true relationship with service provider more likely satisfy with services than ones who have pseudo relationship.

The results of two analyses estimating the PROCESS macro model 7 of Hayes (2017) revealed moderated mediation of perceived warmth and perceived competence. The tests showed that human employee was seen warmer and more competent than service robot, resulting in higher customer satisfaction. The mediation effects of perceived warmth and perceived competence were found significantly stronger in true relationship than in pseudo relationship.

"COPING WITH E-SERVICE IN TIMES OF CRISIS": HOW CUSTOMERS COPE WITH ONLINE FOOD DELIVERY SERVICE DURING COVID-19

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Introduction

Due to the Covid-19 outbreak, numerous customers have shifted from offline to online purchases to avoid direct contact with others. According to Statista (2020), 31% of respondents in the U.S. stated that they used online food delivery services (OFDS; e.g., Uber Eats, Door Dash, etc.) instead of visiting offline restaurants due to Covid-19. The pandemic situation has cornered customers to use OFDS and numerous customers are still striving to adjust to the technology showing coping behavior. For instance, customers are trying to familiarize themselves with the navigation of functions or lack of communication channels of OFDS (First Orion, 2021). Such inconvenience can inhibit customers from reusing the technology and repurchasing food from the restaurant. Thus, it is important to understand how customers are coping with OFDS and what experiential values can trigger their intentions to continue using OFDS.

While numerous customers implement coping behaviors to adapt to OFDS, there has been a lack of study on the topic (Ciuchita et al., 2019; Baudry & Pinsonnault, 2005). Therefore, the current study examines customers' coping behavior of OFDS and how this impacts customers' perceived experiential value and continued intention to use OFDS based on the coping theory (Lazarus & Folkman, 1984). The study also applies compensation theory and suggests that perceived autonomy will increase customers' experience of OFDS because customers' free will and choice of food purchasing method has been constrained due to Covid-19 (Mandel et al., 2017). The objectives are threefold: (1) to identify customers' coping behavior of OFDS during Covid-19, (2) to investigate how customers' coping behavior influence their experience and continued intention to use OFDS, and (3) to assess the moderating role of perceived autonomy on the relationship between customers' coping behaviors and perceived experiential values of OFDS.

Methods

The study examined the proposed model through measurement model testing and structural equation modeling using AMOS. A total of 400 participants were recruited through Amazon Mechanical Turk using an online survey. Filtering questions were asked to collect data from participants who have used OFDS during Covid-19. Among 400 data sets, 45 responses were deleted after the validation check and assumption testing. The final data set was 355 responses.

Results/Discussion/Implication

The results show that Covid-19 has triggered customers' coping behaviors (i.e., problem- and emotion-focused coping behaviors) toward OFDS and this enhances customers' perceived experiential values (i.e., utilitarian and hedonic values) and continued intentions of using OFDS. The findings confirm that perceived autonomy of OFDS can increase the relationship between problem-focused coping and utilitarian value but not between emotion-focused coping and hedonic value. Based on the findings, the study emphasizes that how customers cope with new technology can lead to what experiential value they prioritize using the technology. The study also suggests restaurant operators continuously monitor customers' technology experience along with external factors like Covid-19 to find areas for improvement.

DETERMINANTS AND CONSEQUENCES OF ATTITUDE TOWARDS ONLINE HOTEL BOOKING

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Introduction

Internet plays a vital role for businesses operating in travel industry and their customers through offering an easily accessible and information-rich enviornment. Today, more and more travellers use the internet to find information for their holidays and book their hotel rooms. Moreover, the 2019 coronavirus pandemic (covid-19) has accelerated the shift towards a more digital world and increased the use of online purchasing channels. With this increased focus on online booking, it is important to undrestand factors driving customers intention to use online hotel booking channels. This study aims to examine the effect of compatibility, perceived usefulness, communicability, perceived risk and perceived playfulness on attitudes toward online booking. Moreover, this study tests the effect of attitude towards online booking on consumers' intention to use independent hotel website, chain hotel website and third party hotel websites.

Methods

Using amazon m-Turk, data was collected from 417 participants. Data was analyzed using partial least squares based structural equation modeling.

Results/Discussion/Implication

Results indicate that compatibility, perceived usefulness, communicability, perceived risk and perceived playfulness have a significant positive effect on attitudes toward online booking. Moreover, attitude towards online booking has a significant positive influence on consumers' intention to use independent hotel website, chain hotel website and third party hotel websites.

CHATBOT RESEARCH ON SERVICE CONTEXT: A BIBLIOMETRIC ANALYSIS

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Introduction

Chatbots, also known as artificial intelligence (AI) solutions, are a type of conversational agent that utilize text, pictures, voice, or all of them, designed to hold a conversation with a consumer using natural language processing (Bansal & Khan, 2018; Dale, 2016; Shum, He, & Li, 2018). Some of the benefits of using chatbots in service-oriented industries, such as ecommerce, medicine, education, finances and hospitality and tourism, are unconstrained availability, consistent outcomes, tailored recommendations, and personalized dialogues (Guzman & Pathania, 2016).

In hospitality and tourism, which is one the largest service-oriented industries, chatbots are used for online travel agencies, lodging, restaurants, airlines, and attractions (Hsu et al., 2017). The literature on chatbot research has been reviewed in a number of individual domains (Adamopoulou & Moussiades, 2020; Bulla, Parushetti, Teli, Aski, & Koppad, 2020; Calvaresi et al., 2021; Gentner, Neitzel, Schulze, & Buettner, 2020). However, little is known about the evolution of chatbots research in the service context. Hence, this study intends to provide insights into the development of chatbot service context research by using bibliometric and visualization analysis.

Methods

The development of scientific fields is often mapped with bibliometric analysis (Zupic & Čater, 2015). The backbone of such studies is the quality of the sample utilized. To identify the papers eligible for this study, a combination of keywords from the existing literature on chatbots is generated. The most popular name used in literature for this kind of technology is chatbot. The second groups of keywords use the keywords related to service industries and the service context, mainly dominated by the hospitality and tourism industry.

For the purpose of this study, the Scopus database was utilized, given its prestige and broad usage ability for bibliometric analysis in social studies. The Scopus database hosts a number of multidisciplinary databases, including Social Sciences and Computer Sciences (Elsevier, 2020). After data cleaning, the descriptive and network analysis of this study were performed using Excel and VosViewer visualization tool.

Results/Discussion/Implication

The first paper about this research stream appears in 2007, and the publications continue with an upward trend spiking an increase in 2016. The leading countries are the United States and South Korea, and most outlets for publications are conferences. Keywords reveal exciting trends about more specialized research in subgroups of the service context and with a shifted focus on the consumers' outcome variables. The analysis indicates opportunities for exciting research blending of the technical characteristics of chatbots with the consumers outputs and further to actual purchasing behaviors.

Completed Research:
Lodging Management & Service Quality

DOES BEAUTY ALWAYS PREVAIL? EVIDENCE FROM PEER-TO-PEER SHARING ACCOMMODATION MARKETS

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Introduction

The online peer-to-peer (P2P) sharing accommodation market, including Airbnb, encourages accommodation hosts to post profile photos to enhance interpersonal contact and social relations (Tussyadiah & Pesonen, 2016). As hosts are increasingly uploading profile photos, appearance-based discrimination has followed, resulting in the "beauty premium" phenomenon (Hamermesh & Biddle, 1994). Prior studies (Barnes & Kirshner,2021; Jaeger et al., 2019) have demonstrated that hosts with highly attractive profile photos tend to charge higher rates, leading to higher-priced Airbnb listings. However, does the beauty premium actually boost customers' intentions to make a reservation or their willingness to pay? This question remains to be addressed. It will also be interesting to identify the mechanisms behind these relationships.

According to evolutionary psychology, prospect theory, and consumption vision theory, this study sought to (1) examine if beauty premium effects exist in the online sharing accommodation context in terms of customers' booking intention and willingness to pay; (2) explore internal mechanisms of the above impacts from the perspective of customers' affective reactions (i.e., perceived enjoyment and perceived threat); and (3) test the moderating factors (i.e., hosts' reputation and host self-disclosure) of the above effects.

Methods

To achieve the above mentioned objectives, three experiments were designed. Study 1 was designed to test whether consumers' booking intentions were affected by the facial attractiveness of host profile photos through a 2-group (host facial attractiveness: high vs. low) between-subjects design. Study 2 was designed to test the moderating effect of host reputation on the effects of host facial attractiveness on customers' booking intention and willingness to pay via a 2 × 2 between-subjects design. Similarly, study 3 was designed to examine the moderating role of hosts' text-based self-disclosure. The mediating effects of perceived enjoyment and threat were tested in all these three experiments.

Results/Discussion/Implications

Our results revealed that customers were more willing to book and to pay more for accommodations operated by hosts with high facial attractiveness Hosts' facial attractiveness could increase customers' booking intentions and willingness to pay through enhanced anticipated enjoyment and lowered perceived threat. Additionally, the host reputation and self-disclosure could moderate the effects of host facial attractiveness. This research contributes to the literature on beauty premium in the context of shared accommodation and provides valuable insight for stakeholders.

POLITICAL TRUST OF HOTEL EMPLOYEES IN STSTE/LOCAL GOVERNMENT DURING COVID-19

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Introduction

Nunkoo (2015) defines political trust as "citizens' beliefs that the political system or some of it will produce preferred outcomes even in the absence of constant scrutiny" (p. 623). Political trust is essential to establish both the legitimacy and the effectiveness of the democratic government (Mishler & Rose, 2005). It is a key factor for the effective implementation of public services (Christensen et al., 2020), public compliance, and successful risk management (Marien & Hooghe, 2011). Political trust becomes even more crucial during times of uncertainty when people lack the knowledge necessary to make decisions (Siegrist & Cvetkovich, 2000). However, the decline of trust in government has been a concern in recent years.

Even though the political trust has been extensively researched in economic development (Wang, 2005), compliance (Marien & Hooghe, 2011), public participation (Fennema & Tillie, 1999, 2001), and risk management (Earle, 2010), political trust in the context of hotel management has been an under-researched area (Nunkoo, 2015). Since the government has the primary influence over policymaking (Bramwell, 2011), there is a need for further research on the role of government (Bramwell & Lane, 2011) and political trust (Nunkoo, 2015). Because of the declining political trust (Newton et al., 2018), policy compliance (Wright et al, 2020), and ongoing anxiety over personal and job security (Hu et al., 2021), the proposed study is timely and relevant.

Methods

The target population of the study is the hourly hotel employees working in the United States, in a front-line position between 2020-2021. Data were collected from May 14, 2021, to May 21, 2021, using Amazon Mechanical Turk (mTurk). A total of 444 unique and complete responses were recorded. Before the purposed model was tested with structural equation modeling, the model was validated through Confirmatory Factor Analysis (CFA) using Partial Least Square estimation with SmartPLS 3.0.

Results/Discussion/Implication

The results suggest a strong relationship between trust in state government and support for their policies. Contrary to past research, the current study shows that the cultural theory of trust fails short to predict trust in institutions, at times of crisis. In line with past literature, institutional indicators, such as perceived performance and expertise of state government, were found to be the strong determinants of political trust (Campbell, 2004; Nunkoo et al., 2012).

Today, frontline hotel employees are exposed to a higher risk of infection and are expected to carry out tasks as essential workers (Stergious & Farmaki, 2021). Understanding the relationship between institutional trust and compliance is particularly important because frontline employees not only have to comply with COVID protocols but also enforce those protocols on the guests. As hotels start to pick up and employees come back, hotels are responsible to motivate their employees to get vaccines and keep adhering to set protocols. By understanding the relationship between institutional trust and compliance, hoteliers can better address this critical issue.

UNDERSTANDING SOUTH CAROLINA HOTELS' STRATEGIC ADAPTATION TO THE COVID-19 PANDEMIC: A GROUNDED THEORY APPROACH

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Introduction

The hotel industry's crisis management strategy has been mostly focusing on natural disasters. However, the COVID-19 pandemic has forced hotels to respond to the unprecedented disaster without a playbook. Even though there is evidence that the tourism and hospitality industry is slowly recovering, it is undeniable that the industry has been hit harder than some other sectors. According to a recent report from the South Carolina Restaurant and Lodging Association (SCRLA) (2021), COVID-19 has wiped out ten years of job growth in the hospitality sector. By December 2020, there were a total of 53,200 job losses in South Carolina, among which 43,500 were from the hospitality and supporting sectors (SCRLA, 2021).

South Carolina has faced a few crises in the past decade, including the flood in 2015 and Hurricane Irma in 2017, which repeatedly put the state in a vulnerable position (Insurance Information Institute, n.d.). For the hospitality and tourism industry, scant research exists on theoretical models focusing on crisis responses (Hudson, 2016).

So far, there is a lack of a holistic approach in examining strategic responses at various stages in the hotel industry. This study examines strategic decision-making following Faulkner's (2001) tourism disaster management framework to examine hotels' strategic adaptation to the COVID-19 pandemic at various stages. As many variables affected the decisions, the complexity becomes difficult to understand using structured questionnaires and employing quantitative analysis techniques. Grounded theory development offers a compelling alternative. This holistic approach better captures the complexities of managerial decision making by developing thick descriptions of behavior (Geertz, 1973, Glaser & Strass, 1967). Following McCracken's (1988) long interview method, interviews of hotel executives provide insights on understand hotels' strategic responses at various stages to the COVID-19 pandemic.

Methods

This study took a grounded theory approach as it is appropriate for the current study to conceptualize South Carolina hotels' strategic adaptation at each phase of the pandemic.

Following McCracken's (1988) recommendations, a set of loosely structured questions were developed based on previous literature in strategic adaptation. Probing follow-up questions were asked to better understand how informants felt while adapting to the various challenges. The interview protocol was structured to allow flexibility to probe based on the responses (Martin & Woodside, 2012). A total of 7 in-depth interviews were conducted with key hotel industry stakeholders across South Carolina. Transcripts were first coded manually by two researchers independently and then followed by data triangulation.

Results/Discussion/Implication

Overall, the results of the study contributed to current literature by understanding South Carolina hotels' strategic adaptation to the COVID-19 pandemic. The results revealed hotels' constant pivot and quick adaptation throughout each phase of the pandemic. It also provided empirical evidence and supported Faulkner's (2001) framework as each phase of the event was impacted by the lingering effect from previous phase.

LUXURY HOTEL MEMORABLE EXPERIENCES: THEMES ACROSS MANAGEMENT AND CONSUMERS

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Introduction

Much has been written on the transition from a goods-dominant logic (GDL) to a service-dominant logic (SDL) (Chathoth, et al., 2016). The current study draws from early theory suggesting a fourth logic-memory-dominant logic (MDL) (Harington et al 2019; Harrington et al 2021). While the idea that experiences create memories is not new and has been part of the early experience economy concept (Pine and Gillmore, 1999), the MDL model was drawn from multi-theoretical approaches to extend theory from a co-created experience to a continuum of logics with the goal of converting experiences to memories. The question of how luxury brands and hotels use this logic to facilitate memorable experiences lacks sufficient understanding in the literature and practice (Li, et al., 2021). In this study, qualitative analysis was used to provide a richer understanding of business logic used in the luxury hotel context and contrast perceptions by hotel leaders (based on in-depth interviews) and consumer experiences articulated on social media. Specifically, the study considers the point of view of both guests and management in the delivery of experiences in the full-service, luxury hotel.

Methods

This study utilized qualitative inquiry as the basis for examination. Data collection includes a mix of in-depth interviews and document analysis. Interviews were conducted with 14 managers at 13 luxury full-service hotels in the United States. For each hotel the 50 most recent reviews from Google and Trip Advisor were pulled. Interviews and reviews were descriptively coded as presented by Saldana (2016), intuitive themes were then identified. Reviews were additionally coded for sentiment (positive or negative) to facilitate greater insight.

Results/Discussion/Implication

Researchers identified 42 intuitive codes throughout the analysis of the manager interviews and consumer reviews. Codes were compared between the management and consumer sides and themes were identified. Guest reviews frequently highlighted the importance of specific employees to their experience. It was clearly evident that when employees were able to co-create experiences with the guests, following a dialogue, that the customers formed more favorable memories. Initial findings identified seven key results that appear to be essential for more favorable memories: hiring the correct staff and training them to be empowered, customization is key at the luxury level, paying attention to and responding to customer feedback, the atmosphere of the hotel is central to creating guest positive memories, negative experiences can create negative memories and decrease the value of the memories. The study presents valuable and applicable insights into the differences between managerial and consumer perceptions of luxury hotel experiences. The study also continues the evolution of the memory-dominant logic value proposition by examining what contributes to memory formation in the luxury hotel sector.

Completed Research: Marketing

RESTAURANT ADVERTISING: HOW COLOR SATURATION AS A VISUAL DESIGN STRATEGY AFFECTS CONSUMER RESPONSES

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Introduction

Restaurants often use food and food images in high color saturation to attract consumers. For example, on social media, the highly color-saturated unicorn food, such as Starbucks' Unicore Frappuccino, Dek Sen's Rainbow Crepe Cake, has been trending. While recent hospitality research has shed light on the color-related factors (e.g., hue) in servicescape design and persuasive communication (Siamionava et al., 2018), color saturation as a visual design strategy is not well understood despite its potential in leveraging advertising effectiveness in the foodservice industry.

Using the vision-facilitated taste imagery process as an overarching framework, this research examines how color saturation influences consumers' purchase intention in the context of restaurant advertising. Specifically, we propose that presenting food images in high (vs. low) color saturation is likely to boost consumers' purchase intention through heightened freshness and tastiness perceptions. Moreover, we empirically investigate the important boundary condition of far versus close visual distance in Study 1 and the boundary condition of solo versus group consumption in Study 2.

Methods

Study 1 was a scenario-based, experimental study with a 2 (color saturation: low vs. high) × 2 (visual distance: far vs. close) between-subjects design. 267 Mturkers completed this study. Participants were instructed to imagine that they were browsing through options on an online food ordering platform and came across a restaurant named Poke Kitchen (fictitious name) featuring their poke bowl, which image was used to manipulate color saturation (low vs. high) and visual distance (far vs. close).

Study 2 was a scenario-based, experimental study with a 2 (color saturation: low vs. high) × 2 (consumption context: solo vs. group) between-subjects design. 222 Mturkers completed the study. Participants were asked to imagine that they were browsing through Instagram posts and came across a post from a restaurant brand named Pizza City (fictitious name) near home. Participants in the solo [group] consumption condition were told they were to eat alone [with family] tonight. Color saturation was manipulated within the Instagram post.

Variables including purchase intention, perceived freshness, perceived tastiness, and hunger level (control variable) were measured in both studies.

Results/Discussion/Implication

In two experimental studies, we show that highly color-saturated images in food advertisements may leverage consumers' food evaluation and purchase intention through heightened food freshness and tastiness perceptions. Importantly, the positive effects of color saturation in restaurant advertising are bounded by visual distance (far vs. close) and consumption context (solo vs. group), such that the effectiveness of such a visual design strategy is attenuated when visual distance of food images is close or when group consumption is anticipated. Together, these findings provide important theoretical and practical implications for the design of advertising and sensory imagery in the restaurant industry.

META-ANALYTICALLY LINKING THE MARKETING MIX TO HOSPITALITY ORGANIZATIONS' PERFORMANCE

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Introduction

Long heralded as a key concept in marketing management, the marketing mix is based on the premise that organizations endeavor to achieve and sustain competitive advantages by fulfilling customers' needs. The marketing mix is a set of synthesized strategic tools that provide practical guidelines to enhance organizational performance. The elements of the marketing mix became the prevailing components in the operational marketing management literature. Although scholarly attempts have been appreciably made to identify underlying variables of the marketing mix, the insightful findings of the studies have far not been quantitatively synthesized. This current meta-analytic study provides conclusive evidence by synthesizing 185 effect-size estimates of 72 independent primary studies, reflecting slightly more than 29,000 internal stakeholders (i.e., employees, managers, and owners). Marketing trends were also explored by investigating the moderating effect of publication year on the relationships.

Methods

Throughout extensive search procedures, including search in journals and electronic databases, 491 primary studies were identified. Only studies that met defined inclusion and exclusion criteria were included in the current meta-analysis. The authors cross-checked the coded data to ensure the reliability of the coding procedure. Ultimately, the authors identified 12 predictors (five objective and seven subjective measures) representing the marketing mix and used Schmidt and Hunter's (2015) psychometric random-effect meta-analysis. Sub-group *z*-tests and meta-regression using weighted least squares were employed to examine market trends.

Results/Discussion/Implication

Three conspicuous patterns emerged. First, marketing expenses and franchising showed strong relations with organizational performance. Second, geographic expansion strategies at a large scope (vs. a relatively small scope) were more closely linked to market-based (accounting-based) performance. Lastly, subjective predictors had stronger relations with a competitive advantage.

Synthesized interpretation of findings also inspired the following implications. First, the top three most influential objective predictors were marketing expenses, franchising, and internationalization. More importantly, while the association between internationalization and organizational performance has strengthened every year, the association between franchising and organizational performance has weakened every year. Second, the three most impactful subjective predictors were quality control, strategic alliances with business partners, and market orientation. It is noteworthy that despite the vital role of strategic alliances in boosting organizational performance, its degree of association with performance has weakened after 2013. Third, brand image has emerged as a vital factor for enhancing hospitality organizations' performance after 2013. More specifically, the importance of brand image in fostering firms' profitability has been increasing every year. These identified findings provide critical insights into how hospitality organizations strategically allocate their resources.

ANTHROPOMORPHISM IN HOSPITALITY AND TOURISM: A SYSTEMATIC REVIEW AND AGENDA FOR FUTURE RESEARCH

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Introduction

This Anthropomorphism which is defined as "the tendency to attribute human characteristics to inanimate objects, animals, and others" (Duffy, 2003, p.180) is used to creatively position a brand or a product in a competitive hospitality and tourism market (Lee & Oh, 2019). Previous research in anthropomorphism suggests that the favorable perception of humanlike attributes in inanimate objects could lead to consumers' positive evaluation of anthropomorphic products or even services (Aggarwal & McGill, 2007; Huang et al., 2020). This is because people tend to routinely attribute human-like features to non-human entities (Epley, 2018). Such attribution assists consumers to create strong emotional connections between anthropomorphic products and themselves (Aggarwal, 2004). Thus, academic and industry are focusing on the potential of utilizing anthropomorphism in service experience and communication (Lee & Oh, 2019).

Given that anthropomorphism has a positive influence on consumer behavior, Murphy et al. (2019) address the importance of understanding the effects of anthropomorphism from theory development and industry implementation perspectives. However, despite the importance of anthropomorphism in the hospitality and tourism industry, there is a lack of effort in synthesizing the anthropomorphism literature. Thus, the purpose of this study is to present a systematic review of the anthropomorphism research in the hospitality and tourism literature from the past two decades to identify research streams in the literature and to propose directions for future research on anthropomorphism.

Methods

Leximancer is used to run content analysis on the author keywords, abstract, and the entire manuscript to provide a holistic, objective, and systematic review of anthropomorphism research in the hospitality and tourism literature. We also manually analyzed the literature to increase rigor in our data analysis process.

Results/Discussion/Implication

Three streams are emerged from the literature: *(1) Technology anthropomorphism; (2) Brand anthropomorphism;* and *(3) Product anthropomorphism*. The results indicate that brand anthropomorphism and product anthropomorphism are understudied in the hospitality and tourism literature despite their theoretical applicability and potential.

This study provides the first systematic review of studies about anthropomorphism studies in the hospitality and tourism literature. The present study extends the knowledge of anthropomorphism by presenting the findings and research streams of the current application of anthropomorphism in the hospitality and tourism fields. By identifying limitations in current literature and comparing it with anthropomorphism studies in other fields, this study further draws meaningful directions for future research.

HOW FOOD INFLUENCERS AFFECT FOLLOWERS ON YOUTUBE PLATFORM

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Introduction

The increased popularity of social media platforms has created a new delivery platform in e-commerce called social commerce. Its major feature is conducting various types of commercial activities on social media to take advantage of online social capital. Users of social media are encouraged to shared product information with their friends or sell product or services via social media. Datareportal (2021) reported that there were 68.75 million internet users and 72 million social media users in Vietnam in January 2021. Social media influencers are online celebrities that have a big number of followers across one or more social media platforms (such as YouTube, Instagram, Facebook, or personal blogs) and use their following to influence them. This study would like to see how food influencers affect their followers on YouTube platform.

Methods

The data was obtained from Vietnamese users through distributing questionnaires on social media platforms. the researcher had 205 final useable samples. Confirmatory factory analysis (CFA) was conducted to verify reliability and validity of each construct and all measurement items. Finally, structural equation modeling was conducted to verify the research hypotheses.

Results/Discussion/Implication

Eight hypothesizes were evaluated using SEM. The result showed that food influencers' credibility positively influences viewers' attitude towards the video. Food influencer content value positively influences viewers' attitude towards the brand. The results did not show the relationship between food influencer's credibility and viewers' attitude towards the video. Food influencer's credibility positively influence viewers' attitude towards the brand. Viewers' video attitude positively influences both their social shopping intention and social sharing intention. Viewers' brand attitude positively influences their social shopping intention and does not influence social sharing intention. This study's findings contribute to the marketing literature as well as the tourism literature. This study also analyses social functions offered by food influencers were divided into advertising content value and information credibility. Marketers consider influencers as a potential advertising partner to attract more customers.

INFORMATION OVERLOAD IN THE WINE CONTEXT

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Introduction

The rapid development of e-commerce provided consumers with unprecedented access to products, large amounts of product-related information, and marketing materials. However, these advantages could inflict behavioral and psychological burdens on consumers who shop online (Misra & Stokols, 2012). Consumers may feel disoriented in the circumstances with numerous options to consider (Tang et al., 2017). Companies should be careful with the amount of information they present to their consumers, as they risk triggering information overload (Soto-Acosta et al., 2014), the concept which refers to a condition when consumers are exposed to more information than they can process (Jacoby et al., 1974). There is a limit to the amount of incoming information that consumers can effectively operate. Surpassing that limit, consumers feel overwhelmed. Information overload also negatively affects the overall decision-making process, leading to frustration and stress (Mulder et al., 2006). The current study examined if product knowledge significantly moderates information overload perception and subsequent negative emotional state measured as stress and frustration.

Methods

One hundred and seventy-four adults of legal drinking age were recruited from Amazon MTurk. Respondents were asked to examine a wine tasting note and answer questions about their perceptions of information overload. Furthermore, respondents were asked to self-assess their levels of stress and frustration. Objective knowledge was tested as a multiple-choice test. A series of ANOVA's were conducted to analyze the data.

Results/Discussion/Implication

When testing the effect of wine knowledge on consumers' perceptions of information overload, respondents with higher knowledge about wine were more affected by information overload than respondents with lower knowledge group. One possible reason could be that more knowledgeable consumers are less dependent on external search (Barber et al., 2008), thus they rely on internal information or previous experience with a product. The following outcome provides an interesting perspective for further exploration in future studies.

Results also showed that the level of stress and frustration for respondents in the low knowledge group was significantly higher than moderate and high knowledge groups. Overall, perception of overload depends on appropriate information amount about the product and on how much consumers know about the product. These results could help online retailers create better product descriptions on their websites that align with their target audience and strategically develop marketing materials for better consumer experiences.

Information-rich environments have a substantial impact on consumer decision-making. Nowadays, online retailers constantly increase their assortments by searching for competitive advantages, subsequently creating tremendous loads of product-related information. Therefore, it is crucial to enhance the understanding of information overload issues. This research provides insights into when producers should expect to observe information overload with a strong influence on the consumer's levels of stress and frustration.

OVERLAPPING SEGMENTS FOR A STATE PARKS SYSTEM: A CANONICAL CORRELATION APPROACH

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Introduction

Market segmentation is an important strategic tool for nature-based tourism destinations such as National and State parks. A thorough segmentation provides critical insights on how to configure the park resources efficiently and design the park experiences to meet the needs of visitors and improve their overall satisfaction. The traditional assignment techniques of 'one tourist per one group' lack an application to the continuously changing market, and tourists may belong to several segments at the same time. This is particularly accurate for nature-based destinations, as the primary force to visit the park can differ from the activities that visitors engage in while in the park. In this study, we address this gap by employing the push-and-pull framework to create overlapping segments of visitors to a State Park system.

Methods

Data used in this study was collected as part of a larger "State Parks Marketing Research Study" completed in the Southeast part of the USA. The study employed a survey instrument with the pertinent section of the questionnaire covering the motivation factors (push=30 items) and parks' attributes (pull=37 items), measured on a 5-point Likert scale. 2822 responses were utilized for further analysis. A canonical correlation analysis (CCA) and an overlapping segmentation approach were employed. The CCA is a multivariate technique that allows simultaneous analysis of associations between two sets of variables by generating canonical variates-linear combinations of each set of variables in a way that maximizes the correlation between the sets.

Results/Discussion/Implication

The combination of canonical variates within the canonical function can be treated as product bundles, as each pair of canonical variates represent all variables in two sets. Thus, based on the combination of push and pull items that highly loaded on three canonical variates, the market segments were labeled: "Connecting with Nature", "Active Recreation", and "Family Bonding". The respondents were assigned to the defined market segments based on a comparison of the visitor's score and mean of each canonical variate. The results showed that a total of 1032 respondents belong to the first segment – "Connecting to Nature", 418 to the segment – "Active Recreation", and 737 to the segment – "Family Bonding". 1075 respondents were uniquely assigned to just one group. The magnitude of overlaps between the segments varied. Specifically, the "Family Bonding" segment has the most overlap with the other groups. On the other hand, the segment of "Active Recreation" had the least overlap, suggesting that the members of this segment are uniquely defined and display a high degree of homogeneity. Additionally, 75 visitors were found to overlap across all three segments.

The findings suggest that some visitors share the same motivations and the same preferences of State Park systems' attributes. Thus, park managers should refrain from assigning tourists to fit just one segment and target the potential visitors considering the substantial overlapping between groups. Overall, cross-marketing activities should be an essential part of the marketing plan to attract park visitors who do not belong to one segment exclusively.

A BUSY PERSON DESERVES GREAT TASTING FOOD: INVESTIGATING THE EFFECT OF BUSY MINDSET ON CONSUMERS' PLANT-BASED FOOD CHOICES

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Introduction

Plant-based foods refer to "a finished product consisting of ingredients derived from plants that include vegetables, fruits, whole grains, nuts, seeds and/or legumes" (Plant Based Foods Association, n.d.). The benefits of consuming plant-based diet have been recognized by experts and literatures (Eshel et al., 2019; Lawler, 2020). However, a recent report shows that many consumers lack the trust over the protein content and taste in plant-based food (Michel et al., 2021). This study aimed to identify effective marketing means to promote consumers' acceptance of plant-based food in the foodservice industry and explored the joint effects among busy mindset (busy mindset vs. control), temporal distance (lifetime vs. now), and message type (health vs. taste). Therefore, to explore consumers' acceptance of plant-based food, the objectives in this study are 1) confirm the positive effect of busy mindset; 2) investigate the interaction effect between busy mindset and temporal distance; 3) explore the joint effect among busy mindset, temporal distance, and message types; 4) confirm the moderated mediating effect of self-importance.

Methods

A between-subject full-factorial experimental design was used (i.e., 2 [busy mindset vs. control] by 2 [lifetime vs. now] by 2 [health-focused vs. taste-focused]). Respondents recruited via Amazon Mechanical Turk were randomly assigned to view one of the eight types of single-page color advertisements. Each respondent was then asked to answer questions that assessed busy mindset, temporal framing perception, message framing perception, attitude, purchase intentions, and demographics. A total sample size of 454 was utilized for data analysis. A three-way analysis of variance (ANOVA) was performed for the dependent variables, attitude, and purchase intention. A bootstrapping approach was adopted (PROCESS Model 12; Hayes, 2017) to test the mediating role of self-importance.

Results/Discussion/Implication

The results indicated that showing "lifetime" goals to participants with busy mindset or "now" goals to participants in control group triggered a higher mean value of attitude and purchase intention. When viewing taste-focused messages, participants showed greater attitude and purchase intention when they had busy mindset and were exposed to "lifetime" goals. However, when viewing health-focused messages, participants with or without busy mindset showed similar responses regardless of the "lifetime or now" goals were shown. Lastly, the mediating role of self-importance was confirmed between the independent variables and dependent variables. This study contributed several managerial implications for retailers/advertisers who aim to create effective advertising messages to encourage consumers to purchase plant-based food. This study also offers theoretical implications for academia by confirming the effect of busy mindset and its optimal conditions in promoting plant-based food and illustrating the mediating effect of self-importance.

IDENTIFYING CUSTOMERS' PERSONALITY BASED ON FACEBOOK MESSAGES

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Introduction

Messages on social media are an effectively approach to understand individuals' personality. Until 2020, there are 3.81 billion users to convey their messages via social media (Facebook, twitter, Instagram, and so on) (Dean, 2021). Based on Statista, Facebook is a pioneer in social media platforms with more than 2.85 billion users in 2021. Facebook conveys information and connect friends which show users' personalities with diversity via text, pictures, and videos. The big five factors theory (i.e., big five personality traits) is composed of extraversion, agreeableness, conscientiousness, neuroticism/emotional stability, and openness to experience/intellect (Mccrae & Costa, 1999). For instance, the big five personality traits influence individuals' behavior in the workplace. Employees with lower neuroticism easily generate satisfaction feelings with jobs, and employees with high extroversion present higher leadership ability (Florida tech, n.d.). Especially in the tourism industry, Leri and Theodoridis (2019) indicated that customers with higher intellection and conscientiousness are more inclined to revisit winery. Yarkoni (2010) also suggested that textual content is an effective tool to identify personality traits. However, although extant studies have investigated the linkage between individuals' personality traits on behavior via social media (e.g., Lee et al., 2014), limited scholars paid attention to assess personality via social media in the tourism and hospitality domain. The purpose of this study is to examine whether Facebook could provide convincible evidence of a tourist's personality attributes by comparing his/her communication/writing style on the platform and personality test result. The big five model (i.e., extraversion, agreeableness, conscientiousness, neurotics, and openness to experience) provides a theoretical framework for this research. This research paved a new research venue to identify tourists' personality through Facebook by taking advantage of big data techniques. It helps industry practitioners more in-depth understand their tourists and accordingly design effective communication strategies.

Methods

The secondary data from myPersonality project which was originally launched in the Facebook platform was adopted in present study (Stillwell & Kosinski, 2004). The self-report test results of five personality traits (i.e., neuroticism, agreeableness, extraversion, conscientiousness, openness) from volunteers who used Facebook were included in the myPersonality database. The 5-likert scale ranging from 1 to 5 were used to reflect the degree of every individual personality trait. Demographic information was also considered in analysis. Users' age was calculated from the date of birth of the volunteers. The users' age was classified into five groups including "20-30", "30-40", "40-50", "50-60", "60+", which were measured from "1" to "5", respectively.

Results/Discussion/Implication

This study discovers whether Facebook could provide convincible evidence of a tourist's personality attributes. The majority of the big five personality traits showed the significance difference among gender and age groups. A major contribution of the present study is to help restaurants to identify customers' personality traits from the words that they most frequently use on Facebook. Such an advanced approach could motivate researchers to further broaden the lexicons related to personality and this approach could be used in diverse e-WOM channels.

TOURIST PARTICIPATION IN VALUE CO-CREATION IN ONLINE TRAVEL COMMUNITIES: SOME ANTECEDENTS AND OUTCOMES

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Introduction

Tourists, as the travel online community members, interact with other users and the platforms to produce and consume knowledge simultaneously, making it a value co-creation process (Shu & Scott, 2014; Dolan et al., 2019). Value co-creation not only includes tourists' participation in online platforms (Zwass, 2010; Galvagno & Dalli, 2014; Priharsari et al., 2020), but also the initiation from tourists themselves or from the platforms. However, very limited studies have examined the value co-creation in online travel community context and the antecedents that promote the value co-creation. Based on social network theory and social identity theory, this study aims to examine how value co-creation in online travel community occurs and how value co-creation influences the knowledge transfer behavior.

Methods

An online survey was distributed to users in major Chinese online travel communities. The final sample included 584 completed, useful respondents. A 7-point Likert scale (1 = Strongly Disagree and 7 = Strongly Agree) for all items was used to measure the major constructs (e.g., value co-creation, embeddedness, community identity, knowledge transfer). The survey items of this study were based on extant validated scales. Demographic characteristics of users were also captured. The hypotheses were tested using partial least squares structural equation modelling (PLS-SEM).

Results/Discussion/Implication

The results showed that embeddedness had positive impacts on both tourist-initiated value co-creation and platform-initiated value co-creation. Community identity played a mediating role in the relationship between embeddedness and tourist-initiated value cocreation. Community support weakened the positive effect of embeddedness on tourist-initiated value co-creation, which means when users feel the support from online travel communities, their willingness to participate in value co-creation activities voluntarily decline. Tourist-initiated value co-creation activities could promote tourism knowledge transfer in online tourism communities. In contrast, platform-initiated value-co-creation activities showed a negative effect on tourism knowledge transfer. This study provides insights into the process of tourist participation in value co-creation and knowledge transfer in online travel communities, which benefits online travel communities' business practices.

HOW PHOTO RETOUCHING BEHAVIOR INFLUENCES TOURISTS' EXPERIENCE EVALUATION IN THE SOCIAL MEDIA AGE

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Introduction

The prevalence of photo editing has been widely recognized by researchers (Attril, 2015; Chae, 2017; Hancock & Toma, 2009). Specifically, people adjust the brightness, contrast, or saturation, add a filter, or retouch the detail to make the original photo look better. However, such a pervasive phenomenon has received limited academic attention. To fill the research gap, this study aims to investigate the impact of photo retouching and sharing behavior on tourists' experience evaluation. It will contribute to the existing tourism literature by revealing the role of photo retouching in tourists' experience reconstruction.

Study design and initial results

Study 1: Photo editing and destination experience evaluation

The study adopted a two-condition (edit vs. not edit) between-subject design to test the influence of photo editing behavior on destination experience evaluation. Participants who had a beach vacation in the past three years and had social media accounts were recruited from Prolific. Besides, they were randomly assigned to one of the two conditions. A total of 73 participants were recruited to test the pilot results. The independent sample t-test (editing strategy: edit vs. not edit) revealed that the effect was significant ($t = -5.405$, $p < .01$). Participants in the photo editing condition (M=5,89, SD=1.16) had a higher destination experience evaluation than those in the no-editing condition (M = 4.19, SD=1.22).

Study 2: Photo editing/sharing and destination experience evaluation

The study was a 2 (edit vs. not edit) x 2 (share vs. not share) between-subjects design. 121 native English speakers who have photo-taking experience when dining in restaurants participated in this study. One hundred thirteen participants (68% female) were retained after removing those who failed the attention questions. An interaction effect was observed but not significant ($F=1.526$, $p>.05$). Photo editing still had significant effect on destination experience evaluation ($F=37.233$, $p<.01$) although photo sharing did not show significant effect. Emotional arousal was also tested in the model as a mediator, which demonstrated significant mediating effect ($p<.01$) between photo editing and destination experience evaluation.

Conclusions and implications

This research makes the following contributions to the literature and practice. First, the study confirms the positive effect of photo editing on tourists' experience evaluation in diverse settings (i.e., tourism destination and restaurant). Secondly, the study reveals the underlying mechanism behind the main effect. The role of social media sharing and emotional arousal were uncovered. Practically, destinations could promote campaigns to encourage tourists to share photos with good quality and to increase tourists' evaluation of their experiences. However, this study only explored the general positive experience of tourists. Besides, restricted by the feasibility, this paper did not consider photos which include participants' selfies. The limitations offer enlightenments to future studies.

IS YOUR HOTEL BRAND LIKED BY POTENTIAL CUSTOMERS ON SOCIAL MEDIA? A DEEP LEARNING APPROACH

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Introduction

As photos and text become the primary medium for brands to communicate with potential consumers and increase social media brand engagement, a new research stream has emerged to examine the visual and textual content employing big data and computer algorithms. This study aims to investigate how pictorial and textual characteristics of hotel posts drive potential consumers' social media brand engagement. Specifically, this study intends to achieve the following objectives: (a) to extract the attributes of hotel photos posted on social media using deep learning methods; (b) to uncover the difference of pictorial content strategies among different hotel brands; (c) to gauge the factors which influence the user engagement by considering both visual and textual content. The findings advance the understanding of hotel social media marketing in the digital age.

Methodology

This study used Instagram to collect data and selected 18 upper-upscale and luxury hotel brands in the top 50 hotel brand ranking. Official posts published by brand headquarter accounts which Instagram verifies, were scrapped. Data were collected between April to May 2021. Extracted data include image URL, text, hashtags and mentions, the number of likes and comments, and account information (i.e., the number of followers, following, and posts made at the time of data collection. In total, 28,462 posts were crawled, and 28,828 photos were collected.

DeepSentiBank (Chen et al., 2014) was applied to detect the emotions and objects (i.e., Adjective-Noun Pairs (ANPs)) of the visual content, while LSTM (Long short-term memory) was used for textual sentiment analysis of the photo caption. Besides, a negative binomial model was adopted to estimate the regression model.

$$\begin{aligned}\ln(LIKES/COMMENTS) \\ = \beta_0 + \beta_1 EMOTION\_CAT_i + \beta_2 OBJECT\_CAT_i + \beta_3 MSGLEN_i + \beta_4 HTTP_i \\ + \beta_5 QUESTIONS_i + \beta_6 CELEBRITY_i + \beta_7 TIME_i + \beta_8 ASKLIKE_i \\ + \beta_9 ASKCOMMENT_i + \beta_{10} HASHTAG_i + \beta_{11} AT_i + \Gamma CONTROL\_SET_i + \varepsilon_i\end{aligned}$$

Discussion and limitation

From a theoretical standpoint, this study is a first attempt to connect official photos and hotel brand image on social media platforms. It contributes to the understanding of the photo attributes for marketing and branding purposes. Second, most prior research solely analyzes objects in images or implement classification. This study extracted the emotions and disentangled the emotions by valence and arousal, as well as the sentiment of textual content. For brand managers and marketers, the results provide insights into hotel brand image from visual content perspectives. More importantly, this study assists hotels in making proper brand strategies to increase consumers' engagement and differentiate their brand from competitors. Since this study only analyzed the leading upper-upscale and luxury hotel brands on Instagram, future research could be extended to examine the graphic and textual data from more hotel brands in other social media platforms.

Completed Research:
Restaurant & Food Service

UNIVERSAL DESIGN IN THE RESTAURANT INDUSTRY: BRIDGING THE GAP BETWEEN ADA GUIDELINES AND CUSTOMER NEEDS

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Introduction

Accessibility in the restaurant industry is a topic few able-bodied people consider when choosing restaurants at which to eat. However, restaurant options are limited when someone has a mobility disability or wishes to dine out with a disabled friend. The Open Doors Organization conducted an online study asking 1,291 disabled adults to answer questions regarding restaurant accessibility. Almost two-thirds of the participants responded that they had experienced obstacles in restaurants (U.S. Department of Justice, 2015). According to the Center for Disease Control, one seventh of American adults live with a mobility limitation (CDC, 2020). This research is designed to discover whether (a) restaurants are in compliance with the ADA, or (b) restaurants are in compliance, but still require additional accessibility. This research aims to better understand restaurant accessibility through the Universal Design theory to address facility design from the perspective of all rather than the abled.

Methods

This study addresses the intersection of disabled needs of customers in restaurants and the facility design of the restaurant. First, a questionnaire was created asking online disability support groups about their needs within a restaurant setting. The survey asked general demographic questions then focused specifically on respondents' dining habits. Using this data as a foundation for observing dining facilities, the second part of the study involved visiting and auditing restaurants in a midsize city in the Southeast United States. Twenty restaurants were selected based on common restaurant chains and were audited according to a checklist from the 2010 version of the ADA and the specific accessibility issues that the participants highlighted in part one. Through auditing the physical facilities, this research assessed not only ADA compliance, but also needs specified by disabled individuals that go above and beyond basic ADA standards. While completing the audit, the elements of the Universal Design Theory were taken into consideration to see how they could have aided accessibility.

Results/Discussion/Implication

The survey participants responses were thematically analyzed for key words and the following five categories emerged: entrance accessibility, table accessibility, space adequacy, staff support, and accessible restroom availability. The first four categories did not show consistency as some respondents said that restaurants handled these areas well, while others said they did not. The primary consistent response was the lack of accessible restrooms. Overall, there was no noticeable difference in ADA compliance between the ten quick-service and ten fast-casual restaurants that were audited. The main areas that were completely correct according to the ADA were the parking lots, ramps, and entrances to restaurants. As expected, some restaurant restrooms were not in compliance with the ADA, which matched the responses to the survey. Additionally, multiple restaurants had inaccessible dining rooms due to limited space and inadequate aisle measurements. Overall, the restaurants were generally in compliance with the ADA throughout their facilities, though the survey participants still encountered areas that were inaccessible to them.

"GAMIFIED" SELF-SERVICE TECHNOLOGY AT RESTAURANTS: THE INFLUENCES OF GAME RESULT, REWARD TYPE, AND REWARD SIZE

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Introduction

This research introduce *gamification* as a viable solution to improve limited engaging experiences when using restaurant self-service technologies (SSTs). Although gamification in online applications have been studied previously, however, how to gamify on-site SST experience in restaurant settings is still unknown. Joining this dialogue, scholars have argued that positive outcomes associated with a gamified service is less about whether to apply gamification but more about *how* to design it (Köse et al., 2019); but, some game design elements, particularly the *game result* and its interaction with *rewards*, have not been explored. Seeking to bridge the gaps, this study aimed (1) to establish the gamification effect and its mechanisms on post-SST usage behavior and (2) to understand the effect of game result on gamified SST usage behavior, and the conditioning effect of reward type and reward size in a restaurant menu ordering context.

Methods

We conducted two web simulation experiments by designing a virtual event of ordering with restaurant SSTs. For both studies, we used a quiz game to characterize a gamified experience with information from the menu. Study 1 validated the gamification effect on menu browsing benefits (i.e., menu knowledge and enjoyment) and behavioral outcomes (i.e., impulsive menu ordering, word-of-mouth, and revisit intention). Participants were randomly assigned to the gamified or non-gamified SST group. After confirming the gamification effects from Study 1, we conducted Study 2 with a 2 (game result: win vs. loss) × 2 (reward size: large vs. small) × 2 (reward type: monetary vs. altruistic) between-subjects experiment to investigate the roles of game design elements. Participants were first randomly assigned to one of four treatment groups: (1) small-sized monetary reward, (2) large-sized monetary reward, (3) small-sized altruistic reward, and (4) large-sized altruistic reward groups. According to their game performances, they either "won" or "lost" the game which resulted in a total of eight experimental groups.

Results/Discussion/Implication

Study 1 found participants in "gamified SST" (vs. control) group reported higher menu knowledge and enjoyment. Also, gamification had indirect effects on all three behavioral outcomes mediated by enjoyment only; but menu knowledge showed a necessity effect on impulsive menu ordering. Study 2 showed participants who won (vs. lost) the game reported higher enjoyment and perceived value and the ones with monetary (vs. altruistic) rewards reported higher enjoyment and perceived value when they won (vs. lost) the game. Further, there were indirect effects of game result through enjoyment and perceived value on all the behavioral outcomes only when monetary rewards were offered.

Our study was mainly to conceptualize "game results" as a significant game design element that carries psychological/behavioral effects. We further highlighted a reward type (i.e., monetary) with which different game results lead to different behavioral outcomes. This study is also practically relevant because it provides strategic recommendations for restaurants to consider given the limitations of SST and ever-increasing challenges.

FEASIBILITY STUDY OF ADOPTING IMPERFECT PRODUCE IN ON-SITE FOODSERVICE MANAGEMENT OPERATIONS

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Introduction

The US loses approximately 40 percent of its food from farm to fork (USDS, n.d.), equating to more than $160 billion every year. While food insecurity has declined in the past few years, it continues to plague about 11% of the US population (Coleman-Jensen et al., 2016, 2019). Wasted food results in higher prices and could possibly be diverted to address food insecurity. Although more research efforts are made to understand consumer acceptance of imperfect produce (IP), the studies are mainly pursued within the consumer psychology realm and recommend to use marketing message framing strategies as a result (Block et al., 2016; de Hooge et al., 2017; Mookerjee et al., 2021; van Giesen & de Hooge, 2019). This approach, albeit very useful, has several concerns. First, it mutes the voice of industry practitioners. Without understanding industry managers' perspectives on the feasibility of IPs, the suggestions made to the industry from the previous research outcomes would not be properly implemented. Second, previous literature mainly assessed the effect of IPs from farmers' markets, grocery stores, or online food delivery contexts. However, Legendre et al. (2020) address the need to investigate the use of IPs in the on-site foodservice management context, because the area is largely omitted in the hospitality management literature (Legendre et al., 2020). This is particularly problematic since on-site foodservice management companies are responsible to serve large volumes of meals per day and food waste management is critical to their service. Also, this problem discourages on-site foodservice management companies from considering the IP option as a means to reduce the overall food waste. This warrants an investigation on the feasibility and the impact of using ugly produce for on-site foodservice operations.

Methods

A total of 15 experts were interviewed. Participants worked in various managerial positions over 10 years on average. Following the procedures used in Kumar and Nobel (2016), the thematic coding process was performed on all interviews that were recorded and transcribed (Kumar & Noble, 2016). Since the informants freely generated their opinions, the researchers went through three coding processes (open code, axial code, and themes) to extract thematic codes. The initial open and axial coding was performed by the two well-trained undergraduate researchers and they each separately coded the audio transcripts.

Results/Discussion/Implication

Based on expert interviews, six themes with managerial recommendations emerged: appearance perception, customer value perception, operational difficulties, concerns for the world, food safety concerns, and corporate advantages. Appropriate marketing strategies could improve consumer acceptance of IP. This study recommended that operators communicate with their customers about the use of an imperfect product, how it reduces waste, and its quality. If a formal corporate social responsibility program exists, advertising imperfect produce sourcing strategies could play a key part in it. Further, operators should discuss imperfect produce with their suppliers and, for those operators which source directly from producers, with their producers. Since there may be differences in taste, it would be prudent for operators to have their culinary team evaluate the imperfect produce to decide the optimal usage.

EFFECTS OF CUSTOMER-GENERATED VISUAL CONTENT

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Introduction

Owing to the intangibility of experiential tourism products (e.g., restaurant dining), online reviews have come to play a critical role in customers' decisions (Assaker & O'Connor, 2021). Technological advances have enabled customers to upload photos when posting online reviews. Compared with plain texts, photos feature more vivid information. Images can deepen reviews' emotional intensity and enhance the persuasiveness of feedback; however, limited research in tourism and hospitality has explored the roles of user-generated photos in an online review context. To bridge this gap, our study aims to reveal the effects of review photo content diversity and image–text relevance on perceived review helpfulness as well as the boundary effects of restaurant price level.

Methods

We tested the impact of review photo characteristics on review helpfulness via econometric modeling using online review data from Yelp.com. Three hundred restaurants in Las Vegas, NV were chosen as our research sample using the stratified sampling method. All posted review text, review photos, and reviewers' information were collected. In particular, review photos (i.e., of food, drink, restaurant interior, restaurant exterior, and menu) were classified and labeled via transfer learning, based on which review photo content diversity, referring to the total number of topics/categories in a review's photos, was calculated. We then computed the relevance between review photo content and the correspondent review text using the method proposed by Shin et al. (2020).

Results/Discussion/Implications

Findings indicated that both review photo content diversity and review text–photo content relevance positively influenced customers' perceived review helpfulness. Additionally, these two effects were particularly evident for low-price restaurants.

This study contributes to the literature on review helpfulness by considering both review text, review photo review, and their interaction effects. Specifically, two new review photo–related concepts, i.e., review photo content diversity and review text-photo relevance, were devised and found to influence review helpfulness. Moreover, the moderating role of restaurant price was uncovered. This study expands the application of photo analysis through machine learning algorithms in tourism and hospitality.

SERVICE FAILURE WITH FOOD DELIVERY RIDERS: THE IMPACT OF INTERACTIVE BEHAVIOR, PERCEIVED STRESS, AND EMPATHY ON CUSTOMERS' SERVICE EVALUATION AND BEHAVIOR INTENTION

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Introduction

The progress of Internet technology has revolutionized food ordering and delivery services, leading to a new type of food delivery mode, online-to-offline (O2O) food service business. China is one of the largest O2O food delivery markets in the world and its market size has grown 30-fold over the last decade (MarketReport, 2021). Previous research has provided insight into the impact of O2O in the restaurant industry and how customers use and evaluate the O2O apps, but there is very little attention on how customers evaluate the service delivery by Food Delivery Rider (FDR).

FDRs are individuals working for online platforms or third-party agencies that receive food orders directly from mobile apps and deliver food from restaurants to customers (Wang et al., 2021). They are the only customer-facing link in the whole food-delivery supply chain (Feng, 2020), responsible for interacting with customers, and ensuring a quality customer experience. While the food-delivery industry has grown vastly in China, thousands of FDRs remain shrouded in the shadow of increasing work stress caused by constraint time and heavy customer demand (Zheng et al., 2019), making service failures unavoidably occur. The way FDRs respond to a service failure is very important to increase customers' service evaluation and minimize negative consequences. Prior research has touched upon why customers are dissatisfied with food deliveries by conducting a qualitative study (Furunes & Mkono, 2019), yet the role of FDRs in addressing service failures is still ignored. To fill this research gap, this research examines the impact of FDRs' interactive behaviors, perceived stress, and customers' empathy on customers' evaluation and behavior intention when the O2O food delivery service failed.

Methods

This study uses a 2 (interactive behavior: positive vs. negative) x 2 (perceived stress: high vs. low) x 2 (empathy: high vs. low) factorial design with interactive behavior and perceived stress being manipulated and empathy being measured. Data will be collected from a scenario-based questionnaire. Convenience sampling will be adopted. The study population is general customers who have used online food delivery service. A total of 300 general customers are expected to be recruited from Amazon Mechanical Turk. A screening question will be placed at the beginning of the survey to select people who have used O2O food delivery service in the past 12 months.

Results/Discussion/Implication

This research offers significant implications for researchers and practitioners in understanding and managing the O2O food delivery experience. From a theoretical perspective, this research extends the service failure/recovery literature by examining the moderating effect of perceived stress and customer empathy on the relationship between the employee interactive behaviors and customers' service evaluation, negative eWOM intentions, and tipping behavior. O2O food delivery companies in China can utilize the findings to improve their FDR training programs, prepare their FDRs with knowledge on how to effectively handle service failure during delivery.

DON'T WASTE IT, TASTE IT: PROMOTING UPCYCLED FOOD CONSUMPTION AT WINERIES

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Introduction

As an important sector of the hospitality and tourism industry, wineries produced thousands of tons of grape pomaces during the winemaking process (Nelson, 2021). Those massive winery byproducts would end up being in the landfills, which could cause surface and water pollutions (Macias, 2018). To reduce waste and environmental pollutions ascribed to grape pomaces, wineries could put their efforts to upcycle those byproducts, turning them to value-added foods (Beres et al., 2017), and to further promote them to tourists. However, little is known from the tourists' perspectives regarding their perceptions and acceptance of upcycled byproducts at wineries. Therefore, the purpose of this paper is to investigate factors that influence tourists' acceptance of upcycled foods at wineries by incorporating the food attitude model proposed by Bredahl et al. (1998). According to the model, individuals will evaluate novel food products by using two primary perceptions in their belief systems—benefit and risk perceptions. Compare to the primary products manufactured by the winery, visitors may perceive those upcycled byproducts to have performance and physical risks (Danelon & Salay; 2012). At the same time, upcycled foods help to reduce negative environmental impacts, and may be emotionally more attractive to tourists. Therefore, tourists may also perceive environmental and emotional benefits (Kim & Choe, 2019). Based on these, the current research investigates visitors' benefit and risk perceptions for wineries that promote upcycled foods, and visitors' behavioral intentions.

Methods

Based on review of literatures, an online self-administered survey was developed to measure winery tourists' (1) perceived emotional and environmental benefits, (2) perceived physical and performance risks, (3) attitude toward upcycled products at the winery, and (4) revisit intention. The survey was distributed to randomly selected respondents in the U.S. using MTurk. For the data analysis, Anderson and Gerbing's (1988) two-step approach was adopted. First, a confirmatory factor analysis was conducted to estimate the reliability and validity of the measurement model. Structural equation modeling with a robust maximum likelihood method was then used to test the proposed model.

Results/Discussion/Implication

The results revealed that perceived emotional (e.g., excitement) and environmental benefits influence visitors' positive behavioral responses toward upcycled foods and wineries. However, perceived physical risks influence behavioral responses negatively. Perceived environmental benefit had the greatest impact on attitude toward upcycled food. Therefore, for wineries who are trying to reduce their wastes by promoting the consumption of upcycled byproducts, they are strongly recommended to emphasize their sustainability efforts of reducing waste produced by winemaking byproducts (i.e., pomace). By doing that, wineries could also contribute their parts to move forward the country's 2030 Food Loss and Waste Reduction Goal (EPA, 2021).

Completed Research:
Tourism & Sustainability

TRAVEL EXPERIENCES OF SOUTHEAST ASIAN SOLO FEMALE TRAVELERS

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Introduction

Klook's Global Solo Travel Survey pointed to the rise of solo travel in Asia, in which the annual growth of the solo market in Southeast Asian countries has increased significantly (Klook, 2019). The recent changes in societal structure and ideologies create more opportunities and resources for Asian women to travel independently (Yang et al., 2017). This growing trend has caught scholars' attention to examine different aspects of Asian solo female travelers (e.g., Osman et al., 2020; Seo & Brown, 2018; Yang et al., 2019). However, studies investigating the travel experience of Southeast Asian solo female travelers are scarce.

In the existing literature, Southeast Asian women have mainly been considered as tourism suppliers, especially in sex tourism and community-based tourism research (Yang et al., 2016). So far, there are few studies exploring the experiences of these women from a traveler's perspective and analyzing their travel experiences from the socio-cultural context. Moreover, more feminist studies from non-English speaking countries are encouraged to better interpret this growing market's travel behavior and expectations. Therefore, this study aims to explore the travel experiences of Southeast Asian solo female travelers.

Methods

In-depth, semi-structured interviews were conducted to collect primary data. The target audience was Southeast Asian women who were born and raised in Southeast Asian countries and have solo travel experiences for leisure purposes. In total, 17 participants from 8 countries, including Brunei, Indonesia, Malaysia, Myanmar, Singapore, Philippines, Thailand, and Viet Nam were interviewed online in October 2020. Initially, purposive sampling was applied to search participants through the authors' networks. Snowball sampling was then employed to identify additional participants through referrals from initial participants. The majority of interviews were conducted in English to minimize translation errors. However, interviews with Vietnamese participants were partly conducted in their native tongue. Each interview lasted around 40-60 minutes and was recorded with participants' permission.

Results/Discussion/Implication

The findings were structured following the theme put forward by Jordan and Gibson (2005). Dividing the discussion into three categories: surveillance, resistance, and empowerment. The findings of this study revealed that the participants experienced the feeling of vulnerability and being a subject of other peoples' suspicious gaze when traveling alone. The stereotypes about the immigration waves from developing countries to developed countries created unpleasant situations for these women. Their visit intentions had always been questioned by the host community. Moreover, the results found that some women chose to overcome the risks by acceptance instead of resistance. The choice to accept or resist their travel constraints depended on their risk tolerance levels and cultural background. The sense of personal power eventually occurred after overcoming these constraints, which resulted in a sense of empowerment. These findings suggested that service providers should understand the solo travel experiences of women to effectively address their concerns by offering suitable tourism products and services.

SLOW TOURIST EXPERIENCE (STE) MEASURE

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Introduction

The concept of slow tourism has received unprecedented recognition in both business and the academy (Dickinson & Lumsdon, 2010; Farkić et al., 2020; Oh et al., 2016), driven by two critical contemporary concerns of environmental sustainability (UNWTO, 2020) and personal well-being (Moore, 2012). Slow tourists deliberately decelerate by staying longer, reducing hectic travel consumption, and connecting deeply with residents to enrich their travel experience (Dickinson & Lumsdon, 2010; Oh et al., 2016; Walker et al., 2021). Experience is the key factor to understand the slow tourists' journey (Lumsdon & McGrath, 2011).

While slow tourism is primarily driven by experience (Lumsdon & McGrath, 2011), little research attention has been devoted to exploring the underlying structure of the unique experience of slow tourists. The aim of this study is to extend the literature on slow tourism by conceptualizing the slow tourist experience (STE) and building on the previously proposed slow tourism motivation scale (Oh et al., 2016) to bring forward a validated STE measure. The findings offer important implications of STE for research, destination marketing communications and designing travel services.

Methods

This study modified the scale of slow tourism motivation proposed by Oh et al. (2016) to explore and validate the underlying structure of STE. Using Qualtrics, an online survey platform, participants were asked to recall one destination they traveled for leisure purpose within the last 24 months and stayed at least five nights. A total of 205 valid samples were obtained from the first round of data collection and used to determine the number of dimensions of STE construct through exploratory factor analysis (EFA). To further verify the factor structure that emerged from the EFA, the second round of data collection was carried out. A total of 460 valid samples were collected and analyzed using confirmatory factor analysis (CFA).

Results/Discussion/Implication

The EFA revealed a clear three-factor solution with eigenvalues greater than 1. The three factors were labelled as novel experience (NE), escape (EP), and self-development (SD), explaining approximately 77% of the total variance. CFA using the maximum likelihood estimation was conducted to confirm the factor structure identified in EFA. To assess validity and reliability of the measurement scale, composite reliability (CR) and validity measures were calculated.

The newly modified STE construct was examined in terms of its factor structure. The results of EFA revealed three distinct factors with reliable internal consistency. Building on the work of Oh et al. (2016), this study extends the theoretical discussion of slow tourism by bringing forward a STE measure. The validated STE measure is crucial for researchers to improve the understanding of its role and impact on travel outcomes. The study also provides significant managerial implications for destination design and development, especially for local tourism destinations.

"BEYOND THE FENCE": TRIGGERING THE CHANGE IN THE BUSINESS VALUE PROPOSITION OF TOURISM LIFESTYLE ENTREPRENEURS AND THE LOCALITY

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Introduction

The phenomenon of tourism lifestyle entrepreneurs (TLE) has attracted academic interest, as it reveals a paradox between sustainable and unsustainable business value propositions (BVPs) (Wang et al., 2015). According to Osterwalder et al. (2014) and Baldassarre et al. (2017), the business value proposition is the claim of value creation for either shareholders or stakeholders. TLEs express their concerns about environmental and social value creation through tourism businesses. Ateljevic and Doorne (2000) state that TLEs stay inside a fence made with the counterpoint of mainstream ideology, the means towards reciprocity, the travelers linked to local knowledge and inside the community associated with egalitarian,.

Following recent studies of the role changes (Zhang et al., 2021), as well as this form of entrepreneurship and its strategy of the assimilation of local knowledge (Dias et al., 2020a, 2020b), the study aims to explore the triggering mechanisms regarding the change in the locality (which consists of local knowledge, indigenous category, and neighborhoods) and the BVP. The locality is a dynamic concept derived from cultural anthropology and human geography (Appadurai, 2003; Yang, 2011) but is understated in recent tourism business discourse. The research contributes to a case study in the critical realism approach. It explains the complexity of the triggering mechanism relating to TLE's change and the locality. It reiterates that TLEs make a significant contribution to placemaking (Cunha et al., 2020) and reveal their limitations that TLEs are unintentional in their practices.

Methods

Through the lens of critical realism, this research adopted a case study approach (Easton, (2010). The study explained and interpreted the data through retroduction, an iterative process including deductive and inductive data collection cycles until the plausible causal relationship becomes more persuasive (Easton, 2010). The field site of the typical case is named *Er-Keng*, a small village in *Nankun* Mountain, well-known in Guangdong Province, China. The researcher undertook three observation trips in 2019, followed by the theoretical and purposive sampling method to obtain data from more informants related to the tourism business. The formal fieldwork lasted from March to May 2021. The researcher received data from 24 informants through various channels. The validity and liability of the data were checked with the same informant and across informants, archived documents or photos. All transcribed information were coded using NVivo 15.1 software. The explanation was established from the emergent meaning in the codes.

Results/Discussion/Implication

As a development policy at the national level, we find that tourism produces hybrid neighborhood forms related to tourism BVPs in villages, and equilibrium, though often mis-interpreted, is a central theme for indigenous tourism businesses. Two common senses are redescribed as 1) tourism can be a sustainable business for value creation instead of profit growth, and 2) equilibrium is a strategy to maintain social conformity that the indigenous resident is cautious about their investments related to collective harmony. Further, BVP is found to be a conceptual trigger and investment pace an action trigger. The weak assimilation into the local knowledge reversely impacts the TLE to change their BVPs.

CLIMATE CHANGE AND TOURISM: THE READINESS OF COASTAL DESTINATIONS TO ADAPT TO THE IMPACTS OF CLIMATE CHANGE. THE CASE OF COSTA BRAVA, SPAIN

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Introduction

In the past few decades, climate change has emerged as an issue that is increasingly important to tourism in terms of both the effects of climate change on tourism and tourism's contribution to climate change (WTO & UNEP, 2008). Currently, tourism is considered one of the major global economic sectors that are least prepared to adapt to climate change (Scott, Hall & Stefan, 2012). Tourism can be affected by climate change as a result of impacts on water levels and quality, reef conditions and snow, biodiversity and wildlife, as well as risks from high temperatures and its resulting infectious diseases and wildfires (WTO & UNEP, 2008).

The tourism industry, knowing the adverse effects of climate change on water resources and its resulting impacts on the sustainability of the industry, have adapted strategies to deal with such impacts. Popular amongst these strategies include adapting to best practices in hotels to reduce excessive water consumption (Styles et al., 2015), the use of groundwater as an alternative source of water (Kourgialas et al., 2008), and the use of technology such as desalination and water reuse (Adger et al., 2007; Pombo et al., 2008).

Research has suggested the need for the implementation adaptation measures to deal with the effects of climate change on water resources by both the accommodation owners/managers and guests (Torres-Bagur et al., 2020). It is in this context that this study aims to evaluate the readiness of coastal destinations to adapt to the impacts of climate change on water resources. The study will add to the growing literature on the impacts of climate change and recommend efficient strategies hotels can use to deal with the impacts to ensure the overall sustainability of the industry.

Methods

Hotel decision makers (top managers and department managers) in Costa Brava, Spain, were surveyed to determine their perception of the impacts of climate change on water using an opinion survey. A questionnaire was developed based on the literature addressing climate change impacts on water, adaptation strategies applied by hotels, and the motivation for the use of such strategies. Data was collected in all 22 municipalities using convenience sampling.

Results/Discussion/Implication

Analysis of the results indicate that changes in precipitation and run off patterns, sea level rise (SLR), and shortage of freshwater availability are the prevailing impacts whilst high water temperatures, and water pollution were not common. Moreover, employee and guest awareness, use of underground water, installation of water-saving devices, and tracking water usage were found to be very popular strategies used by hotels. Desalination, and recycle and water reuse are not popular with hotels in Costa Brava. The regression analysis shows a positive relationship between the "use of underground water" and helped the hotel to be eco-friendly". These findings imply that there is evidence of the impacts of climate change on water resources and hotels have adapted strategies to deal with such impacts. However, the regression analysis shows that most of the strategies adapted by the hotels are not effective.

TOURISM DESTINATION GOVERNANCE: A SYSTEMATIC LITERATURE REVIEW AND FUTURE RESEARCH AGENDA

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Introduction

The effectiveness of destination governance is highly related to the successes of local tourism development, the well-being of local communities, and responses to crises or disasters (Bichler, 2021). Destination governance is the underlying mechanism that supports collaboration among multi-stakeholder, which characterizes tourism and hospitality sectors through cultivating a favorable social environment (Putro et al., 2019). Also, good governance serves as the cornerstone to achieving sustainable development and building community resilience (Çakar, 2018). Compared to corporate governance and political governance (Beritelli et al., 2007), destination governance demonstrates a more complicated nature, characterized by many stakeholders, strong resource interdependencies, and evolving interests conflicts (Nordin et al., 2019). However, literature reviews in this field (i.e., Zhang & Zhu, 2014) failed to address the latest changes in the past decade. The recent studies merely focused on a single perspective, such as the adaptive governance approach (Islam et al., 2018) and residents' role in governance (Bichler, 2021), without providing the holistic picture. Thus, this study employs a systematic review approach to synthesize the existing literature and identify research gaps for future research.

Methods

This study adopted a 5-step systematic literature review method adapted from Pickering et al. (2015) and Pickering and Byrne (2014), widely employed in tourism literature (e.g., Vada et al., 2020). Specifically, based on the research objectives identified in this review, the study modified and applied the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) flowchart (Moher et al., 2009) to fit this research setting. The two-term combinations of "destination" or "tourism" and "governance" or "governing" were used as search keywords in seven databases. The selection criteria included peer-reviewed journal articles written in English and published last 15 years. Records were manually checked to avoid enrolling irrelevant studies.

Results/Discussion/Implication

These studies were quantitatively appraised, categorized, structured, and synthesized to generate a holistic picture of governance studies in tourism destinations. For all selected articles, their samples selected, methods applied, topics discussed, and perspectives adopted are coded. In addition, two researchers cross-checked the categorization and codes to minimize personal preferences in the analyses (Le et al., 2019). Three recommendations (paths) for future research are presented as follows: (1) Neglecting residents in the decision-making process may lead to uprising waves of anti-tourism protests. Therefore, incorporating residents' pro-tourism citizenship behavior can be one of the avenues for future investigations. (2) Introducing destination leadership (Beritelli & Bieger, 2014) to the future research agenda is necessary to advance the discussions. (3) The role of E-participation (IT) in promoting the empowerment of citizens is necessary to explore.

THE EFFECT OF PILGRIAMGE VALUE ON SATISFACTION THROUGH SELF-ESTEEM AND PSYCHOLOGICAL WELL-BEING

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Introduction

Pilgrimage as a concept has been defined in numerous ways (Chung & Kim, 2021; Collins-Kreiner, 2010; Collins-Kreiner & Kliot, 2000; Eade,1992; Vijayanand, 2012): as a journey resulting from religious causes (Collins-Kreiner, 2010), travel for spiritual and religious purpose (Abad-Galzacorta, Guereño-Omil, Makua-Biurrun, Santomà & Iriberri, 2016). While pilgrimage exists in the world's major religion, modern day secular pilgrimage welcomes tourists and pilgrims to experience the religious culture (Sołjan & Liro, 2020). In 2021, celebration of Korea's very first Catholic priest St. Andrew Kim Taegon's bicentenary was held in the Shrine of Solmoe martyr site, Danjin city, South Chungcheong province (Gomes, 2021). Therefore, the research aims to identify H1: pilgrimage vale has positive impact on self-esteem, H2: satisfaction through pilgrimage has positive impact on self-esteem, H3: satisfaction through pilgrimage has positive impact on psychological well-being and H4: self-esteem through pilgrimage has positive impact on psychological well-being.

Methods

In line with existing studies, pilgrimage desire value is adopted from Yu (2020), developing a scale for evaluating pilgrim's value: an application of ZMET technique (Korean). Self-esteem is operationally defined as scores on Rosenberg Self-Esteem Scale (RSES) (Rosenberg, 1965). Self-esteem involves self-acceptance and self-competence (Hutz & Zanon, 2011). Ryff's Psychological well-being scale (Ryff & Keyes, 1995) is used to measure multidimensional view on pilgrim's personal growth, environmental mastery and self-acceptance. Satisfaction is adopted from Diener et al. (1985)'s Satisfaction With Life Scale (SWLS) and is operationally defined as being satisfied with an overall atmosphere and experience in the Shrine of Solmoe. Questionnaires were administered at the Shrine of Solmoe from 17th July 2020 to 3rd August 2020 in a self-survey questionnaire after a thorough explanation of later uses.

Results/Discussion/Implication

A total of 400 surveys were distributed and final 369 were collected with 92.25% response rate. 62 questionnaires were eliminated from the analysis and final 307 were used for analysis. IBM SPSS and AMOS 22.0 were used to analyze the data. The results indicate that pilgrimage value (PV) has a significant positive effect on satisfaction (SA) ($\gamma_{PV \rightarrow SA}$=.723, t=10.281, p<.001), thus supporting H_1. Satisfaction (SA) has a significant positive effect on self-esteem (SE) ($\gamma_{SA \rightarrow SE}$=.356, t=5.657, p<.001) and psychological well-being ($\gamma_{SA \rightarrow PW}$=.080, t=1.998, p<.05), thus supporting H_2 and H_3. Finally, Self-esteem (SE) has a significant positive effect on psychological well-being (PW) ($\gamma_{SE \rightarrow PW}$=.885, t=12.528, p<.001), thus supporting H_4.

Implication and Conclusion

There is a complexity that an essence of difference of tourists and pilgrims visiting the site therefore an appropriate program should be offered. Site managers should understand the purpose of the visit. The site's value can be sustainably managed and developed without the disturbance of the scenic view, making harmony with the community and forecasting carrying capacity.

THE INTERACTION EFFECT OF DESTINATION SOCIAL RESPONSIBILITY AND SUSTAINABLE INTELLIGENCE ON TOURIST'S PRO-ENVIRONMENTAL BEHAVIORS

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Introduction

Sustainable tourism management has been discussed from diverse stakeholders' perspectives, stressing the important role of tourists in influencing sustainable tourism development (Lee, Olya, Ahmad, Kim, & Oh, 2021). Destination social responsibility (DSR) refers to the socially responsible ideology and effort conducted by destination stakeholders that benefit local residences and tourists, describing destination activities from three perspectives: environmental, economic, and social (Su et al., 2018). Sustainable intelligence (SI) describes an individual's knowledge and ability to engage in proactive behaviors towards sustainable management (López-Sánchez & Pulido-Fernández, 2016). Tourists with high SI are more concerned about their behaviors during their trips, thereby actively engaging in pro-environmental behaviors (López-Sánchez & Pulido-Fernández, 2016). The purpose of this research was to (1) predict tourists' pro-environmental behaviors by examining the impacts of each of three destination's DSR, (2) identify the moderating role of the SI in the impacts of the three DSRs on pro-environmental behaviors.

Methods

The survey instrument consisted of three sections: 1) DSR - economic, environmental, and social, 2) sustainability intelligence, 3) pro-environmental behaviors. This study selected the Upo Wetland, the largest natural wetland in South Korea. Data were collected through an onsite survey, 433 responses in total were used for data analysis. The conceptual model was examined through a series of analyses: measurement, structural equation modeling, and latent moderated structural (LMS). The LMS models were examined to identify the moderating role of SI based on the χ^2 test, log-likelihood ratio test, the coefficient of an interaction term, Akaike Information Criterion, and effect size (f^2). Simple slopes analysis was further conducted to confirm findings.

Results/Discussion/Implication

The result revealed that DRS – particularly environmental and economic significantly influenced tourists' pro-environmental behaviors, while social DSR had no impact. SI further had a significant negative moderating effect between all of the three DRS and pro-environmental behaviors. The results imply that tourists' SI can play a more significant factor in influencing their pro-environmental behaviors than DSR, in particular even if social DSR has little impact on behaviors.

Overall, this study offers new insights to better explain pro-environmental behaviors by incorporating the two perspectives: internal – individual's sustainable intelligence and external – destination's social responsibility. This integrative approach offers new insights into two important perspectives to better explain pro-environmental behaviors in the tourism context. The moderating effect highlights the significant role in sustainable intelligence, interacting with the destination's responsibility in forming pro-environmental behaviors. Destinations are suggested to develop integrated programs that reflect both DSR and SI to encourage tourists to engage in pro-environmental behaviors at the destination.

DO GOOD INTENTIONS TRANSLATE TO POSITIVE EMPLOYEE PERCEPTIONS OF SUSTAINABILITY PRACTICES? A CASE STUDY OF THE BUCUTI RESORT IN ARUBA

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Introduction

Aruba is a small Caribbean island just south of the hurricane belt that relies almost exclusively on tourism to survive. Because of this, the island nation has to be aware of many things, one of them being the sustainable growth of tourism. One of the pioneer hotels that lead the sustainability initiative is the Bucuti resort.

The owner of Bucuti implemented sustainable practices at the hotel long before it was 'fashionable.' The goal was to improve the island's environment and benefit the employees. Employees from Bucuti were trained with both hotel sustainability practices and general sustainable practices for daily life. By teaching and enforcing sustainable practices, the owner hoped to spark an interest and inspire the employees to promote sustainability practices to the larger community. According to dos Santos et al. (2016), ensuring that employees and guests are participating in the sustainability practices helps to create a more holistic process in which the hotel and the surrounding community and stakeholders' benefit.

The purpose of this case study is twofold: a) to understand employees' perceptions of Bucuti's sustainability practices and b) to understand how these perceptions influenced employees' sustainable practices in their personal life and the island of Aruba.

Methods

The current study used a qualitative methodology to assess the perceptions of employees regarding sustainable practices in Bucuti in Aruba. A total of 12 employees were interviewed, including both line employees and management staff. The participants have an average of five years working with Bucuti, ranging from 1.5 years to 16 years. Each interview process was guided by three open-ended questions, which allows flexibility for probing. The interviews were recorded and transcribed with participants' consent. Interview data were coded manually, and thematic analysis was conducted to identify patterns across the data.

Results/Discussion/Implication

Overall, the results showed that the value creation of Bucuti's sustainability practice is built upon stakeholder relationships of employees and the local community. Through habit formation, value exchanges also have a bigger impact on the local community.

Using Bucuti's sustainability practice as a case, this study provided empirical evidence to support Freudenreich et al.'s (2020) stakeholder value creation framework. Additionally, this study contributed to the theory by identifying the strengthened relationship between employees and the local community through habit formation framework (Ouellette & Wood, 1998; Wood et al., 2002). The power of individual habits can bring impact to the local community when awareness is raised, and habits are formed collectively.

EXPLORING THE IMPACT OF ENVIRONMENTAL EXPERIENCE ON CUSTOMER SATISFACTION DURING THEIR STAY AT GREEN HOTEL THROUGH BUSINESS ANALYTICS

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Introduction

Some hotels have a higher commitment to the environment that may impact customer experience and eventually their satisfaction. According to Yu et al. (2012), customer satisfaction is higher for successful service experience at green hotels compare to non-green hotels. On the other hand, Blose, Mack, and Pitts (2015) show customers believe green services and products are inferior or overpriced. Therefore, there is a gap about how customer satisfaction can be impacted by their green experience staying in different levels of green hotels.

Social media platforms allow travelers to post their travel experiences online which are known as user-generated content (UGC; Ayeh et al, 2013; Yu et al, 2017). UGC significantly impacted the hospitality and tourism industry as they considered more objective and reliable information sources in travel planning (Kang and Schuett, 2013).

The main goal of this study is to investigate how hotel guests' green experience influences their satisfaction through UGC. In particular, the current study attempts to address the following research questions:

RQ1. How does a hotel guest's green experience affect his/her overall satisfaction through UGC?

RQ2. Does hotels' level of environmental commitment impact guests' satisfaction?

Methods

The current study used a mixed-methods approach to answer the proposed questions. First, content analysis was adopted to develop a term dictionary by finding the underlying structure of green practices through previous literature, hotel websites, and TripAdvisor GreenLeader Program. As a next step, 813,791 online reviews were collected and pre-processed for text analysis by the dictionary that was developed in content analysis. Eventually, multiple linear regression analyses were conducted to explore the different levels of green practices embedded in customer reviews and examine the relationship between green practices and overall customer satisfaction in green hotels and non-green hotels. Independent variables are general green practices, minimum green practices, advanced green practices, and green certificates. The dependent variable is the customer satisfaction measured by TripAdvisor satisfaction score. In addition, we added eight control variables that may affect customer satisfaction based on prior research (Lee et al., 2020).

Results/Discussion/Implication

This paper contributes to the extant literature related to the hotel guest's perceptions of environmentally friendly practices by using mixed methods to investigate the impact of green practices on customer satisfaction and providing distinctive results compare to previous researches (Yu et al., 2017). Based on the full model, all levels of green practices have a negative impact on customer satisfaction. Non-green hotels are evaluated in the second model, and identical findings are obtained. However, outcomes for the third model which is based on green hotels show general and advanced green practices have a negative impact on customer satisfaction, while the minimum level of green practices does not have any impact on customer satisfaction.

SERVICE INNOVATION FOR ACCESSIBLE HOSPITALITY SERVICES: A COMPUTER-ASSISTED QUALITATIVE DATA ANALYSIS APPROACH

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Introduction

According to a market study, one of the emerging segments that is gaining attention from not only industry professionals but also researchers is people with disabilities (ODO, 2020). Furthermore, the UNWTO (2005) declared the tourism and leisure rights of the disabled who were socially marginalized. They suggested that each country make efforts to improve accessibility to tourism for the disabled. Despite disabled people having rights to barrier-free travel, they still face constraints when accessing facilities and hospitality services (Tutuncu, 2017). In addition, even though considerable research focuses on accessible tourism, accessible hospitality services still have been insufficient (Grady and Ohlin 2009). Service innovation is required to improve services for the disabled. Lee et al., (2019) urge the hospitality and tourism field to adapt technology to lead the market through service innovation by redesigning the existing process. Thus, it is imperative to understand the critical elements of accessible hospitality services through the lens of service innovation. The purpose of the current study is, therefore, 1) to uncover underlying elements of accessible hospitality services from disabled people's point of view, and 2) to examine how innovative services provide better services to disabled people.

Methods

To achieve the proposed research goals, a computer-assisted qualitative data analysis (CAQDA) approach was adopted. CAQDA is a method that uses a quantitative approach to make up for deficiencies in a qualitative approach. CAQDA is now frequently used in the tourism and hospitality field (Lee, 2021). First, a self-developed web crawler was used to collect user-generated content (9,201 forum posts) from TripAdvisor.com. Then, we employed Leximancer, a software analyzing qualitative text data tool to perform quantitative analysis of the text data. Main concepts and themes were created with visual maps after several steps of text processing in Leximancer. The concept means a keyword composed of interconnected words appearing simultaneously in two sentences or together with similar words. When concepts are gathered to form a set, a theme is created, and the most connected concept among the derived concepts is automatically selected for the name of the topic (theme). Lastly, we classified the key concepts according to five types of service innovation developed by Hjalager (2010) to answer our second objective of the purpose.

Results/Discussion/Implication

The thirteen main themes were generated in order of their connectivity rates: *travel* (100%), *wheelchair* (65%), *use* (56%), *airline* (55%), *hotel* (42%), *insurance* (18%), *service* (18%), *cruise* (18%), *holiday* (16%), *medical* (14%), *visit* (13%), *website* (12%), and *advice* (12%). These thirteen themes are considered as the most influential features that disabled people are concerned about. Specifically, thirty-four key concepts were identified within the themes meaning that as there are more concepts in a theme, the significance of the theme is high. These key concepts were categorized into five service innovation types: product or service innovations, process innovations, managerial innovations, management innovations, and institutional innovations. Our study makes a novel approach to explore what disabled people truly need from their perspective. Also, this study is one of the first studies to examine which innovative services are required for disabled people in hospitality services.

MAKING THE INVISIBLE VISIBLE: A CASE STUDY OF VISUALIZING INDOOR AIR POLLUTION OF A RESTAURANT DURING THE PANDEMIC

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Introduction

World Health Organization (WHO) has confirmed that SARS-CoV-2 is transmitted through airborne particles. Indeed, the COVID-19 pandemic has brought up the importance of indoor air quality (IAQ) in commercial spaces, in particular, in restaurants because dining out has been known to be tied to COVID-19 spread. Public health research indicates that indoor air pollutants such as Particulate Matter (PM) create an environment of which the coronavirus becomes more active for airborne transmission. It has also been confirmed that those who have been exposed to air pollution are more vulnerable to the health effects of COVID-19. Long- or even short-term exposure to air pollution elevates the severity of COVID-19, which apparently is a respiratory disease. Among indoor air pollutants, Volatile Organic Compounds (VOCs) are part of a large group of chemicals that often exist as a complex mixture in indoor environments from cleaning and cooking. The summation of all VOCs is called the Total Volatile Organic Compounds (TVOC). As the pandemic continues, restaurants have implemented elevated cleaning and disinfecting practices based on state or local public health department guidelines. However, there is no empirical research regarding the indoor air quality (IAQ) of restaurants to date. Therefore, the purpose of the study was to assess the IAQ of the dining room in a restaurant where the heightened practices are implemented as a case study and to provide empirical evidence of IAQ during the pandemic.

Methods

Field sampling was conducted at a local independent restaurant in the southeastern part of the U.S. Awair Element was used for IAQ parameters including PM2.5 and TVOC. The device was placed on a decorative shelf six feet above the floor in the dining room. Sampling was taken continuously for two weeks from February 28th to March 13th, 2021. The device was set to report its reading every five minutes to the cloud. Each day, the device kept 288 samples of each parameter.

Results and Discussion

The results of a two-week-long field test revealed that indoor air quality represented by TVOC is very poor in the dining room of the sampled restaurant while it appears that PM2.5 is unlikely to pose a concern. Compared to those of other stores reported by Jia et al. (2019) assessed in supermarkets, grocery, hardware, multipurpose, and specialty stores, the restaurant's TVOC concentrations are found to be a lot higher. It raises concern since airborne VOCs even at low concentrations are known to cause a series of respiratory illnesses. The highest TVOC reading recorded was 2,272.8 ppb while 500 ppb is considered acceptable. It is disturbing because the cleaning activity performed to ensure safe in-room dining has evidently created an environment that may do harm the respiratory health of wait-staff members and frequent customers. The mechanical ventilation with a real-time air quality monitoring system should be considered. The solution to improving IAQ starts with the ability to monitor it in a dining room so that a healthy and safe dining environment can be provided. The current study presents health concerns by IAQ, further studies are needed to evaluate risks among customers and employees in restaurants.

CAN AI VOICE ASSISTANTS LEAD GUESTS STAYING AT HOTELS TO ENGAGE IN GREEN BEHAVIORS? EXAMINING THE EFFECT OF LOSS-FRAMED AI RECOMMENDATIONS IN A BABY VOICE ON SUSTAINABLE CONSUMER BEHAVIOR

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Introduction

The incorporation of technologies in the hospitality and tourism industry has addressed social issues related to environmental protection. While technology-based efforts have shown potential for savings by enhancing efficiency, more efforts are required to make meaningful environmental changes (Melissen et al., 2016) such as the incorporation of consumers' direct efforts in reducing resource consumption (Warren et al., 2017). As such, hospitality business operators need to move beyond simple suggestions on pro-environmental behavior and develop more active methods to prompt consumers engage in sustainable consumer behavior. The advancement in AI capabilities has potential for companies that want to promote their products, as well as responsible consumer behavior (Tussyadiah & Miller, 2019). AI can be designed to influence consumer behavior from a social point of view, such as encouraging socially desirable options for consumers (Gretzel, 2011). As such, AI agents can be designed as persuasive agents to support sustainable tourism by providing sustainable behavior recommendations, and change consumers' attitudes toward sustainable actions.

While there is evidence of AI assistants impacting consumer behavior in the hospitality industry, the lack of studies examining the consequences of AI agents' pro-environmental recommendations, specifically testing the effect of message framing of recommendations, highlights the need for further investigation. With this paucity in mind, this study examines the impact of AI voice assistant's recommendations for pro-environmental behavior on guests' attitude changes and intention to engage in sustainable consumer behavior. In addition, it examines the effect of different message framing of the AI agent (type of voice: baby vs. adult; message type: loss-framed vs. gain-framed) and individual differences (environmental consciousness: high vs. low; gender: male vs. female) on outcome variables.

Methods

To test the hypotheses, this study uses a 2 (voice type; baby vs. adult) X 2 (message type; loss-framed vs. gain- framed) between-subjects experimental design. Amazon's Mechanical Turk (MTurk) is utilized to recruit participants, and the survey is developed on Qualtrics. Questions are asked covering demographic characteristics, attitude, and intention to engage in green behavior, modified from existing literature and scales.

Results/Discussion/Implication

The advancement of technologies impacting the hospitality industry has attracted significant attention from both academia and the industry. However, very little research has examined the consequences of AI agents' pro-environmental recommendations. To bridge this gap, this study investigates the effects of message framing of AI recommendations with respect to the types of voice on hotel guest's attitude change and intention to engage in sustainable behavior. The findings will provide an insight to both academia and industry, how to utilize new technologies to induce more sustainable act toward hospitality and tourism consumers in the future.