

HANDBOOK OF ABSTRACTS

**CAUTHE 2021 CONFERENCE
ONLINE**

**TRANSFORMATIONS IN UNCERTAIN TIMES: FUTURE
PERFECT IN TOURISM, HOSPITALITY AND EVENTS**

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#CAUTHE2021



TRANSFORMATIONS IN UNCERTAIN TIMES: FUTURE PERFECT IN TOURISM, HOSPITALITY AND EVENTS

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TABLE OF CONTENTS

WELCOME FROM THE CONFERENCE CO-CHAIRS	xii
REPORT FROM THE SCIENTIFIC COMMITTEE	xiii
CONFERENCE THEME	xiv
ABOUT CAUTHE	xvi
CAUTHE EXECUTIVE COMMITTEE 2020	xvi
CONFERENCE COMMITTEE	xvii
CONFERENCE TRACK CHAIRS	xviii
LIST OF PAPER REVIEWERS	xix
LIST OF ABSTRACTS	1
“I Don’t Have Money To Pay Rent” But “I Feel Free”: How Migrant Food Delivery Workers Use Agency To Overcome Precarity In The ‘Gig’ Economy	1
Tyler Riordan, Richard Robinson and Gerhard Hoffstaedter	1
“Infected?” – Risk Perceptions On Destination Image In Times Of Infectious Disease Outbreak	2
Yi Xuan Ong, Naoya Ito and Tao Sun.....	2
“Wow, This Photo Is Moving!” How Animated Visuals Play A Role In Attention Attraction – An Eye Tracking Study	2
Li Huahua, Qiu Hanqin and Li Mimi.....	2
A Conceptualisation Of Creating Memorable Experiences Of Cultural Major Event In Thailand	3
Watchara Chiengkul and Supawat Meeprom	3
A Day In The Life Of Guest Experience Stagers: The Saffire Freycinet Experience	3
Anita Manfreda and Justin King.....	3
A Realist Approach To Assessing Pro-Poor Benefits From Tourism In The Solomon Islands	4
Sarah Jane Warne and Michelle Thompson.....	4
A Search For Commonality Among Sustainable Tourism Indicators	5
Cameron Balch and Noreen Breakey.....	5
A Systematic Review Of ‘Indigenous’ And ‘Indigenous Tourism’	5
Jianhong Zhou and Johan R Edelheim.....	5
Advancing Tourism Research On Eco-Guilt	6
Émilie Crossley	6
AI-Enabled Data Innovation And Value Creation In Customer-Centric Firm Communities ..	6
Daisy K Li, Frida Bahja, Bin Wang, Adiyukh Berbekova and Stephanie Liu	6
Airports As Windows To A Destination	7
Paresh Pant, Sarah Gardiner and Ying Wang	7

An Analysis On The Roles Of Religious Guides – Japanese Shugendō As Case Study	8
Ricardo Nicolas Prozano.....	8
An Informal Conversation With Three Hospitality Postgraduate Students	9
Stephen R Mears.....	9
An Integrated Framework Of Various Place-Related Concepts To Understand People-Place Relationship In Nature-Based Settings	10
Hoai Nam Dang and Oswin Maurer	10
An Outline Of A Potential Consumer Education Programme To Promote New Zealand Organic Wines	10
Denis Poisson and Nelleke Bak	10
Analysis Of The Development Model Of Inbound And Outbound Medical Tourism In China	11
Yingying Du, Hanqin Qiu and Tao Xue	11
Assessing The Vulnerability Of Tourism In Caribbean Small Islands – A Review Of COVID-19 Impacts On Antigua And Barbuda.....	11
Therez B. Walker and Kate Inyoung Yoo	11
Attracting Tourists To Iceland: A Comparative Analysis Of Two Source Markets - China And USA	12
Hongbo Zhang, Wen Yang and Xiaoqian Yi	12
Australian Tourism Operators: What Are They Up To On Social Media?	12
Elena Konovalov and Anja Pabel.....	12
Beautiful Ugliness & Ugly Beauty: Developing A Typology Of Aesthetic Experiences In Tourism	13
Hakimeh Nasiri, Ksenia Kirillova and Phillipp Wassler.....	13
Between A Rock And A Hard Place: Tourism And Contested Sites	13
Tamara Young and Margurite Hook.....	13
Bounded Hospitality	14
Jonathon Spring and Erwin Losekoot.....	14
Can Frontline Hospitality Employees Handle The Pressure?	14
Elisa Rescalvo-Martín, Leopolda Gutiérrez-Gutiérrez and Francisco Javier Lloréns-Montes	14
Challenges Associated With International Travel Bubbles/Corridors During The COVID-19 Pandemic Crisis Of 2020	15
David Beirman	15
Chinese Family Dynamics Within RV Drive Tourism In Western Country: A Conceptualization Of Cultural Difference	15
Ye Dong, Heike Schanzel and C Liu	15
Community-Related Factors Influencing ‘Investment-Readiness’ Of Local Government Areas In Regional Australia.....	16
Alexandra Law, Joanne Pyke, Terry DeLacy and Michael G. McGrath	16
Construct International Traditional Chinese Medical Tourism Destination In Post COVID-19 Era: A Case Study Of Beijing-Tianjin-Hebei Region	16
Tao Xue, Hanqin Qiu and Yingying Du	16

Contrasting Appreciation Of The Tasmanian Wilderness: Mediating The Chinese Visitor Experience From A Cultural Complexity Approach	17
Wei Wally Zhang, Yue Ma and Can-Seng Ooi	17
Couple Vacations: A Critical Need For Connection Experiences During Social Distancing .	17
Moji Shahvalia, Karen Melton and Kourosh Esfandiari	17
COVID-19 Impacts On Recreational Tourism In EU Countries	18
Kerstin Bremser and María del Mar Alonso-Almeida	18
Creating Tourism Marketing Strategies Through GIS: A Roadmap From Conceptual Framework To Implementation.....	18
Semra Günay Aktaş, Sema Ekincek, Önder Yayla, Tuğçe Özogul Balyali and Burhan Can	18
Crisis Induced Marketing-Mix Innovation: The Case Of The Foodservice Industry	19
Yuxun Lin, Zhiyu Xia, Ziyi Yang and IpKin Wong	19
Danish Destination Management Organisations' Response To COVID-19: An Overview ..	19
Maria Larsen- Zarechnova, Dennis Gruslund and Jan Halberg Madsen	19
Demographical Change And Future Of Tourism: Preliminary Findings Regarding The Tourist Experiences Of Generation Z.....	20
Öznur Akgiş İlhan and Semra Günay Aktaş.....	20
Design Thinking & Subject Review – Reflection On The Applications Of Design Thinking In Hospitality Education.....	20
Sophie Seeger and Antoine Bisson	20
Destination Australia: To Study Or Not To Study?.....	21
Juan Yang, Brent D Moyle and Anna Kralj.....	21
Destination Branding: Public Management Perspective For Co-Created Development	22
Alberte Toettenborg, Anne Hardy and Can-Seng Ooi.....	22
Destination Management For Sustainability	23
Julia N. Albrecht, Wiebka Finkler and Marco Haid	23
Developing Disaster Resilience From A Processual Dynamic View	23
Yawei Jiang, Brent Ritchie and M Verreynne	23
Digital Business Ecosystems And Knowledge Transfer - The Destination Berlin	24
Arne Schubert and Hannes Thees	24
Does Paradoxical Leadership Improve Employee's Intention To Go The Extra Mile In The Hospitality Industry?	24
Elisa Rescalvo-Martín, Leopoldo Gutiérrez-Gutiérrez and Francisco Javier Lloréns-Montes	24
Domestic Tourism Development And Regional Settlement Regeneration	25
Harvey C Perkins and Mike Mackay	25
Emotional Contagion In Group Tourism Experiences: Preliminary Findings Of Item Generation	25
Van Thi Bich Luu	25
Employability 2021: Career Perceptions Of Graduating Hospitality Management Students Amid The COVID-19 Crisis.....	26
Rachel Perkins and Barry Fraser	26

Environmentally Extended Input-Output Analysis – A Simple, User-Friendly Approach For Tourism Managers To Assess The Carbon Emissions Of Their Suppliers	27
Csilla Demeter, Ya-Yen Sun, Sara Dolnicar and Pei-Chun Lin	27
COVID 19 - Mass Gathering Events and Attendee Safety Protocol for Turbulent times	27
Alison Hutton, Martin Robertson and Jamie Ranse	27
Examining Host-Tourist Relationships In Research-Related Tourism	28
Alexander Trupp, Chetan Shah and Marcus L. Stephenson	28
Exploring Human Transformation In Festival Experiences: The Case Of Burning Man	28
Barbara Neuhofer, Roman Egger, Joanne Yu, and Krzysztof Celuch.....	28
Exploring Impacts Of Vanishing Glaciers On Pro-Environmental Behaviour Intentions: Quantitative Approach Regarding Emotional Influences.....	29
Emmanuel Salim, Ludovic Ravel and Philip Deline.....	29
Exploring Pre Covid-19 Expectations Of Impact In Volunteer Tourism: A Lesson For The Future.....	29
Samantha Murdy and Konstantinos Tomazos	29
Exploring The Effect Of Atmospherics On Place Attachment In A Theme Restaurant Using PLS Path Modelling.....	30
Samaneh Soleimani, Maryam Eghdami, Mohsen Akbari and Mostafa Ebrahimpour.....	30
Frontline Professionals’ Knowledge And Awareness Of Biosecurity Risks In Nature-Based Tourism And Outdoor Recreation.....	30
Mike Mackay, Jude Wilson, Tracy Nelson and Harvey C. Perkins.....	30
Future Of Sport Tourism Functional Collaboration: A Relational View	31
Md Ruhul Amin Mollah.....	31
Getting Deeper In Experiential Learning: A Phenomenological Study On Tour Guiding Students	31
Burcu Kaya-Sayari, Merve Kalyoncu, Aysel Kaya and Semra Günay Aktaş.....	31
Giving Voices To The Professional Tour Guides: Perspectives Of Their Social Identity.....	32
Birgitta March, Kim Williams and Caroline Winter	32
Health And Working Conditions Of Nepali Porters.....	32
Wendy Hillman	32
Healthcare Education Tourism: An Exploratory Study Of Student And Graduate Occupational Therapists In New Zealand.....	33
Emilie Crossley, Mary Butler and Lindsey Coup.....	33
Hospitality Through The Screen – Investigating Online Teaching Experiences Of Hospitality Educators.....	33
Anita Manfreda, Cindy Lee and Antoine Bisson	33
How 'Smart' Is Destination Planning In Australia? A Content Analysis Of Smart Tourism Concepts In Victoria's Regional Destination Management Plans.....	34
Olivia Salsbery.....	34
How A Hierarchical Governance Structure Impairs Sustainable Destination Development: A Context Of Red Tourism In China.	35
Hanqin Qiu and Beile Zhang	35

How Dare You Cancel Pride?!: Lessons From The Cancellation Of The Wagga Wagga Mardi Gras.....	35
Clifford Lewis and Michael Mehmet	35
How Do Host-Children In A Developing Country Perceive Tourism Impacts On Their Quality Of Life.....	36
Mona Ji Hyun Yang, Catheryn Khoo and Elaine Chiao-Ling Yang	36
How Does Human Capital Investment Impact Employee Productivity? The Case For The New Zealand Hotel Industry.	36
Dela Otinpong, Anthony Brien and Mohini Vidwans	36
How Much Do Hotel Guests Really Value Non-Core Hotel Services That Burden The Environment?	37
Dorine von Briel, Sara Dolnicar and Astrid Kemperman	37
I Like Your Travel Vlog: Delineating Viewers' Consumption And Production.....	37
Ding Xu, Tingzhen Chen and Zohre Mohammadi	37
Identifying Visitors' Travel Patterns From Social Media Posts	38
Jinyan Chen, Susanne Becken and Bela Stantic	38
If COVID-19 Doesn't Kill You, Uber Eats Will: Hospitality Entrepreneurs' Views On Food Aggregators.....	38
Andy Erickson and Erwin Losekoot	38
Implementation Of Green Event Strategies: Knowledge Transfer In Temporary Organisations	39
Xiangru Qin and Birgit Muskat	39
Influence Of Stakeholders On Environmental Sustainability.....	40
Ajay Khatter, Leanne White, Joanne Pyke and G. Michael McGrath	40
Innovation In Community-Model Destinations After COVID-19: First Empirical Insights ..	41
Sarah Eichelberger, Mike Peters and Birgit Pikkemaat.....	41
International Tourism And Infectious Disease Transmission Nexus: A Cross-Country Study	41
Maneka Jayasinghe, E. Selvanathan and Saroja Selvanathan	41
Internet Of Things And Memorable Experiences In The Hotel Industry.....	42
Cecilia Bartaloni and Linda Osti.....	42
Interpreting Landscapes And Landscape Interpretation: Insights From Chinese Visitors' Encounters With Uluru	42
Isabella Ye, Karen Hughes, Gabby Walters and Mucha Mkono	42
Lessons Learned: Applying Constructivist Grounded Theory To Explore Robotic Customer Service In Hotels	43
Stephen Rodwell, Madalyn Anne Scerri and Justin J. Beilby.....	43
Lifestyle-Oriented And Business-Oriented Motivations For Agritourism Businesses: A Fimix-Pls Analysis.....	43
Fabio Cassia and Francesca Magno	43
Linking Tourist Motivation, Experience, And Altruism To Responsible Tourism Awareness	44
Heri Setiyorini, Josephine Pryce and Tingzhen Chen	44

Lux In Tenebris: Content Analysis Of Covid-19 Research.....	44
Andrei O. J. Kwok and Sharon G. M. Koh	44
Main Models Of International Medical Tourism	45
Anush Minasyan, Hanqin Qiu and Tao Xue.....	45
Mobile Marketing Effects On Customer Restaurant Selection In Saudi Arabia	45
Mshari Aljabr, Romana Garma and Colin Drake	45
Modelling Factors Affecting Religious Tourism Flows To Saudi Arabia	46
Eman Alanzi, Nada Kulen Kulendran and Thu-Huong Nguyen	46
Network Coopetition For Sustainable Tourism Development.....	46
Thi Quynh Trang Nguyen, Patricia Johnson and Tamara Young	46
On The Road: Chinese Visitors Self-Drive Tour And Optimizing The Drive Experience.....	47
Xiaoxuan Chen and Joseph Cheer.....	47
Post-Pandemic Revisit Intention To Japan: How Trust In Risk Regulation Navigates Travel Constraints Of Chinese Tourists.....	47
Tao Sun, Naoya Ito, Junjiao Zhang, Beile Zhang and Yixuan Ong	47
Predicting Frequent Flyer Programs Choice: An Application Of Multinomial Logit Model. 48	48
Olivia Su	48
Priming Environmental Self-Identity To Trigger Tourist Pro-Environmental Behaviour	48
Mao-Tang Lin, Claire Liu and Peter Kim.....	48
Promoting Tourist Dispersal Through Gamification: Using A Gamified App To Track And Motivate Tourist Movement.....	49
Martha Wells and Anne Hardy	49
Queen Bees, Stereotypes, Leadership, And Gender Dichotomy. Will The Post-Pandemic Festival Environment Be Ready For A Transformation?	50
Benedetta Piccio	50
Queensland’s First Nations Tourism Plan: Setting A Framework For A Sustainable First Nations Tourism Sector.....	51
Lisa Ruhanen, Rhonda Appo, Cameron Costello and Michelle Whitford	51
R U Ok? An Exploration Of Young People’s Well-Being As A Result Of Event Attendance. 51	51
Insun Sunny Son and Eliza Kitchen.....	51
Rebuilding Student Confidence In Tourism, Hospitality And Events Post-COVID-19.....	52
Leonie Lockstone-Binney, Margarida Abreu Novais, Barry Fraser, May-Ling Siow, Sridar Ramachandran, Robert Lam, Joongwon Shin, Catherine Cheung, Tom Baum and Tom Bourkel ...	52
Regional Small-Town Experiences Of Accommodation-Sharing: Disruptive, Rational, Or Anodyne?.....	52
Malcolm Campbell, Harvey Perkins, Nick Taylor and Mike Mackay.....	52
Research On The Influence Of Cognition Of China’s Covid-19 Prevention Performance Of International Students In China On VFR’s Willingness To Visit China	53
Xiaolei Liu, Minasyan Anush, Dongzhi Chen and Zhengli Li.....	53
Reset And Refocus: The Changing Landscape Of Events.....	53
Effie Steriopoulos and Jeff Wrathall	53

Resident Behavioural Support For Cruise Tourism: A Case Study Of Ho Chi Minh City, Vietnam	54
Tien Bich Ma, Anne-Marie Hede, Thu-Huong Nguyen and Romana Garma	54
Resisting Marginalisation In Regional Australia Through LGBTQI+ Events	54
Oscar Vorobjovas-Pinta	54
Restoring The Old Or Building The New Directions In Tourism Family Business	55
Martina Harc and Martina Basarac Sertić	55
Segmentation By Motivation On Dark Immersive Theatre Experiences	56
Miguel Belo and Nuno Gustavo	56
Segmenting China’s LGBT Tourism: Travel Motivation And Destination Choice	57
Hongbo Zhang	57
Selecting an Action Research Project: desirability versus practicability	58
Jordi Datzira-Masip and Susan Fletcher	58
Self-Revealing Or Hypocritical: Investigating The Impact Of Tour Guides’ Emotional Labour On Tourist Engagement Behaviour	58
Zhengli Li , Qinghui Li, Junjiao Zhang and Xiaolei Liu	58
Slow And Spatial: The Oznomadic Lifestyle	59
Simone Faulkner (nee Grabowski), N Hassanli and J Williamson	59
Small-Scale Restaurants Resilience In The Time Of Coronavirus Disease (COVID-19) Pandemic	59
Hafez E.L. Mansour and Hosam M. Omar	59
Social Licence And Tourism Spatialities	60
Joseph Cheer	60
Still The Festival State? Future Intentions Of South Australians To Engage In Events Amidst COVID-19 Restriction Easing	60
Eliza Kitchen	60
Supporting Tourism Students Through COVID-19 Career Shock	61
Ina Reichenberger, Eliza Raymond and Karen Smith	61
Surviving Multiple Shocks: Vulnerabilities And Resilience Of Tourism SMEs In Victoria, Australia	61
Ancy Gamage , Joanne Pyke, Van Khan Nguyen and Gabrielle Lindsay - Smith	61
Sustainable Tourism And Public Opinion: Examining The Language Surrounding The Closure Of Uluru To Climbers	62
Bridget Tombleson and Katharina Wolf	62
The Determinants Of Tourism In Central Asia: A Gravity Model Applied Approach	62
Khusen Ibragimov, José Perles-Ribes and Ana Ramón-Rodríguez	62
The Double-Edged Sword Of Wine Tourism: The Economic And Environmental Impacts Of Wine Tourism In Australia	63
Ya-yen Sun and Donald Drakeman	63
The Effect Of COVID-19 Risk Perception On Tourists’ Travel Intention To A Mega-Sport Event Host Country: The 2020 Tokyo Olympic Games And The Tourists From A Neighbouring Country	64
Sung In Choi, Kyu Ha Choi and Michael Cacciatore	64

The Importance Of Multi-Level Connections For Tourism Destination Resilience	64
Gabrielle Lindsay-Smith, Ancy Gamage, Salsabil Shaikh, Joanne Pyke and Terry de Lacy	64
The Influence Of Self-Positivity Bias On Tourists’ Risk-Perceptions And Risk-Reduction Strategies	65
Hafidh Al Riyami	65
The Interactions Of Lifestyles And Entrepreneurship – New Horizons For Tourism Destinations	65
Hannes Thees, Harald Pechlaner, Julian Philipp and Valentin Herbold	65
The Relationship Between Graduate Attributes, Academic Achievement And Internship Performance In Tourism, Hospitality And Event Management Education.	66
John Haw, Sharen Nisbet and Julia Caldicott	66
The Relationship Between Internal Communication And Team Performance In Event Management At Australian Hotels.....	66
Irina Pavlyuk.....	66
The Role Of Habit In Tourist Behaviour	67
Sarah MacInnes, Faith Ong and Monica Chien	67
The Role Of Luxury Hospitality Employees.....	67
Tracy Harkison	67
The Role Of Online Travel Companions On Destination Choice Under Perceiving Risk	68
Jia Geng, Kevin Moore and David Fisher.....	68
The Role Of Tourism Education And Its Impact On Student Wellbeing During ‘COVID-Pause’	69
Yue Ma, Anne Hardy, Alberte Toettenborg, Rachel Perkins, Louisa McCaughan, L Andersen and Can-Seng Ooi	69
The Role Of Visitor’s Resilience In Understanding Tourism Resilience: A Conceptual Framework.....	69
Dwi Sugiharti, Taha Chaiechi and Josephine Pryce	69
The Role Of Work Values And Career Management On Perceived Employability In Tertiary Education.....	70
Bruce Tsui, Peggy Ng, Pimtong Tavitiyaman and Edmund Wut	70
The Role That Vaccines May Play In Reigniting Global Tourism	70
Bruce Prideaux	70
The Service Model Of Futuristic Restaurants.....	71
Zhiwei (CJ) Lin, Jingwen Huang and Haoyue Jiao	71
The Tourist Wall: The Case Of China Visitors In Malaysia	71
Fei Long and Can-Seng Ooi	71
Thinking Outside The [Escape] Box: Using Game-Based Learning To Test And Reinforce Students’ Learning	72
Isabella Ye, Karen Hughes and Niki Macionis	72
Thriving In Uncertain Worlds: The Mediating Role Of Psychological Safety In Hospitality And Tourism Students’ Online Learning Outcomes	73
Marcela Fang and Kijung Choi	73

Top Management Team’s Perception Of Gender Equality Initiatives In Tourism Organisations	74
Jess Sanggyeong Je.....	74
Tourism As A Vehicle Of Reconciliation In ‘Post-Conflict’ Bangladesh: Indigenous Community Perspectives On Tourism Development In The Chittagong Hill Tracts.....	75
Gareth Butler, Gerti Szili and Khokaneswar Tripura	75
Towards A 5D Model Of Learning And Teaching In Tourism And Hospitality Education ...	76
Ioannis S. Pantelidis	76
Towards A Holistic Servicescape: Physical, Social, And E-Servicescape On Consumer Behavioral Intention In Ethnic Restaurants.	77
Nadia Hanin Nazlan, Puteri Jamaludin and Ahmad Esa Abdul Rahman.....	77
Transformations Of Capoeira Through Travel.....	78
Denis Tolkach	78
Transformative Roles In A Tourism Living System.....	78
Loretta Bellato and Niki Frantzeskaki	78
Understanding Tourists’ Responses To Misbehaviours Committed By Compatriot Tourists	79
Wanting Sun, Monica Chien and Ravi Pappu	79
Visualisation Of Major Markets’ Contributions To The Economic Recovery Of Tourism After The COVID-19 Pandemic: Mapping Tourism Expenditure Between 2009-2019 In New Zealand.....	79
Xiaobin Hua, Mick Abbott and Cameron Boyle	79
Volunteer Tourism Advisors In Chinese Volunteer Sending Organisations: A Role Identity Perspective	80
Guoyang Chen.....	80
What Can Employees Earn From OCB Engagement—The Impact Of OCB On Employee QWL	80
Danni Wang and Emily Ma	80
What Shapes The Development Of Hospitality Higher Education At University Level? - A Suggestion For A Theoretical Framework	81
Trang T. Q Ngo	81

WELCOME FROM THE CONFERENCE CO-CHAIRS

Welcome to the CAUTHE 2021 Conference Online.

This conference is quite a special one, as this marks, after 32 years of face-to-face conferencing, our first ever online conference. The impact of COVID-19 has been devastating for many communities across the globe, and whilst CAUTHE has managed to escape the worst of that turmoil, we have had to go online as travel restrictions have been imposed both locally and nationally. However, we have seen and managed the digitisation of the CAUTHE conference not as a constraint and a forced necessity, but as an opportunity to exploit the features and affordances of modern technologies in order to enrich and revamp the nature, the reach and the impact of the conference. The conference program, content, speakers and activities do not only reflect the traditional face-to-face culture and nature of a CAUTHE conference, but they have also involved a greater number of researchers, industry leaders and experts from all over the globe and various institutions, providing professional development and mentorship opportunities to a greater number of the CAUTHE community membership.

We have also seen the CAUTHE 2021 conference online as part of a bigger long-term investment in the future of CAUTHE, helping it to build future capacity and tool to grow into the future. The current times require all organisations to change, update and upgrade their infrastructure, practices, visions and operations, and of course CAUTHE is not an exception from that.

We have to admit that this has been a steep learning curve for all of us. We had to achieve a lot within limited time and resources, we had to take risks, make plans and take actions with various scenarios, but we hope we have managed to deliver something of value and useful to the whole CAUTHE and international tourism community.

In this vein, we would like to acknowledge the tireless efforts and relentless enthusiasm of our organising committee, the volunteers, the track chairs and paper reviewers, and of course our PCO, Forum Group, and we learnt as we went. We believe that the learnings, the proceedings and the video-recordings of the CAUTHE 2021 conference online will constitute a collective CAUTHE memory showing to current and future tourism generations and CAUTHE members what we can all together achieve when commitment and passion to contribute to our community as well as collegiality and love to help each thrive over any other personal agendas and interests.

We have a truly diverse range of papers and expert panel sessions, not to mention our globally respected keynote! However, make sure you hang around at the end of each day to participate in our various online social activities. Apart from research, CAUTHE is also a social and human community. Stay online and use the conference tools to network, liaise and talk with existing and new colleagues that unfortunately due to COVID-19 restrictions you did not have the opportunity to see for long time. We hope the conference will be both intellectually stimulating and fun for all the delegates. We also hope that many lasting relationships will be renewed and formed over the course of the conference.

Stay and participate online by using the conference platform tools to co-create with us the CAUTHE2021 conference online. The conference theme *Transformations in Uncertain time: Future perfect in tourism, hospitality and events* could not be more apt. There has definitely been transformation in our approach to conferencing – we now look forward to a future perfect conference. Looking forward to e-meeting and speaking you online but also face-to-face after the online conference!

Professor Marianna Sigala

Dr Paul A Whitelaw

CAUTHE 2021 Conference Online Co-Chairs

REPORT FROM THE SCIENTIFIC COMMITTEE

The CAUTHE 2021 online conference aimed to advance current debates regarding transformations and future directions in the tourism, hospitality and events industries. To that end, the conference invited paper submissions aiming to share research findings and ideas and to stimulate discussions related to conference theme *Transformations in Uncertain Times: Future perfect in tourism, hospitality and events*. The conference welcomed submissions in the form of full research papers and working research papers. Given the diversity and multi-dimensional nature of transformation in our industries, the conference developed 15 different tracks to inspire and accommodate submissions dealing with a broad range of topics. Papers were welcomed with focus on one or more of the following conference tracks:

- Critical Approaches
- Destination Management, Development and Policy
- Education and Training
- Entrepreneurship and Innovation
- Ethics, Justice and Sustainability
- Events, Festivals and MICE
- Experiences Human Resource Management
- Information and Communication Technologies
- Risk, Crisis and Recovery
- Service Operations Management
- Special Interest Tourism
- Tourism Geographies and Tourism Economics
- Tourism Marketing and Consumer Behaviour
- Well-being

The response to the call for papers was outstanding and from an international scale, with 160 papers being initially submitted and 137 being presented at the conference. This was comprised of 13 full research papers and 125 working papers. Of the accepted papers, 119 are presented as oral presentation with the remaining 18 presented in a poster format as visual presentations.

The conference proceedings are comparable in quantity and quality with previous face-to-face (CAUTHE) conferences. The CAUTHE 2021 conference online has followed the same rigorous standards and double-blind peer review process to ensure the quality of the research papers. We also plan to develop and publish a special issue in the Journal of Hospitality and Tourism Management (JHTM) (the official journal of CAUTHE) based on selected conference papers. All selected papers will also need to be submitted and reviewed according to the quality standards and procedures of the journal. Finally, the CAUTHE 2021 conference proceedings include papers and presentations from many more international colleagues and researchers who traditionally could not travel to present at CAUTHE conferences. Overall, 37% (51) papers were contributed by international researchers outside Australia and New Zealand.

By going online, CAUTHE 2021 has really become a truly global event reaching and co-creating with a wider and more global research community. We would like to thank all the authors who have submitted their work, all the track chairs and the reviewers who undertook the sizable job of reviewing these papers.

We hope that you will enjoy reading the proceedings, be inspired for your future research as well as find useful instructional material for your teaching.

Professor Marianna Sigala
Chair of Scientific Committee
CAUTHE 2021 Conference Online

CONFERENCE THEME

Transformations in Uncertain Times: Future perfect in tourism, hospitality and events

The conference theme highly reflects the current tourism reality. The COVID-19 crisis requires everyone to survive and plan for the future by operating in unprecedented waters. Overcoming the crisis also reinforces the need to transform, reform, innovate and to build back better but during a prolong period of instability and a constant uncertainty of what the next new normal might be. COVID-19 is not only a disruptor of the wider tourism industry. It is primarily a transformational stressor, an intensifier magnifying pre-existing socio-cultural, environmental and economic tensions, an accelerator of change with many long lasting and transformational effects.

The tourism industry is not unfamiliar with crises and crisis recovery plans. However, the multi-dimensionality, the perplex and global scale of COVID-19 requires a much deeper and critical re-evaluation of past practices, values, plans and a re-set of a new vision, mindsets and priorities to re-start by building back better. The nature and the scale of the COVID-19 crisis (socio-cultural, economic, (geo)-political and not only biological) also means that an orchestrated response, future vision and strategy should be co-ordinated amongst many and various stakeholders: the private and public sector; at local, regional and international scale; from an economic, social, political and environmental perspective.

The CAUTHE 2021 online conference aims to advance current debates regarding transformations and future directions in the tourism, hospitality and events industries. To that end, the conference brings together tourism scholars, professionals and policymakers alike in order to collect and discuss current research findings and experts' knowledge, stimulate discussions and the exchange of ideas and visions about what a 'perfect' tourism future might be and how to plan and achieve it.

This conference proceedings compile all the papers presented at the CAUTHE 2021 conference online and aim to answer the conference's main questions:

- what transformations are taking place, should take place and/or are envisioned to build back better in tourism, hospitality and events; and
- what is, should be and/or how do people define a 'perfect' tourism future?

The compilation of the papers addresses these questions from multi-disciplinary perspectives, diversified methodological ways and philosophical approaches. They investigate and envision transformation from different lenses: at any ecosystem level (macro, meso-institutional, micro); from an international to a regional and local scale; across various tourism related industries (e.g. events, cruises, travel, hospitality); from various operational perspectives (e.g. finance, marketing, human resources, management, strategy); and across different tourism related stakeholders (i.e. governments, businesses and entrepreneurs, communities, organisations, employees and tourists, academia).

The papers aim to provide answers to some and many other related questions, such as:

- What is the degree, breadth and depth as well as direction of such transformations in tourism, hospitality and events?
- Does the restart of the (tourism and travel) economy indicate a 'next normal' that is different and better or worse than the past?
- What and how have tourism stakeholders learnt and how is this rethinking potentially reflected in their operations and strategies?
- How and what market transformations have been shaped by but also re-shaped the tourism related stakeholders?
- Were and are the tourism related stakeholders capable and willing to induce, manage and drive change?

- Are the tourism related industries ready to respond and compete in the ‘new purpose economy’?
- To what extent have tourism related stakeholders recalibrated their priorities, values, strategic and operational social and economic practices?

We hope you enjoy reading and reflecting on the conference papers, and help us envision, debate, co-create and implement a FUTURE PERFECT FOR TOURISM, HOSPITALITY AND EVENTS.

ABOUT CAUTHE

CAUTHE began to form in the late 1980s and was officially established in Sydney on 19 June 1992. CAUTHE is comprised of Chapters covering the various higher education providers of bachelor degree level and above in Australia and New Zealand which are involved in the teaching, research and or administration of tourism, hospitality and/or events education. In addition to Chapter membership, CAUTHE offers Affiliate membership for those organisations interested in hospitality, tourism and/or events. Individuals are eligible for [Associate or Student membership](#). [Fellow membership](#) is granted to people in recognition of enduring commitment in the field.

CAUTHE provides opportunities for networking with other academics who are interested in hospitality, tourism and events education and research through involvement in conferences, mid-year meetings, [special interest groups](#) and [PhD Scholar, Early Career Researcher, Mid-Career Academic](#) and other workshops. The [annual conference](#) has traditionally been organised by a host committee drawn from a single institution or a consortium of closely located institutions, for academics, students and industry. The first annual conference was held in 1993, with two conferences having been held prior to the formalisation of CAUTHE in 1988 and 1991.

CAUTHE's official journal, the [Journal of Hospitality and Tourism Management](#), Editor-in-Chief, Professor Marianna Sigala, is published by Elsevier has a CiteScore: 4.7 and Impact Factor: 3.415.

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LIST OF ABSTRACTS

Abstracts are listed alphabetically by paper title.

“I Don’t Have Money To Pay Rent” But “I Feel Free”: How Migrant Food Delivery Workers Use Agency To Overcome Precarity In The ‘Gig’ Economy

Tyler Riordan¹, Richard Robinson¹ and Gerhard Hoffstaedter¹

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Abstract

Temporary migrant workers are often underemployed and excluded from work opportunities. As a result, many decide to undertake roles such as hospitality, contract cleaning, physical labour, and more recently the platform economy. Local platform work requires a physical presence, and is facilitated through ridesharing and food delivery platforms such as Uber and Deliveroo. The ‘gig’ economy has been lauded as a disruptor of traditional work arrangements, but conditions can be exploitative due to a lack of wage guarantees, limited benefits, and insecurity. This paper looks at the conditions faced by temporary migrant workers in the food delivery sector in Brisbane, Australia. This research is based on ongoing ethnographic fieldwork, including methods such as participant observation (online & offline), shadowing, and semi-structured interviews with migrant food delivery workers and key stakeholders. Preliminary evidence from the field suggests that despite their precarious circumstances and negative working conditions, migrant food delivery riders use various strategies to find aspects of the work enjoyable. The migrant platform workers in this study use their agency to make the most of their circumstances by balancing other life and study commitments around their chosen work hours; building social and economic capital; and as a means to improve their level of English. This research is important as it shows a need to rethink the push from some academics and advocates to regulate the platform economy, as the unintended consequences from this approach could further displace migrant workers and exclude them from roles that they both need and enjoy.

Keywords: migrant workers, platform economy, hospitality, food delivery, precarity, agency

[WP]

“Infected?” – Risk Perceptions On Destination Image In Times Of Infectious Disease Outbreak

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Abstract

Starting from the epicenter, Wuhan, Hubei Province, China, the COVID-19 outbreak has the world gripped by fear and panic with its high velocity of infection. Based on the first three months of the global pandemic centered in Asia, this study aims to investigate the relationship between the perception of infectious disease COVID-19 coronavirus on consumers' destination image toward Wuhan and China, and how risk perceptions and changes in destination image affect consequent travel intention to the aforementioned destinations. Taking a quantitative approach, data (N = 322) were collected via an online questionnaire. Findings illuminated that perceptions of COVID-19 do not have a direct effect on the destination images. Instead, risk perceptions of traveling during the pandemic mediated its effects on the destination images of Wuhan and China. Additionally, findings also highlighted that affective destination images are more strongly influential on travel behavioral intentions in times of infectious disease outbreak. Theoretical and practical implications concerning the management of destination image for the recovery of tourism are discussed along with future possibilities of this research.

Keywords: destination image, risk perception, COVID-19, travel intention

[WP]

“Wow, This Photo Is Moving!” How Animated Visuals Play A Role In Attention Attraction — An Eye Tracking Study

Li Huahua¹, Qiu Hanqin¹ and Li Mimi²

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Abstract

Previous studies have questioned about which visual stimuli can be most effective to strengthen the attractiveness of tourism products. Currently, the proliferation of internet enables diversified moving displays such as animated gifs available for digital marketing. However, limited studies have been conducted to investigate whether these moving stimuli take effect in tourism advertising. To fill the void, this study aims to adopt a 5 (photo categories: nature, recreation, building, art, food) x 2 (moving vs. static) within-subject research design to understand individuals' attention allocation and preferences as well as these factors interaction for animated gifs. This study expects the results can make contribution to visual processing and tourism advertising effectiveness as well as provide managerial implication for destination marketing organization.

Keywords: moving photos, animated gifs, eye tracking, visual attention

[WP]

A Conceptualisation Of Creating Memorable Experiences Of Cultural Major Event In Thailand

Watchara Chiengkul¹ and Supawat Meeprom²

¹Rajamangala University of Technology, Thailand, ²Khon Kaen University, Thailand

Abstract

Special events and festivals play a crucial role in driving economies of host communities and destination image. This research attempts to conceptualise what attendee's perception of a cultural major event distinctiveness and drive them to increase level of long-term memorable experience within the consumption context of a cultural major event in Thailand, and how such experience enhances attendee's subjective well-being. The present study also provides proposed methods of empirically validating the proposed conceptual model and provides a benefit from the results of this study as it offers insight into attendees' perceptions of a cultural major event. This topic has received little attention in the past.

Keywords: distinctiveness of the event, cultural major event in Thailand, memorable experience

[WP]

A Day In The Life Of Guest Experience Stagers: The Saffire Freycinet Experience

Anita Manfreda¹ and Justin King²

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Abstract

This case study illustrates a day in the life of hosts and guests at Saffire Freycinet, a luxury lodge in Tasmania, Australia. It highlights key aspects in the co-creation and management of high quality accommodation experiences in a luxury lodge. The case study allows students to reflect on and apply the concepts of guest experience, experience quality, staging, management and co-creation of luxury accommodation experiences.

Pending publication: Sigala, M., Yeark, A., Presbury, R., Fang, M. & Smith, K. (2021). *Case Based Research in Tourism, Travel, Hospitality and Events*. Springer Verlag

Keywords: guest experience, luxury lodge, boutique accommodation, service blueprint, experience quality, luxury accommodation, co-creation

[CS]

A Realist Approach To Assessing Pro-Poor Benefits From Tourism In The Solomon Islands

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Abstract

Tourism has been recognised as a tool for poverty alleviation for decades and continues to attract significant investment by governments and international development partners to increase economic growth within developing countries. Over time, programs and evaluation methods to contribute towards poverty alleviation have varied, and the extent to which communities have benefited continues to be debated. Through a mixed methods approach utilising inductive and deductive methods, this research analyses the effectiveness of the realist approach to assess the tourism industry's contribution to poverty alleviation in developing countries. Forming part of this study, a survey and focus group will assist to capture stakeholders' views on how tourism can benefit communities in the Solomon Islands.

Realism is a philosophy that sits between positivism, a thing that exists in the real world which can be directly observed and facts can be derived from, and constructivism, referred to as being formed from observations and scrutinized through human senses and the human brain, (Pawson, 2006;Westhorpe, 2013). Deriving from Realism, the realist evaluation method has not previously been used in the Pacific to evaluate pro-poor tourism initiatives. Preliminary findings have demonstrated that the realist approach using context, mechanism and outcome combinations may be suitable for evaluating tourism in developing countries. Furthermore, evaluation processes may need to consider how the realist approach can be incorporated into future evaluation methodologies to enhance pro-poor benefits delivered to developing communities through tourism.

Keywords: pro-poor tourism, international development, evaluation, poverty alleviation, realist approach

[WP]

A Search For Commonality Among Sustainable Tourism Indicators

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Abstract

Sustainable tourism has been researched for over 30 years. In that time, it has been recognised that tourism sustainability encompasses a holistic approach with a number of dimensions of sustainability including environmental, economic, and social. To this end, tools have been created and implemented to measure how “sustainable” a tourism operation or destination may be. The dominant approach is to employ a set of indicators which measures the sustainability dimensions. There has been a continual development of new indicator sets over time, but are so many different indicator sets needed? Instead of expending energy to build new tools to suit evermore specific settings, attention should be turned to analyse the tools that already exist. Addressing this gap, the aim of this research is to compare existing sustainable tourism indicator sets. Applying sampling criteria, 17 of the most influential, representative and available indicator sets were selected. These indicator sets incorporated 1,872 individual indicators. To facilitate comparison, each indicator was categorised according to two frameworks: dimensions of sustainability and the Driver-Pressure-State-Impact-Response model. The results of this study will determine whether these indicator sets are truly distinct and identify overlapping aspects. Additionally, the research will consider the effectiveness of the two frameworks to represent the sample data. The findings are intended to address the research gap regarding understanding the existing tools used to measure sustainable tourism, with the intent to guide future use and design of sustainable tourism indicator sets.

Keywords: sustainable, tourism, indicators

[WP]

A Systematic Review Of ‘Indigenous’ And ‘Indigenous Tourism’

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Abstract

This study aims to explore what characteristics of Indigenous peoples, as portrayed in previous studies, can empower Indigenous communities to be in a position of control in tourism, and thus to conceptualise these characteristics as ‘Indigenous tourism’ (with a capital I) which is here proposed as a new type of tourism. The study uses a systematic review method to separately investigate the characteristics of Indigenous peoples as representatives of a broad social identity and as tourism stakeholders. According to the selected 30 relevant studies, we abstracted characteristics of Indigenous identity (‘indigeneity’, ‘antagonism’ and ‘interactivity’) and characteristics of Indigenous identity in tourism (‘re-indigeneity’, ‘transformation’ and ‘capitalisation’). We found that the latter set of characteristics, which effectively empower Indigenous peoples in tourism, are actually influenced by the former. The new type of ‘Indigenous tourism’ conceptualises these characteristics, mainly Indigenous peoples’ intrinsic values to self-empowerment in tourism, and tourism as a business model preferentially serving Indigenous peoples.

Keywords: Indigenous peoples, indigenous tourism, self-empowerment

[WP]

Advancing Tourism Research On Eco-Guilt

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Abstract

Eco-guilt is a negative moral emotion felt in relation to individual or collective behaviours that damage the natural environment. In tourism research, eco-guilt has been documented in tourists' discourse and has been lauded by academics for its potential to foster pro-environmental behaviours, such as reducing air travel. However, the conceptual foundations upon which tourism research on eco-guilt rests remain underdeveloped. Drawing on a rhetorical ecologies approach, I elucidate eco-guilt's rhetorical dimension, position it in relation to other emotions, such as shame and grief, and situate it within a broader socio-cultural context. This approach moves us away from a mechanistic view of eco-guilt as a driver of pro-environmental behaviour. While behaviour change is important, a rhetorical ecologies approach broadens our view of eco-guilt to encompass its rhetorical use, affective force, entanglement with other emotions, and impact on felt relationships within the natural world. In this way, the paper advances our understanding of eco-guilt and opens up new possibilities for research on tourism emotions and sustainable tourism.

Keywords: emotions, guilt, rhetoric, ecology, environment, sustainability

[WP]

AI-Enabled Data Innovation And Value Creation In Customer-Centric Firm Communities

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Abstract

We propose that customer-centric firm communities create value for both firms and consumers. Firm communities create value for consumers based on consumer needs. We categorize customer-centric value creation based on two dimensions: capacity constraint and duration of consumer demand. Moreover, efficient customer-centric value creation is enabled by data and information shared within firm communities. AI facilitation improves the effectiveness and efficiency of data sharing in firm communities and mitigates challenges such as privacy concerns.

Keywords: value creation, AI, firm communities, firm relationships, ecosystem

[WP]

Airports As Windows To A Destination

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Abstract

Airports are usually the first and/or last point of experience of a destination by most tourists. There is limited understanding in the tourism literature of Millennial tourist's behaviour at airports from psychological perspective on whether transit experiences are windows to destination experiences and future destination visitation. This case study of Singapore's Changi airport uses the tri-component attitude model to deconstruct the cognitive, affective and conative dimensions of Millennial tourists by conducting four focus groups. The study supported all three elements of the tri-component attitude model. This study will make a theoretical contribution by extending the literature on the tri-component attitude model to understanding Millennial tourist's transit airport experiences in the tourism domain. Practical contributions include insights for airport operators and destination marketers on maximising the opportunity to encourage sharing of experiences, encourage repeat visitation the airport and/or extend their stay at the destination on their next visit. Insights are also offered to how hub and spoke airports and destination could potentially target Millennials post Covid-19.

Keywords: airport experience, destination perception, Tri-component Attitude Model, millennials

[WP]

An Analysis On The Roles Of Religious Guides – Japanese Shugendō As Case Study

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Abstract

Despite extensive studies on the roles of contemporary tour guides (Cohen, 1985; Weiler & Davis, 1993; Howard, Thwaites & Smith, 2001; Pereira & Mykletun, 2012), comparatively little in-depth research has focused on the role of religious figures (such as priests or monks) who act as guides. However, past researchers have examined the subject of religious figures in tour guiding (Adriotis, 2009; Stausberg, 2011; Aukland, 2015; Hellman, 2019). In order to bridge this research gap, this study' aims to analyze the role of religious figures that act as guides in religious tourism, and develop a role framework, following the mentioned past research on the subject.

In order to accomplish this objective, this working paper takes as case study the guiding carried out during the experience program offered by the Shippōryū-ji temple (Osaka prefecture, Japan). This temple is affiliated to Shugendō, an ascetic religious tradition with mixed elements from Shintoism, Daoism and Buddhism. Shippōryū-ji in particular offers an experience program, in which trained mountain ascetics guide lay participants through a 5 hours program that takes place in the Inunaki mountain. Here, the ascetics guide participants to perform a series of ascetic practices. Preliminary fieldwork consisted of semi-structured interviews with the temple's authorities to further understand Shugendō and the experience program. These interviews also proved to be a valuable opportunity to build a positive relationship with the temple's authorities. Due to the COVID-19 pandemic, the experience program was suspended from March to September 2020; therefore, fieldwork had to be postponed until October 2020, when Shippōryū-ji reopened the program to reduced groups. Following fieldwork will consist of participation in the experience programs and later semi-structured interviews with the guides themselves. This data will be transcribed and analyzed with the assistance of CAQDAS.

Keywords: religious tourism, guiding, Japan, Shugendo

[WP]

An Informal Conversation With Three Hospitality Postgraduate Students

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Abstract

Conversation Analysis (CA) examines spoken discourse through the use of a variety of tools. Some of these include: adjacency pairs, turn taking, conversational opening and closings and others. Its strength is with analysing recordings of spoken data (Paltridge, 2012). However, as an approach to the analysis of spoken discourse, CA's detail becomes 'less-accentuated' in the absence of implicature. This working paper, will briefly address the relevance of implicature—particularly the maxim of relation, and how other discourse considerations (channels) contribute to furthering the 'informal' representation of spoken words with meaning. The methodology and discourse considerations advocated in this working paper, contribute to research quality and acquisition of knowledge in meaning-making—being explored in a mixed methods study currently undertaken by the author . As such, this working paper provides evidence towards validating this phenomenon of meaning-making. In providing insight to this argument, a CA analysis was undertaken with three postgraduate hospitality students. To acknowledge the sample size (n), a sample methodology using 'quality of information power' was used to gain insight into CA discourse and other discourse considerations as identified above. All three participants were aware of the study's intent, signed disclosure statements and remained anonymous in the reporting of this study. It should be noted, that attributes relating to inequality, power, social and cultural differences, whilst relevant, are beyond the scope of this working paper (Wooffitt, 2005). The findings of the study, through analysis of turn taking between participants, suggested a representation of meaning given to implicature (maxim of relation) and communication through adjacency of pairs. Whilst these are of interest, and further the capability of CA as a discourse tool, it is the 'opportunity' to incorporate other analysis toolsthat gives meaning to an 'informal conversation'.

Keywords: critical approaches discourse analysis, interviews, qualitative research, students

[WP]

An Integrated Framework Of Various Place-Related Concepts To Understand People-Place Relationship In Nature-Based Settings

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Abstract

This paper presents different approaches to analyse place attachment and its related concepts to determine pro-environmental behavioural intentions towards nature-based settings. It identifies some critical gaps in the literature and extends existing theoretical frameworks by considering additional factors and the entire process from input (activities), through mediations (attachment, meanings, satisfaction) to output (behavioural intentions). It also reviews the definition of various essential place-related concepts and outlines why the suggested framework is required for accurate research of people-place relationship. Finally, contributions to theory, limitations and recommendations are discussed.

Keywords: place activity, place attachment, place meaning, place satisfaction, pro-environmental behavioural intentions

[WP]

An Outline Of A Potential Consumer Education Programme To Promote New Zealand Organic Wines

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Abstract

New Zealand has developed a wine industry and tourism market around sustainable practices that includes the niche market of organic wines. However, as the Organic Winemakers 2019 conference noted, there is a need to educate consumers about organic wines. This paper reports on an exploratory study that serves as a pilot for a future extended study to develop and implement a consumer education and staff training programme for New Zealand organic wine. The small sample (n=11) of stakeholders were selected on grounds of their roles: consumers (n=8), retailers (n=2) and winemakers (n=1) and their responses to an online questionnaire were analysed in terms of an Appreciative Inquiry framework. Preliminary findings are that the following seem potential key issues for inclusion in an educational programme: information about the environmental benefits of organic winemaking, the health advantages of organic wine, the difference between sustainable and organic wines, the process and certification of organic wines, identification of organic vineyards, articulation of the winemaker's values, and interpretation of organic wine labels. At a practical level, this study suggests that the organic wine industry could increase its market share by implementing such a potential education and training programme through wine tasting events, informative and reader-friendly wine labels, dedicated shelves for organic wines, posters, training for staff, website, onsite visits, and an easy guide of New Zealand organic wines and vineyards.

Keywords: New Zealand, wine tourism, organic wine, consumer education

[WP]

Analysis Of The Development Model Of Inbound And Outbound Medical Tourism In China

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Abstract

With the gradual enhancement of people's health awareness, medical tourism as a new niche market has attracted attention from various countries. China has abundant medical and health resources and tourism and leisure resources. A comprehensive understanding of China's inbound and outbound medical tourism development status and formulation of China's inbound medical tourism development strategies are the focus of this research. Second-hand data from official websites and related reports were obtained for text analysis and in-depth interviews with medical tourism practitioners as auxiliary materials. The development model of China's outbound medical tourism shows that Chinese outbound medical tourists complete the medical tourism experience through three types of companies. These three types of companies are Medical tourism service companies, OTA, Traditional tourism enterprises. China's inbound medical tourism is manifested in three development models, namely government-led, demand-driven, and resource-advantaged. Stemming from this review, the article provides some direction for future empirical research on this important topic.

Keywords: medical tourism, inbound tourism, outbound tourism, development models

[WP]

Assessing The Vulnerability Of Tourism In Caribbean Small Islands – A Review Of COVID-19 Impacts On Antigua And Barbuda

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¹The University of the West Indies, The Bahamas, ²Kansai Gaidai University, Japan

Abstract

While the global impact of COVID-19 has been harsh on many, the impact has been severe, especially on destinations that rely heavily on tourism. Small Island Developing States (SIDS) are geographically isolated and resource-poor destinations where tourism has been the major foreign exchange income source. The decline in international tourist arrivals due to COVID-19, introduces challenges to the tourism industry, and impacts on the livelihoods of many SIDS communities. This paper, therefore, explores the impacts of the current global pandemic crisis on small island destinations. Especially, this research looks closely into challenges in Antigua and Barbuda, where tourism accounted for 42.7% of GDP and contributed 90.76% of total employment before COVID-19. By adopting the vulnerability framework, this research evaluates the socioeconomic vulnerability and resilience of the chosen destination. Findings suggest that future tourism development emphasis should be placed on socioeconomic realities and contemporary forces at play in Antigua and Barbuda to propel the sustainable tourism development agenda.

Keywords: vulnerability, tourism, COVID-19, resilience, SIDS

[FP]

Attracting Tourists To Iceland: A Comparative Analysis Of Two Source Markets - China And USA

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Abstract

This paper represents a comparative study of two important international outbound travel source markets - China and the USA, analyzing the destination marketing and destination management strategies of Iceland. The theoretical framework is based on McKercher's tourism product hierarchy and Pearce's travel career pattern model. As a conceptual paper, the case study on Iceland as a destination for Chinese and American tourists is conducted based on the content analysis of relevant qualitative marketing reports. It concluded that each destination is at its own development phase in promoting itself in the source market. For well-known destinations, attraction can focus on the core-layer needs of tourists, consolidating existing business partnerships, and propose new unique selling propositions to maintain competitiveness. For lesser-known destinations, attractions can explore the middle-layer and outer-layer needs of tourists, creating some innovative products and services to meet their emerging needs in the new normality. Tourists can bring values to attractions in terms of a sense of sustainability and responsible consumption. It is a two-way interaction in which common values attract each other to satisfy the needs of the other party

Keywords: Iceland, attractions, outbound travel, destination marketing, China, USA

[WP]

Australian Tourism Operators: What Are They Up To On Social Media?

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Abstract

Despite research on social media marketing (SMM) gaining popularity in the last decade, there are still significant gaps remaining, especially when it comes to SMM's practices of tourism operators. The aim of this study is to assess the SMM's practices of small to medium tourism operators in Australia. More specifically, the paper reports on the most popular social media platforms used by Australian tourism operators; self-rating of their SMM's expertise; how often they utilise SMM plans; and business/marketing objectives they are trying to achieve through SMM. The research findings indicate that it is valuable for tourism practitioners to better understand their target audience and devise their SMM strategy accordingly. The paper concludes by outlining implications of the findings and future research directions.

Keywords: social media marketing, tourism operators, SMEs, tourism marketing, online survey

[WP]

Beautiful Ugliness & Ugly Beauty: Developing A Typology Of Aesthetic Experiences In Tourism

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Abstract

The study aims to identify and describe the essence of aesthetic experiences in tourism. We observed several gaps in the existing literature, including a lack of comprehensive conceptualization a comprehensive typology of aesthetic experiences and in capturing the structure of aesthetic experiences. Adopting Husserl's descriptive methodology, we conducted 28 interviews with tourists visiting Hong Kong. Data are analyzed based on Giorgi's Descriptive Phenomenological Method in Psychology. The study will be valuable in expanding knowledge of aesthetic experiences and insightful in design thinking of destination management in terms of aesthetics.

Keywords: aesthetic experience, ugliness, beauty, borderline experience, phenomenology

[WP]

Between A Rock And A Hard Place: Tourism And Contested Sites

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Abstract

Uluru is one of Australia's most famous national icons and tourist attractions. Uluru, as a tourist site, has long been contested due to multiple stakeholders with competing perspectives and often incompatible approaches to the management of tourism. The most controversial tourist activity at Uluru has long been the climb to the top of the rock. The local Aboriginal people, the Anangu of the Mutitjulu community, request that visitors not climb: a request that has been largely ignored by tourists for many years. However, on the 26th October 2019, the climb was closed to visitors. This research is concerned with understanding how tourists have responded to the Uluru climb closure.

A thematic analysis of Trip Advisor reviews of tourist experiences at Uluru between January 2019 and June 2020 reveals four overarching themes: 'the climb and the closure', 'contestation surrounding the climb', 'Uluru as an attraction', and 'Uluru and the climb as a travel recommendation'. These themes are examined theoretically within the context of the Tourist Gaze, and extend upon this framework with new gazes emerging from the study findings. This working paper presents a unique contribution to academic and practical knowledge on a major event in the history of Uluru, as well as Australian tourism more broadly.

Keywords: contested sites, Uluru, tourist behaviour, the tourist gaze

[WP]

Bounded Hospitality

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Abstract

This paper explores the challenges of identifying ‘appropriate’ levels of hospitality in different settings. It highlights personal experiences of the authors at two very different tourism venues in New Zealand and The Netherlands. The paper highlights some key similarities and also differences which the authors have observed and suggests opportunities for further research using the Relations Model Theory.

Keywords: hospitality, boundaries, status, stranger, host, relations model theory

[WP]

Can Frontline Hospitality Employees Handle The Pressure?

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Abstract

Extra-role service is a clearly wanted behavior within hospitality organizations. However, performance pressure could discourage these discretionary behaviors. We theorize that as organizations place a strong emphasis on high levels of performance, employees’ urgency to raise performance combined with the especially stressful characteristics of hospitality work, could threaten the emergence of discretionary behaviors such as extra-role service. Using structural equation modeling to test our predictions and data from 300 frontline employee, our study hopes to contribute in several ways. First, we seek to respond to call for a deeper understanding of how different stressors are linked to hospitality work. Second, we hope to extend the research on engagement by providing better knowledge of influence of performance pressure on employees’ engagement level. Third, we hope our study can clarify if mindfulness effects are able to align with the organization’s objectives, since the results have been mixed so far. Finally, we expect that our results provide potentially good practical implications for training and recruiting policies in hospitality management.

Keywords: performance pressure, work stress, engagement, extra-role service, mindfulness, hotels

[WP]

Challenges Associated With International Travel Bubbles/Corridors During The COVID-19 Pandemic Crisis Of 2020

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Abstract

The 2020 outbreak of the COVID-19 has imposed the greatest challenge to the viability of the global travel industry in living memory. Unlike previous pandemics, COVID-19 has affected all sectors of the tourism and hospitality industry globally, integrating a downturn in travel to and from all countries. During previous pandemics, tourism recovery was largely market and perception driven. By contrast, the recovery of tourism during and after the COVID-19 pandemic, is predominantly determined by government policy, with emphasis on opening or closure of borders, quarantine procedures for arriving and returning travellers and social distancing regimes.

This paper examines the role of international travel bubbles/corridors as a key stage towards the resumption of international travel between participating destinations. It also discusses how COVID-19 has altered core paradigms of tourism, which have dominated tourism operations and thinking since the advent of mass international tourism since 1970

Keywords: travel bubbles, destination recovery, risk, pandemic response, travel advisories, quarantine.

[WP]

Chinese Family Dynamics Within RV Drive Tourism In Western Country: A Conceptualization Of Cultural Difference

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Abstract

The dearth of research into Chinese family travel within RV drive tourism calls for an interdisciplinary study using novel qualitative research strategies. The multi-dimensional research approach taken in this study regarding Chinese RV family tourism provides a new conceptual framework which contributes to the methodological development in family tourism research. The results obtained from whole-family interviews with Chinese families and insights expressed from their social media platforms provide theoretical and practical implications. The research offers insights on discovering family dynamics from the perspectives of parents, grandparents, and children. The conceptualisation of Chinese RV family tourism in a specific cultural context also proposes directions for further research.

Keywords: RV tourism, family, gender, conceptualisation, social media, culture

[WP]

Community-Related Factors Influencing 'Investment-Readiness' Of Local Government Areas In Regional Australia

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Abstract

This paper investigates the community-related factors influencing the investment-readiness of local government areas in regional Australia and how these may be measured. The research was conducted in the form of semi-structured interviews with key stakeholders as part of a larger project into an integrated tourism data platform. The aim was to better understand why some major tourism investment projects suddenly face unexpected community backlash despite the project being well aligned with council's strategic direction and otherwise ticking all the boxes. Preliminary findings suggest that one key explanation for this is a lack of community trust, caused by an ineffective (or missing) dialogue between council and community. Two indicators are proposed for how this community trust (or lack thereof) may be measured and improved, specifically by analysing the ongoing community engagement against the IAP2 Spectrum of Public Participation and comparing this against community satisfaction in regards to consultation and engagement.

Keywords: communities, destination, development, planning, tourism

[WP]

Construct International Traditional Chinese Medical Tourism Destination In Post COVID-19 Era: A Case Study Of Beijing-Tianjin-Hebei Region

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Abstract

The global COVID-19 outbreak in 2020 has had a huge impact on the world economy and posed a great threat to human health. Traditional Chinese medicine (TCM), as an ancient medical skill, has been adopted by the Chinese government and medical experts to make medical plans to help patients recover their health. Although the concept of health advocated in traditional Chinese medicine has gained people's trust, investigation regarding traditional Chinese medicine as medical tourism competitiveness in China has been limited and narrow in scope. This case study take a qualitative approach to identify and analyzed the position Beijing-Tianjin-Hebei region as a competitive medical tourism destination in post COVID-19 era. This study has shown that medical tourism operators need to further understand the demand of the tourism market, and break the regional integration in the process of transportation accessibility, medical cost, and influence factors of the difference of experience quality, can help medical tourism destination for better development opportunities

Keywords: medical tourism, regional destination, Beijing-Tianjin-Hebei, case study

[WP]

Contrasting Appreciation Of The Tasmanian Wilderness: Mediating The Chinese Visitor Experience From A Cultural Complexity Approach

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Abstract

This exploratory study focuses on the diverse appreciation of the Tasmanian wilderness in the eyes of Chinese visitors. In response against an essentialist approach to understanding Chinese visitors and in addressing the criticism that a more dynamic and fluid understanding of culture is mainly academic and not useful for the practice community, this study adopts a cultural complexity approach to understand Chinese interpretation and comprehension of wilderness. It suggests that tourism mediators can utilise the range of contrasting appreciation of a site to engage visitors and shape their experiences. By analysing posts on Cradle Mountain – a premier Tasmanian wilderness site – at a popular Chinese travel blog website, we have identified a range of ‘reference points’ that can be used in tourist experience mediation. We postulate that by invoking the range of them in the mediation process, together with local interpretation and knowledge, visitors can create more endearing and engaging experiences.

Keywords: wilderness, Tasmania, Chinese visitors, cultural complexity, reference point, appreciation

[WP]

Couple Vacations: A Critical Need For Connection Experiences During Social Distancing

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Abstract

COVID-19 is significantly impacting and disrupting tourism. Simultaneously, social distancing requirements and its lockdown directives have taken a tremendous toll on people’s relationships and their mental health and well-being. In this study, we explored the role of tourism in addressing couple’s mental health problems. A study sample of 112 couples (n=224 individuals) was drawn from a dyad panel of American couples in a committed relationship. Our findings indicate that couples engage in more “connection experiences” when on vacation than at home. Specifically, while vacationing together, couples were more likely to engage in more shared activities, new experiences, fun, communication, and sexual intimacy (p-values < 0.001). Previous research suggests that engaging in shared novel activities is associated with higher relationship functioning and satisfaction. Thus, as the tourism industry strives to recover, they should continue to identify and market their critical role in providing novel environments and activities that stimulate arousal, individual growth, and strengthen relationships.

Keywords: COVID-19, healthy relationships, tourism, couple vacation, novelty, connection

[WP]

COVID-19 Impacts On Recreational Tourism In EU Countries

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Abstract

Europe is the most visited region worldwide, in many EU countries tourism forms a significant part of GDP. Within Europe, France, Spain, Italy, Germany and UK were hit hardest by the first wave of the COVID-19 pandemic. Among those, France, Spain and Italy are also international renown tourism destinations. Especially the tourism sector is very vulnerable to COVID-19 containment measures including closure of tourism infrastructure as well as regulations prohibiting movement of citizens or accommodation bans. The authors conducted an intensive literature review to classify COVID-19 impacts on recreational tourism according to experiences from past pandemics. Six types of impacts were identified: economic, financial, socio-economic, social and psychological impacts. In subsequent analyses the authors will apply these classifications on restrictions imposed in EU countries to give an overview of the areas where significant damages will result. In a third step the authors will classify possible responses of tourism businesses to these restrictions to develop creative solutions for the hospitality industry.

Keywords: COVID-19, recreational tourism, hospitality industry crisis, Europe, tourism

[WP]

Creating Tourism Marketing Strategies Through GIS: A Roadmap From Conceptual Framework To Implementation

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Abstract

In this study, it is aimed to develop a customized and easy-to-use marketing strategy decision support tool for tourism planning and marketing through geographical information systems (GIS). Mixed method design was used in the research. In the analysis of the data, firstly the tourism resources of the province were examined, and all tourism resources and attributes were transferred to the GIS. Surveys and interviews were used to determine the evaluations of local and foreign tourists. Exploratory factor analysis was used in the analysis of quantitative data, and content analysis was used in the analysis of qualitative data. As a result of the analysis, the tourism resources and potential attractions of Eskişehir province are divided into six regions to be used in a sustainable way. SWOT analysis was conducted for each region and province in general. Using the results of SWOT analysis, marketing strategies goals and strategies for each region were determined.

Keywords: tourist profile, tourism resources, geographic information systems, tourism marketing strategy, Eskisehir

[FP]

Crisis Induced Marketing-Mix Innovation: The Case Of The Foodservice Industry

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Abstract

The study reveals the innovation pattern of foodservice enterprises in the midst of the COVID-19 crisis. In-depth interviews with fifteen employees and managers from ten restaurants were conducted. The qualitative research approach was used to evaluate the influencing factors of decision with new business models that offer ad hoc solutions. Our findings further reveal several themes of business improvisations including new sales channels, new product development, and new pricing strategies that were evolved based upon the severity of the pandemic and competitors. The innovation pattern illuminates theoretical and practical significance for service operators in coping with the crisis.

Keywords: restaurant, innovation pattern, crisis management, marketing mix, COVID-19

[WP]

Danish Destination Management Organisations' Response To COVID-19: An Overview

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Abstract

This working paper outlines the rationale behind a comparative study among Danish Destination Management Organisations (DMOs) focusing on their responses to the Covid-19 crisis – during lockdown, after re-opening and backtracking due to a new outbreak. The study is expected to shed light on how DMOs act during times of crisis and what drivers and barriers exist in managing the strategic role of DMOs. Moreover, the authors suggest a research design to unveil the DMOs' strategies, functions, and structures to examine benefits and disadvantages regarding the DMOs' contributions towards adaptability and agility. The study is expected to provide new insights on what initiatives implemented by the DMOs are deemed most effective to adapt to the changing operating environment amid crises beyond their control.

Keywords: DMO, crisis management, strategic leadership, implementation, COVID-19

[WP]

Demographical Change And Future Of Tourism: Preliminary Findings Regarding The Tourist Experiences Of Generation Z

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Abstract

This research focuses on understanding Generation Z's tourist experiences. In the research, the tourist experience has been conceptualized as a phenomenon that differs from tourists. Therefore, interpretive qualitative research techniques were used. In Turkey, studying in the province of Kırşehir, between the ages of 20 and 24, 40 university students of generation Z were asked to describe their tourist experiences using a structured form. The data were analyzed by summative content analysis. The students in the sample think they spend a lot of time planning their travels. They are traveling for escape and they think that their years as a student are an opportunity to travel. It appears that they travel with low budgets but have developed strategies to cope with this situation.

Keywords: destination, students, tourism economics, tourism geographies, transformation

[WP]

Design Thinking & Subject Review – Reflection On The Applications Of Design Thinking In Hospitality Education

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Abstract

With the continued growth of the hospitality education sector, higher education providers are constantly reviewing subject content and delivery to ensure the quality and relevance of the curriculum to meet students' expectations. This working research paper attempts to reflect on how Design Thinking could be applied within the context of such hospitality curriculum subject reviews. Though a new concept applied to education, Design Thinking is a mindset but also a structured framework for gathering information, generating potential solutions and refining ideas. This paper highlights the benefits of its use and an opportunity to review the curriculum utilising the five-step process: Discover, Define, Ideate, Prototype and Test. Findings determined that though the main Design Thinking concepts were applied during the process, a key element during the initial phase, Empathy, lacked focus on the end-user, the students, which resulted in an end-product that could have been better crafted to meet the students' needs. This reflection may be of interest to academics as it provides another perspective and framework to aid in the successful review of the curriculum within education, highlighting the importance of each stage, starting with the student in mind. Further research could help to strengthen the understanding of the application of Design Thinking in a hospitality education context.

Keywords: education, hospitality, innovation, teaching

[WP]

Destination Australia: To Study Or Not To Study?

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Abstract

COVID-19 pandemic resulted in the closure of national and domestic borders throughout the world and has been attributed as the cause of significant economic decline for many, an increase in racial discrimination, and a general sense of fear surrounds international travel, and therefore affects the International Student population within Australian Universities. International Students have become essential in the fabric of modern Australian Universities, with enrollments rapidly expanding over recent decades. For destination countries like Australia the economic benefits are considerable. International Students provide not only direct economic benefits such as tuition fees, accommodation fees, living expenses but also indirect benefits such as visitation of friends, relatives, and cultural exchange. Past literature has demonstrated that tourists tend to avoid travel to destinations with perceived risk. Despite this, how international students perceive risk associated with travel to international destinations such as Australia is conceptually underexplored. Based on the critical contribution of international students to Australia, it is important and timely to understand how international students perceive studying in Australia. Subsequently, the topic of risk associated with international travel for study purposes is gaining momentum among scholars and practitioners. This manuscript explores the facilitators and barriers associated with Chinese international travel to study in Australia following COVID-19. This exploratory paper proposes a conceptual model of the facilitators and barriers to travel for international students to study in Australia for review and modification, as well as empirical testing and validation in conceptually related contexts.

Keywords: international student, risk perception, decision, travel, Australia, COVID-19

[FP]

Destination Branding: Public Management Perspective For Co-Created Development

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Abstract

Destination branding theory and practice have long been used by marketing scholars and practitioners to sell the destination to outside audiences. As the discipline is maturing, there is an increased focus on the branded community. This paper argues that as destination brands do not only sell the destination but also envision the destination, branding practitioners look to inspire the receiving community towards a coherent and coordinated approach to tourism promotion and development. This includes tourism operators, destination management organisations and the local communities. This study focused on the case of Tasmania and how tourism operators perceived the brand. The research found that while branding practitioners were aware of best practice in terms of bringing the local tourism operators onboard the branding project, despite their best efforts, support for the brand amongst tourism operators was scattered. We argue that this is due to a lack of explicit conceptualisation and a theoretical framework for the management of the receiving communities in destination branding. A public management approach is proposed to mitigate these shortcomings.

Keywords: destination branding, brand adoption, stakeholder co-creation, public management, destination development

[WP]

Destination Management For Sustainability

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Abstract

Implementing sustainable projects is arguably among the most vitally important tasks in destination management. The success thereof depends on what projects or management interventions are seen as sustainable and how these can be implemented. Understanding these processes and the factors that shape them is essential in embedding sustainability in destination management. In this paper, we investigate how sustainability is implemented in nature-based tourism destinations in the Tyrolean Oberland in Austria and on the South Island of New Zealand. Using semi-structured interviews with leading destination managers as an empirical basis, we seek to understand what types of projects destination managers see as sustainable and how these projects are put into practice. Specifically, we ask 1) what types of projects tourism destination managers associate with as sustainable development for their areas, and 2) how these destination managers implement these projects. In doing so, we combine two strands of inquiry. Previous knowledge on sustainability implementation offers the theoretical as well as the practical context. Political sciences implementation theory is used to provide the conceptual context. Consequently, our contribution is twofold. We add to the knowledge on the implementation of sustainable tourism, especially in nature-based tourism destinations; and we expand the knowledge on implementation more generally by drawing on the specific context of tourism .

Keywords: destination, development, governance, planning, stakeholder

[WP]

Developing Disaster Resilience From A Processual Dynamic View

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Abstract

This study takes a processual view of resilience to investigate how tourism organisations utilise dynamic capabilities to achieve resilience at different disaster management stages. A longitudinal qualitative research design was used to gain insights into this process. Data include on-site observation, secondary documents, and in-depth interviews with representatives from 25 tourism organisations and industry stakeholders across two years. The resulting dynamic resilience framework uses the three steps in the dynamic capability (sensing, seizing, transforming) to explain how tourism organisations meet resilience goals at each stage of the disaster management process. The paper highlights the importance of a trial-and-error process to reflect on their decision-making for future events, which helps explain the cyclical nature of resilience building.

Keywords: disaster resilience, dynamic capabilities, resilience process, turbulent environments, trial and error

[WP]

Digital Business Ecosystems And Knowledge Transfer - The Destination Berlin

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Abstract

This study investigates the potentials of knowledge creation in tourism destinations through platform-based information systems within the framework of digital business ecosystems (DBE). In this context, this study aims to uncover socio-technical mechanisms to enable digital platforms as collaborative tools for systematic knowledge-creation among tourism actors in the destination Berlin.

Keywords: digital business ecosystems, knowledge creation, mental models, digital platforms

[WP]

Does Paradoxical Leadership Improve Employee's Intention To Go The Extra Mile In The Hospitality Industry?

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Abstract

Hospitality organizations face the challenge of building business more adaptable to today's complex and competitive reality. This study aims to examine how an emerging approach as paradoxical leadership could improve several behaviors of frontline employees helping hotels to compete, such as extra-role service and behaviors oriented toward personal and organizational improvement (self-improvement and employee voice). The proposed theoretical model will be tested with structural equation modeling (SEM) using data from 311 employees in Spanish hotels. Our study seeks to respond to the call for more research to explain how leadership style can help hospitality organizations to adapt to current demands. Paradoxical leadership could respond to this need offering a new approach for people management that helps hotel organizations become more adaptive to paradoxical demands. Further, our empirical analysis of the mediating role of workers' improvement-oriented behavior opens a new perspective onto the challenge of building hospitality organizations capable of achieve more satisfied customers, higher service quality, positive impacts, and thus more likelihood of business success.

Keywords: paradoxical leadership, extra-role service, voice, self-improvement, observational learning, advice seeking

[WP]

Domestic Tourism Development And Regional Settlement Regeneration

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Abstract

Prior to the COVID-19 pandemic, tourism in Aotearoa New Zealand was widely seen as an essential factor in regional development. In the COVID-19 era there is a debate about the medium- to long-term future of international tourism. The economies of regions and settlements that had been significantly dependent on international tourism have been very badly affected. Places more dependent on domestic tourism also face an uncertain future. They do, however, have the advantage of being open to domestic tourists, who, denied their own international travel, are spending some of the funds they once spent overseas across New Zealand, travelling domestically. In light of this re-arrangement, local tourism organisations have initiated place-related promotion strategies designed to attract domestic tourists. We report the early stages of a qualitative social research study of such place promotion in Timaru in the South Island of New Zealand, funded by the Building Better Homes, Towns and Cities: Ko ngā wā kaingā hei whakamahorahora New Zealand National Science Challenge. We are examining new thinking about tourism futures and what is needed to raise the town's profile as a domestic tourism destination.

Keywords: COVID-19 communities, development, planning, qualitative research, tourism geographies

[WP]

Emotional Contagion In Group Tourism Experiences: Preliminary Findings Of Item Generation

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Abstract

Emotional contagion, or the process of when the emotions of an individual or group influence another person's emotion, is an important phenomenon relevant to group tourism experiences. The aim of this study is to develop a scale to measure emotional contagion in group tourism. Using Rossiter (2002) construct definition and Churchill Jr (1979) scale development procedures, an initial pool of items was developed to measure emotional contagion in group tourism. The study was set within the context of diaspora experiences where emotions are particularly accentuated.

Keywords: consumer behaviour, emotions, interviews, qualitative research, tourism

[WP]

Employability 2021: Career Perceptions Of Graduating Hospitality Management Students Amid The COVID-19 Crisis

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Abstract

The COVID-19 pandemic has brought disruptions to daily life and for university students this period has resulted in significant disruption. From a career perspective, this includes the way students plan their short-term careers, seek their first graduate role, and approach their future career development. Pre-COVID-19, career indecision, being unsure of your career interests or career path, had already been an issue for many university students, however, due to Covid-19 this issue has intensified (Boo & Kim, 2020). Therefore, it is beneficial to further understand how the current global pandemic has contributed to, or perhaps even heightened students' career indecision. This study explores perceptions of graduating hospitality management students as they approach employment post-graduation within the concept of career indecision, seeking to understand how the COVID-19 pandemic has impacted their approach to initial employability. Theoretically, this research applies the concept of career indecision to a pandemic context that is having a significant impact on tourism related industries, adding depth to this domain. From a practical perspective, this research prompts further discussions on the employability of recent hospitality graduates, providing academics with additional knowledge and also allowing students to empathise with each other. From an educational standpoint, this research highlights areas students need further support, allowing educational institutions to better cater to them. For the hospitality industry, this research highlights feelings of recent graduates and identifies areas where graduates could be further guided as they look to enter the hospitality workforce.

Keywords: COVID-19, career indecision, employability, graduate recruitment

[WP]

Environmentally Extended Input-Output Analysis – A Simple, User-Friendly Approach For Tourism Managers To Assess The Carbon Emissions Of Their Suppliers

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Abstract

The tourism industry contributes eight percent to global carbon emissions, directly and indirectly. Direct carbon emissions are easy to understand, but indirect carbon emissions are often neglected. Traditionally, Life Cycle Assessment has been used to calculate indirect emissions. This method is time consuming and expensive, requiring extensive data collection. We introduce an alternative approach, Environmentally Extended Input- Output Analysis. This method has mainly been used at macro-level to estimate carbon emissions at national or regional level. We show how Environmentally Extended Input-Output Analysis can be used at the business level. We illustrate the approach by calculating the carbon emissions generated by one hotel room cleaning, concluding that it demands less data, is cheaper and more user-friendly than Life Cycle Assessment, yet leads to similar results. Environmentally Extended Input-Output Analysis makes it possible for small and medium tourism businesses to estimate the total carbon emissions of their operations and direct managerial mitigation efforts.

Keywords: environmentally extended input-output analysis, life cycle assessment, tourism carbon inventories, tourism environmental impact

[WP]

COVID 19 - Mass Gathering Events and Attendee Safety Protocol for Turbulent times

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Abstract

This paper forwards a psychosocial perspective of event safety management. In a time of social and economic upheaval - exasperated by the Covid-19 pandemic, safety has become increasingly significant in the vocabulary of researchers, managers, funding agencies and public bodies involved in the provision of events. The work documented here appraises the role of those with responsibility in managing people and their safety at mass gathering events, i.e. police, event managers and medical teams. It does so through a focus group review process with members from each of the aforementioned groups, and with reference to the analytical frame of the Ottawa Charter (1986). The work contributes to knowledge of event and crowd management, advancing the concept of transformative civic responsibilities while reframing aspects of the event experience to encourage trust and resilience in both attendees and host populations. The work here acknowledges the importance of mass gathering events (MGEs) at a time of social-economic upheaval following Covid-19.

Keywords: COVID-19, mass gathering events, safety, psychosocial, civic responsibility

[WP]

Examining Host-Tourist Relationships In Research-Related Tourism

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Abstract

The study examines the perceptions of an indigenous host community in the context of research-related tourism (RRT) in Fiji. A qualitative methodology including interviews and participant observation was adopted for data collection and analysis. The main findings highlight that RRT possesses socio-economic and environmental benefits for the host community, notably increased income, improved infrastructure, perceived livelihood improvement, and the acquisition of knowledge. Negative impacts of RRT were identified regarding to issues of benefit sharing, reciprocity and transparency.

Keywords: research tourism, host perceptions, host-guest relations, South Pacific, host gaze

[WP]

Exploring Human Transformation In Festival Experiences: The Case Of Burning Man

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Abstract

We are increasingly moving towards the transformation age, in which a wide offer of experiences is emerging aimed at triggering and accelerating human transformation. In order to understand how to design experiences with such potential, this study focuses on the context of events and festivals as a time-space vehicle for long-lasting transformation. This study takes the research context of Burning Man, which is often stipulated as one of the world's most transformative festivals. Since social media serve as an ideal tool that extends experiences beyond the physical space, this research examines big data through Instagram by including the pre-liminal, during-event and post-liminal experiences. The paper takes its theoretical lens from environmental psychology to uncover the interplay between socio-environmental factors and human transformation by using a deep topological data analysis. This study contributes to the emerging body of transformational experience design, and provides a framework for researchers and practitioners to intentionally design environments that allow for human flourishing and transformation.

Keywords: transformation, experience design, festival, environmental psychology, Instagram, topological data analysis

[WP]

Exploring Impacts Of Vanishing Glaciers On Pro-Environmental Behaviour Intentions: Quantitative Approach Regarding Emotional Influences

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Abstract

Climate change is severely impacting glacier tourism destinations that lead to the emergence of Last-Chance Tourism in those places. This new tourism trend holds a paradox as last-chance tourist often travels long distance to see natural features threaten by climate change. However, is visitor's relation with endangered places can impact their intention to act sustainably? Through a quantitative survey conducted in the largest glacier tourism place in France, this working research paper aims to answer this question. Preliminary results show that the majority of the respondents are aware about climate change issues, ready to act for the environment, and emotionally responsive with landscape. Furthermore, results suggest that emotional components of the visit (mainly sadness and anger) as well as the perception of glaciers as reflexive landscape increase visitor intention to adopt pro-environmental behaviour in the future. Further analyses have to be conducted to deepen those results and link pro-environmental behaviour intentions with another construct like Place attachment.

Keywords: climate change, emotions, sustainability, experiences, visitors

[WP]

Exploring Pre Covid-19 Expectations Of Impact In Volunteer Tourism: A Lesson For The Future

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Abstract

Every year a considerable number of people, predominantly from Western countries, travel to different parts of the world with the hope of doing good and making a difference through volunteer tourism. However, a consistent measurement of impact for volunteer tourism has yet to be agreed upon. Furthermore, the perception of impact can be used to better understand the expectations a volunteer tourist of their experience. Our study explores 6,267 volunteer tourist reflections of their impact collected by a volunteer tourist sending organisation. Automated text analysis is used in combination with manual assessment of coding to explore key themes. Key themes are identified, including the defining of projects, volunteer roles, and tasks, as well as the perception of contribution through hours worked, breaks taken, and length of time on a project. Ultimately, it is important to understand perceived impact, given previous debates both in the academic and wider literature about the nature of volunteer tourism. Data was collected prior to COVID-19 and provides insight into key areas of focus as the industry seeks to rebuild following the pandemic.

Keywords: volunteer tourism, perceived impact, reflective reviews

[WP]

Exploring The Effect Of Atmospherics On Place Attachment In A Theme Restaurant Using PLS Path Modelling

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Abstract

This study empirically explores the effect of restaurant atmospherics on place attachment in a restaurant with different themes. A few research studies have been conducted on traditional Middle Eastern societies, where western-style restaurants are an imported phenomenon. Differences in the perception of restaurants' atmospherics have found their way into official vocabularies, using the terminology "Sonnati" for domestic non-western style restaurants. In this case, the factor of nostalgia that is inherent in Sonnati restaurants must be taken into account when analysing place attachment.

To further understand the dynamics of place attachment in the Middle Eastern hospitality sector, a multi-group analysis was conducted to compare place attachment indicators among 118 customers in one section of the Sinipor-Gilanian restaurant with Sonnati characteristics and 313 customers in another section with modern characteristics. A partial least squares (PLS) approach was used to analyse the data. The findings showed that ambience and dining equipment had significant effects on place attachment in both parts of the restaurant. Facility aesthetics and staff had a positive impact on place attachment only in the modern section. Considering the results of this study, restaurant managers should assess their establishments' ambience based on customers' perception to create attachment and loyalty to the restaurant. Future studies should address the quality of food and service as a determinant factor in choosing a restaurant.

Keywords: place attachment, atmosphere, place aesthetics, theme restaurants

[FP]

Frontline Professionals' Knowledge And Awareness Of Biosecurity Risks In Nature-Based Tourism And Outdoor Recreation

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Abstract

This working paper introduces the second phase of a qualitative study of biosecurity risks in nature-based tourism and outdoor recreation in Aotearoa New Zealand. The phase one context for the study was reported to CAUTHE in 2020. Specifically, in this paper we report an analysis of interviews with frontline tourism professionals (guides and related tourism facilitators) designed to gauge their knowledge, and their perceptions of their clients' knowledge, of biosecurity risk with respect to nature-based tourism and outdoor recreation activity. Our research shows that frontline tourism professionals are willing to participate in post-border biosecurity risk mitigation (through the provision of information to tourists), but are often challenged by low levels of biosecurity-explicit knowledge (Mackay et al. forthcoming). Increasing the biosecurity knowledge-base of tourism professionals is therefore important.

Keywords: biosecurity, tourism, outdoor recreation, New Zealand, awareness

[WP]

Future Of Sport Tourism Functional Collaboration: A Relational View

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Abstract

Functional collaboration is considered as a necessity to the development of sport tourism. It might be more essential strategy after COVID-19 in order to recover the contribution of sport tourism. Functional collaboration between national tourism organisations (NTOs) and national sport organisations (NSOs) is advancing in Bangladesh, yet some problems with functional collaboration occur. Analysing qualitative data–interview and documents, this paper outlines and classifies the success factors and barriers to functional collaboration between NTOs and NSOs under the lens of relational view. This manuscript contributes to sport tourism scholarship by providing an extensive list of both barriers and success factors to NTOs and NSOs functional collaboration to guide future research in sport tourism functional collaboration.

Keywords: sport tourism, functional collaboration, success factors, barriers, national tourism organisations, national sport organisations

[WP]

Getting Deeper In Experiential Learning: A Phenomenological Study On Tour Guiding Students

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Abstract

Using phenomenological analysis, this study attempts to understand the influence of experiential learning on undergraduate tour guiding students and the reflections of the gained skills on their career. Findings reveal that students have gained personal, social and professional achievements by the virtue of their experiential learning. Moreover, the study argues that tours are important tools in experiential learning that have a transformative influence on the prospective tour guides.

Keywords: experiential learning, phenomenology, tour guiding, campus tours

[WP]

Giving Voices To The Professional Tour Guides: Perspectives Of Their Social Identity.

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Abstract

Research has shown that tour guides' performance has a positive impact on tourist satisfaction, yet they are often seasonal workers without recognition, work stability, defined workplace conditions or remuneration despite the job requiring an extensive professional skill set. Previous research mainly deals with the voices of tourists, not tour guides. The intent of this qualitative case study is therefore to gather their perspectives of the commonalities within their work-related challenges, expectations and sense of belonging and understand how this impacts on their sense of self and social identity. The findings are based on focus groups and individual interviews of professional tour guides belonging to the Professional Tour Guide Association of Australia (PTGAA). Their social identity is an overview of the 'self' of these members (self-identification) and the 'we' versus the 'them' (social comparison and self-categorisation) which form the building blocks of Tajfel's Social Identity Theory.

Keywords: tour guide challenges, tour guide industry practices, tour guide roles and work experiences, Tajfel's Social Identity theory

[WP]

Health And Working Conditions Of Nepali Porters

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Abstract

Porters who carry loads for trekkers are under researched and under recognised for the work they do. Their health and wellbeing and their working conditions are very harsh and under resourced. They are often inequitably remunerated for their troubles. Recognition by government level organisations and tourism operators could enable these workers to gain recognition and appropriate recompense in the face of these overwhelming challenges. Data was collected from 10 porters undertaking training at a Nepali Porters' training organisation, based in Kathmandu, Nepal. The project used semi-structured in-depth interviews. Participants were involved in a 45-60-minute interview. All the interviews were recorded and then transcribed into English by a bilingual Nepali PhD student. The data was imported into NVivo where it was coded using a hierarchical, thematic coding structure approach. Grounded Theory was used to generate themes, results and findings. Porters reported that they needed to improve their English language skills to interact more fully with tourists. Further reports of lack of appropriate accommodation, inadequate clothing, and little understanding about issues of First Aid were other points noted.

Keywords: Nepal, porters, trekking, Himalayas, wellbeing, health, working conditions

[WP]

Healthcare Education Tourism: An Exploratory Study Of Student And Graduate Occupational Therapists In New Zealand

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Abstract

Cultural competence is a key part of working in healthcare and is increasingly a focus of healthcare education. International clinical placements, service-learning and volunteering have all been posited as potential avenues for the development of cultural competence in healthcare students. This paper introduces an exploratory, interdisciplinary study into what we conceptualise as 'healthcare education tourism'. 15 semi-structured interviews were conducted with Occupational Therapy students and graduates from New Zealand who self-identified as having undertaken a clinically relevant period of international travel. Preliminary thematic results reveal complex intersections between clinical and cultural learning, with distinct differences between the accounts of students and graduates. The diverse experiences giving rise to this learning reveal challenges in distinguishing between educational tourism, volunteer tourism and international service-learning. The study provides insight into the pedagogical value of these varieties of tourism and their relevance within contemporary global healthcare education.

Keywords: educational tourism, volunteer tourism, healthcare, clinical learning, cultural competence

[WP]

Hospitality Through The Screen – Investigating Online Teaching Experiences Of Hospitality Educators

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Abstract

Global crises such as the COVID-19 pandemic have created an accelerated need for the education sector to accept, adopt and adapt to online teaching. This has largely affected the delivery and effectiveness of hospitality courses which traditionally rely on a face-to-face pedagogy to impart a hospitable service mindset to students. While research has investigated the experience and perceptions of students studying hospitality online, little attention has been given to those of educators who are tasked to instil the hospitable service mindset through their delivery. This study seeks to explore the experience and perceptions of hospitality educators teaching through the screen, the challenges faced, and teaching methods used to develop a hospitable service mindset crucial to a high-touch profession. Using in-depth semi-structured interviews, this inductive exploratory study aims to assist higher education providers and educators with designing and delivering effective online hospitality courses, respectively. The findings will support the development of hospitality graduates that are better attuned to the concepts of hospitality and hospitableness manifested through their service mindset and delivery.

Keywords: hospitality, hospitableness, online teaching, teaching experiences, hospitality higher education

[WP]

How 'Smart' Is Destination Planning In Australia? A Content Analysis Of Smart Tourism Concepts In Victoria's Regional Destination Management Plans

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Abstract

Purpose: To assess the smart tourism concepts in the strategic priorities and approaches to destination development and planning outlined in destination management plans (DMPs) in Victoria, Australia. **Methodology:** The study used a qualitative content analysis of DMPs published by regional tourism organisations from the 12 tourism regions of Victoria. The DMPs were coded using a deductive approach to identify the use of smart tourism concepts, based on the frameworks and theory on smart destination competitiveness and development. **Findings:** This study found that DMPs from Victoria's tourism regions all displayed at least some level of 'smartness', but the range between regions was considerable. All but one of Victoria's tourism regions were more inclined to use 'soft' smart components, such as human capital development and collaboration, than 'hard' smart components, such as information and communications technology platforms, infrastructure and big data collection. **Conclusion:** Hard and soft components of smartness are apparent in the strategic planning of all 12 tourism regions in Victoria. The regions vary drastically, however, in their overall levels of smartness, as well as in their tendency to use soft versus hard components of smart destination management. Theoretical and practical implications of the research provide insight into 'smarter' destination planning and management strategies in Victoria and the potential for smart destination development within an Australian context.

Keywords: smart tourism destination, destination management planning, content analysis, sustainable tourism, tourism governance, smart destinations

[WP]

How A Hierarchical Governance Structure Impairs Sustainable Destination Development: A Context Of Red Tourism In China.

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Abstract

A growing recognition observed in sustainable tourism research on the need for destination governance for sustainable development. Specifically, given the hierarchical structure is still playing an essential role in destination governance, how this governance structure influences a cultural tourism destination's sustainable development remains unclear. This research uses the management of red tourism destinations in China to analyse how hierarchical governance may incur destination sustainable development barriers. It provides details of the qualitative study on sustainable barriers using thematic analysis, which systematically identifies consistent themes. The results reveal three major streams: the conflicts within governance, the disputes between governance and market demand, and the impacts of conflicts in governance. Results show that the inconsistent initiatives of red tourism destination management between central and local governments give rise to conflicts within governance and between governance and market demand, negatively influencing tourism destinations' sustainable development from economic, socio-cultural, and environmental perspectives. A conceptual framework is proposed concerning the conflicts and impacts on the governance of red tourism destinations. The research supplements the current knowledge of how the hierarchical governance structure may impair sustainable tourism development barriers and provide practical implications to China's red tourism destinations.

Keywords: hierarchical governance structure, destination management, sustainable development, red tourism, heritage tourism

[FP]

How Dare You Cancel Pride?!: Lessons From The Cancellation Of The Wagga Wagga Mardi Gras

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Abstract

LGBTQI+ Pride events are typically contentious, and more so when they happen in environments with a robust heteronormative culture such as a rural or regional community. Within these communities, LGBTQI+ individuals typically remain invisible due to fears of retribution. This invisibility however, inadvertently reinforcing hegemonic notions of gender and sexuality. Pride events, therefore, help disrupt this environment, inverting the norms and bringing visibility to the local LGBTQI+ communities. This paper explores the cancellation of a rural pride event in response to COVID19. The findings guide how communication of such cancellations should be managed.

Keywords: COVID-19, events

[WP]

How Do Host-Children In A Developing Country Perceive Tourism Impacts On Their Quality Of Life

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Abstract

While tourism has transformative power, it unavoidably generates negative social impacts on local communities. Host-children are more vulnerable to adverse impacts than host-adults. It is critical to understand tourism impacts on host-children's quality of life (QOL) from their perspectives. Hence, this paper explores how host-children in a developing country perceive tourism impacts on their QOL. Data were collected from 54 Cambodian host-children engaging in voluntourism using a combination of photo-elicitation interviews, drawings, and semi-structured group interviews, and from 34 Cambodian host-children on the street using observation and a semi-structured informal chat. The findings revealed that tourism improved host-children material, education and community wellbeing while it threatened their health and safety. This paper offers three recommendations to minimise the negative impacts of tourism to protect host-children and contribute to sustainable tourism development.

Keywords: communities, labour, qualitative research, sustainability, tourism, well-being

[WP]

How Does Human Capital Investment Impact Employee Productivity? The Case For The New Zealand Hotel Industry.

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Abstract

The purpose of this research is to examine how human capital investment impacts employee productivity and how human capital return on investment is tracked in the hotel industry in New Zealand, a country where tourism is one of the largest foreign exchange earners. Human capital investment in the form of employee education and training is becoming an increasingly important area within the tourism sector because high quality of service continues to be a significant characteristic in differentiating an organisation from its competitors and thus investing in human capital can lead to productive workforce which enhances revenue and return on investment. This research employs mixed methods, employing both qualitative and quantitative approaches to elicit responses from managerial staff and employees on their definition and measurement of employee productivity. The study will be within international and domestic brands of hotels within three to five-star hotels in two focus regions in New Zealand, namely Auckland, Christchurch and Queenstown.

Keywords: hotel, human capital investment, employee productivity, return on investment, tourism

[WP]

How Much Do Hotel Guests Really Value Non-Core Hotel Services That Burden The Environment?

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Abstract

The tourism industry has negative consequences for the environment. Some tourism services, such as transportation, stand at the core of any tourism activity and are difficult to change or eliminate. Others are non-core, such as the provision of single-use plastics in hotels. Avoiding such non-core services has the potential to reduce the environmental footprint of tourism accommodation. Yet, accommodation providers are hesitant to change the status quo because they are concerned it will reduce guest satisfaction. Using a discrete choice experiment, we study the relative importance of a range of non-core services typically provided by hotels. Our findings guide hotels in selectively eliminating environmentally harmful, non-core services that are not highly valued by hotel guests.

Keywords: sustainability, hotel services, discrete choice model, hotel guests

[WP]

I Like Your Travel Vlog: Delineating Viewers' Consumption And Production

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Abstract

Vlogs - visual variants of online blogs - are popular in recording and sharing travel experiences. There has been, however, limited researcher attention to the use and analysis of vlogs in the tourism context. Initially, 25 representative travel vlogs accompanied with viewers' bullet comments were selected systematically, and then we followed a micro-cases sampling approach to identify 132 highly engaging sessions, where audience comments are significantly intensive. We then employed content analysis to construct a model of viewers' consumption and production from both the video content data and the bullet comment data in these sessions. The model explains the essential elements of attractive travel vlogs. Theoretically, we developed fresh ideas about the nature of interaction in online video-based experience-sharing communities. The methodological approach to vlogs we employed can be a guiding model when using videos as data. Pragmatic implications were also discussed.

Keywords: travel Vlog, user-generated content, bullet comments, parasocial interaction, parasocial relationship

[FP]

Identifying Visitors' Travel Patterns From Social Media Posts

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Abstract

Understanding visitors' travel pattern is important because it could help to identify destination hotspots and design better strategies for tourism management. Traditionally travel patterns has been studied by surveys or interviews, however, nowadays, social media offers higher volume, better spatial and temporal resolution data to model patterns and learn the spatial travel behaviours. In this work, we rely on social media Weibo to demonstrate the ability of using social media, to identify not only destination hotspots but also the popularity of destinations based on visitors' travel itineraries. Specifically, we employed the density-based clustering method to cluster destinations and adopted the social network analysis to recognise the popularity of the destinations. Furthermore, the spatial travel behaviour was analysed by core-periphery theory, and several unique travel patterns in the destination network have been recognised. Besides analysing the core-periphery structure of the destination network, we also found that distance and difference in the type of attractions influence visitors' travel patterns.

Keywords: travel patterns, social media, weibo, social network analysis, centrality, core-periphery

[WP]

If COVID-19 Doesn't Kill You, Uber Eats Will: Hospitality Entrepreneurs' Views On Food Aggregators.

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Abstract

Even before Covid19 changed the world, hospitality operators were struggling to understand how to cope with the short-term benefits but potentially long-term damage to their business model of collaborating with food aggregators. The ease of accessing a well-managed customer interface distribution network needed to be balanced with the overheads incurred in doing so, but also with the loss of direct contact with a customer base whose loyalty is increasing with the food aggregators, not the hospitality operations providing the food. This qualitative case study used in-depth interviews with people selected from an existing network of personal contacts used purposive sampling to identify seven owners of restaurants in the Auckland region of New Zealand. Thematic analysis identified their reasons for considering food aggregators as a business partner, the benefits and costs of doing so, and the impact on Covid19 on their businesses. The researchers found that the initial goal had been to fill spare capacity in the restaurant and build take-away trade. While there was an initial increase in business, the commission taken by the food aggregators and the shift of loyalty of the diners from the restaurant to the food aggregator had a major impact on the financial sustainability of the operation. It also caused a significant shift away from in-restaurant dining and towards take-away dining, thereby considerably lessening the opportunity for staff to build relationships, customer loyalty and upselling opportunities.

Keywords: Uber Eats, food aggregators, COVID19, service operations, Auckland, restaurants

[WP]

Implementation Of Green Event Strategies: Knowledge Transfer In Temporary Organisations

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Abstract

Event executives have received much theoretical attention in their commitment to promote green events. However, a discrepancy exists between executives' green intentions and their implementation. Few studies to date have explored if and how event executives transfer green messages into their operations. We conceptualise events as temporary organisations and investigate how knowledge of environmental issues is diffused within event teams. Qualitative Comparative Analysis (QCA) will be used to explore the ability and motivations of heterogeneous staff (paid employees and volunteers) on knowledge diffusion. We expect to identify various practices that promote or hinder the knowledge transfer and how event operations become more eco-friendly. The results will contribute to a better understanding of knowledge transfer within temporary organisations and provide practical strategies for green events.

Keywords: green events, knowledge transfer, temporary organisation, qualitative comparative analysis (QCA)

[WP]

Influence Of Stakeholders On Environmental Sustainability

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Abstract

Purpose: The paper presents the findings of the influence of stakeholders on Environmentally Sustainable Policies and Practices (ESPPs) in the Australian hotel industry. This study aims to ascertain this influence from the perspective of the managers of the hotels and the study involved a range of hotels of different profiles and management structures.

Design/methodology/approach: The study conducted one-on-one interviews with hotel managers. The aim of the sample and sample size was to ensure representation by different segments of the hotel industry to include international chain affiliated hotels, Australian chain affiliated hotels and independent hotels.

Findings: An analysis of the findings suggests that owners and shareholders are the biggest influencers as their investment takes primary importance. Other stakeholders such as guests generally play a secondary role in influencing the ESPPs of hotels. Globalisation and improved communication technologies have caused a drift from traditional owner and shareholders hierarchies of power and control to an era in which a variety of stakeholders are increasingly playing an important role.

Originality/value: This study is broadly informed by the stakeholder theory. Owners, shareholders, and other stakeholders have a significant influence and create both drivers and barriers to environmental sustainability in the Australian hotel industry. It can be observed from statements by hotel managers in this research that implementing environmental sustainability in the hotel industry is a complex task due to the presence of many stakeholders with differing agendas and objectives.

Keywords: sustainability, environment, stakeholders, hotels, Australia

[WP]

Innovation In Community-Model Destinations After COVID-19: First Empirical Insights

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Abstract

The literature shows that innovations are indispensable for the success of tourist destinations due to saturated markets and a high level of competition. COVID-19 turned tourism on its head and more or less shut down international travel and tourism organizations worldwide (Prayag, 2020). The question arises how travel behavior will change in the long-term after and with the pandemic (see e.g. Neuburger and Egger, 2020) and how the supply side can develop innovations in order to anticipate or react to these tremendous challenges. Consequently, the study aims at gaining empirical insights into destination management organizations' (DMOs) as well as its key stakeholders' perceptions regarding innovation opportunities in the restart of tourism. We further explore how DMOs develop and implement various types of innovations as an answer to the COVID-19 pandemic.

Keywords: COVID-19, communities, entrepreneurship, innovation, interviews, open innovation, qualitative research, rural tourism, small & medium enterprises, stakeholder

[WP]

International Tourism And Infectious Disease Transmission Nexus: A Cross-Country Study

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Abstract

The relationship between pandemics and travel is an essential element in understanding health security and global change. Using cross-country data for 180 countries, this study investigates the impact of tourism and several other socio-economic variables on the spread of three pandemics, namely, SARS outbreak, Swine flu pandemic and current Covid-19 pandemic. Preliminary data analysis revealed that there is a strong positive relationship between tourism and pandemics, in terms of the number of cases and deaths. The multiple regression analysis revealed that the higher the number of inbound and outbound tourism, the higher the number of reported infected Covid-19 cases. The countries that have experience with handling SARS or Swine flu pandemic have been able to reduce Covid-19 cases significantly.

Keywords: tourism, pandemics, COVID-19, SARS, Swine flu, cross-country

[WP]

Internet Of Things And Memorable Experiences In The Hotel Industry

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Abstract

IoT integrates the physical and the virtual realm and opens new possibilities for the development of marketing strategies and the improvement of service experience. Until now, few studies explore the introduction of IoT in the hotel industry in relation to customer experience, no study has integrated IoT in memorable experiences. Also, memorable experiences in hospitality settings have not been fully conceptualised yet. The present paper aims to create a theoretical framework that expands from diverse studies in the tourism and service literature and from the dimensions of memorable experiences developed by Tung & Ritchie (2011) by taking as a setting the hotel industry. The creation of the conceptual framework is divided in 2 steps: 1) the creation of a model of memorable experiences within the servicescape; 2) the integration of IoT in the above identified model. The theoretical framework identifies human interaction, pleasant sensory stimuli, easiness in accessing services, and identity and uniqueness as antecedents of memorable experiences. In such a framework, IoT is seen as a useful tool allowing for the customization of sensory stimuli, the integration of automation and human interaction, the discovery of local culture, and an easier access to services and information.

Keywords: experiences, hospitality, information and communication technologies

[WP]

Interpreting Landscapes And Landscape Interpretation: Insights From Chinese Visitors' Encounters With Uluru

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Abstract

Interpretation has long been used as an elective educational tool to reveal, inform and inspire the meaning of an attraction. Landscapes also feature in interpretation – signs, talks, displays and multi-media presentations are often used to explain formation of particular structures and to communicate their relevance. To date, a majority of interpretation research has been conducted in Western contexts using Western-based principles established to accommodate visitors' preferences and motivations. Identifying interpretation requirements of non-Western groups has not been well investigated. This paper explores the interpretive needs of Chinese outbound visitors through their lived encounters with an iconic Australian outback landscape – Uluru/Ayers Rock. Findings reveal that Chinese travellers often employ playful analogies, practice introspections and increasingly desire for scientific knowledge. The chronological timeline also links to Chinese travellers' historical and cultural identities that could be considered for interpretive program planning.

Keywords: interpretation, tourism landscape, Chinese visitors, Uluru-Kata Tjuta National Park

[WP]

Lessons Learned: Applying Constructivist Grounded Theory To Explore Robotic Customer Service In Hotels

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Abstract

Grounded theory is a rigorous yet challenging methodology to implement. This paper explores a PhD student researcher's experience of applying a constructivist grounded theory (CGT) methodology to study customer perceptions of robotic service within hotels. The two-phased research approach is explained to detail the process of sampling, data collection and analysis used throughout the study and to communicate essential components of the grounded theory process. Key benefits and challenges of CGT, and the strategies the researcher used in his application of this methodology, are explored. The paper provides insights for future researchers who intend to apply a CGT methodological approach, particularly in higher degree research or as early career researchers. It also demonstrates potential strategies for the use of CGT to study emerging fields such as robotic customer service, which may require innovative approaches to existing methodologies.

Keywords: Constructivist grounded theory methodology, robotic service, hospitality, hotel service, customer service

[WP]

Lifestyle-Oriented And Business-Oriented Motivations For Agritourism Businesses: A Fimix-PLs Analysis

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Abstract

The purpose of this working paper is to advance the current debate about the evolving nature of agritourism. Previous studies have noted that agritourism was born as a farm's diversification strategy but has gradually taken a different shape. As result, today the concept of agritourism encompasses both businesses for which the co-creation of authentic experiences and education and agricultural activities are essential and, on the other side, businesses that basically offer "only" hospitality services staged in an agricultural setting. While this distinction has been conceptually put forward in recent years, empirical evidence clearly outlining the existence of these two groups of agritourism is missing. Through the application of a specific latent class segmentation technique (Finite mixture partial least squares, FIMIX-PLS), this study empirically confirms the existence of the two groups of agritourism businesses and its implications.

Keywords: agritourism, co-creation, hospitality, pls-sem, fimix-pls

[WP]

Linking Tourist Motivation, Experience, And Altruism To Responsible Tourism Awareness

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Abstract

This study analyses tourists' motivations, experiences, and altruism as antecedents of responsible tourism awareness (RTA). A questionnaire-based survey was administered to domestic tourists in several Indonesian coffee tourism destinations, resulting in 366 valid responses that were examined by path analysis. Result shows that experience played a role as mediator for strengthening motivations and altruism to RTA. Finally, responsible tourism marketing is discussed as implications of this research.

Keywords: altruism, responsible tourism awareness, motivation, experience, coffee tourists

[WP]

Lux In Tenebris: Content Analysis Of Covid-19 Research

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Abstract

The COVID-19 pandemic has necessitated the tourism industry charting a brave new direction. However, there is a lack of cohesion concerning the trajectory amidst the fragmented areas of studies about the pandemic. The purpose of this study is to review COVID-19-specific literature to reveal critical themes and trends, offer insights, and highlight research gaps to advance the field. This study examines 1,707 terms for co-occurrence among 67 articles retrieved from a selection of 24 leading tourism journals. The findings provide quantified support for new research areas that require further attention.

Keywords: content analysis, pandemic, sustainability, tourism recovery, tourism impact, VOSviewer

[WP]

Main Models Of International Medical Tourism

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Abstract

People travel all over the world for numerous reasons. When people travel from one place to another place, across the international border to receive some form of medical treatment, is called medical tourism. The phenomenon was created during the late twentieth century, and nowadays it is a very well-known term around the world. Tourism industry and health care system are crucial for a country's economic development. With the demand for economic development, many countries started creating various medical tourism destinations and companies. Overall, this paper tries to answer the following questions: "What is medical tourism?", "What are the models of medical tourism?", etc. It aims to do so by reviewing various research articles and websites on tourism. This paper is a case study which mainly discusses the pre-existing models of international medical tourism and suggests a new model from China's perspective.

Keywords: medical tourism, healthcare, tourism development, Thailand, India, US, Hong Kong

[WP]

Mobile Marketing Effects On Customer Restaurant Selection In Saudi Arabia

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Abstract

This study introduces a conceptual model that will present the factors that influence the customer adoption of mobile marketing channels, Instagram and Google maps, and their attitudes toward mobile marketing for the purpose of selecting restaurants for dine-in experiences in Saudi Arabia. The paper highlights the research gap by investigating the likelihood of adoption of mobile marketing for acquiring restaurant customers and hospitality digital marketing campaigns.

Keywords: mobile marketing, customers' attitudes, customers' behaviours, restaurants, Saudi Arabia

[WP]

Modelling Factors Affecting Religious Tourism Flows To Saudi Arabia

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Abstract

Religious tourism demand is one of the major contributors to Saudi Arabia's economy and considered to play an important role in the "Vision 2030", which seeks to diversify the Saudi Arabia's economy. There is a need to identify the economic and country characteristics factors influencing the inbound religious tourism to Saudi Arabia. This study used a gravity model approach using panel data from 2000 to 2019 to estimate the impact of these determinants. A major contribution to tourism research is by introducing the country characteristics variables such as human rights issues, expatriates' workers and quality of life and measuring the impact of these variables in religious tourism demand.

Keywords: religious tourism demand, economic factors, country characteristic factors, panel regression

[WP]

Network Coopetition For Sustainable Tourism Development

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Abstract

This paper provides the initial findings of a multiple-case study that explores the establishment of cooperative relationships through networking for sustainable tourism development (SDT). This research employs the sociology of translation from actor-network theory to trace collective actions and interactions to sustainability goals at two local destinations in Vietnam. The research found that the convergence and association between multiple actors to achieve a sustainability goal affected the intervention of cooperation in existing competition and the intervention of conflict in existing cooperation. Relating to collective actions for the achievement of sustainability goals, four types of coopetition emerged and four path relationships between networking and coopetition are revealed. This research contributes to the concept of coopetition and network approach by exploring relationships between them, and conceptualising network coopetition for SDT.

Keywords: coopetition, networking, sustainable tourism development, Actor-network theory, Vietnam

[WP]

On The Road: Chinese Visitors Self-Drive Tour And Optimizing The Drive Experience

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Abstract

The United Nations World Tourism Organization (UNWTO) forecasts that the number of international tourists traversing the globe will double by 2030. A significant part of this growth is related to the rapid expansion of Chinese outbound travellers. Importantly, Chinese travellers are shifting from group travel to more free and independent travel, meaning that a growing number of Chinese visitors are partaking in self-drive holidays. This has implications for destinations where the safety and enjoyment of Chinese free and independent travellers (FITs) on the road, as well as the safety of destination communities on local roads, will take on greater significance. Accordingly, this research examines how Chinese visitors' self-drive experience in Australia can be optimised. For the relation between road safety and the self-drive tour experience, the result state that the experience can be optimized by increase the awareness and understand of Australia road rule, due to the lower satisfaction level than the overall score. And for destination factors, the scenery, and the food and accommodation are the top factors that may influence the self-drive tour experience.

Keywords: Chinese FIT, self-drive, experience optimization, road safety, destination experience

[WP]

Post-Pandemic Revisit Intention To Japan: How Trust In Risk Regulation Navigates Travel Constraints Of Chinese Tourists

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Abstract

This study aims to investigate what sort of travel constraints are influential for Chinese tourists' visiting intention to Japan after the travel ban is lifted in the post-COVID-19 pandemic, and to what extent can trust in risk regulation of destination attenuate their travel constraints. A data set of 276 respondents who have been to Japan showed that health-concern, political, structural, and interpersonal constraints are the primary travel constraints. However, only interpersonal constraint had negative impact on revisit intention. Results also confirmed the negative and significant influences of trust in risk regulation of destination on travel constraints. Unexpectedly, the direct effect of trust in risk regulation of destination on revisit intention was insignificant. Theoretical and practical implications for recovery of tourism are also discussed.

Keywords: Japan, Chinese tourists, travel constraints, trust in risk regulation of destination, revisit intention

[WP]

Predicting Frequent Flyer Programs Choice: An Application Of Multinomial Logit Model

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Abstract

To better identify the match between frequent flyer programs and customer segments, this study differentiates frequent flyer programs into four distinct types and employs multinomial logit analysis to investigate the extent to which various personal factors (i.e. demographic, psychological and traveling characters) affect consumer's choice of frequent flyer programs. Empirical results indicate that demographic and individual traveling characteristics such as household annual income, religion, and the frequency of business trips were the main factors predicting individual choice of frequent flyer programs. Psychological factors, however, were less effective predictors of traveler's choices.

Keywords: multinomial logit analysis, frequent-flyer programs, consumer choice, program design, psychological mechanisms, program differentiation

[WP]

Priming Environmental Self-Identity To Trigger Tourist Pro-Environmental Behaviour

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Abstract

The main purpose of this study is to examine how priming self-identity influences tourist pro-environmental behaviour. A quantitative methodology will be employed through experiments to test research hypotheses. Quasi-experiment is also to be conducted to investigate the link between behavioural intention and actual behaviour. The findings will make theoretical contributions to the existing literature in sustainable tourism. Moreover, the present study is to provide practical contributions for tourism operators with insights into the strategy of encouraging pro-environmental behaviours.

Keywords: priming effect, sustainable tourism, pro-environmental behaviour, experimental design, self-identity

[WP]

Promoting Tourist Dispersal Through Gamification: Using A Gamified App To Track And Motivate Tourist Movement.

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Abstract

This working paper summarises research into using gamification to motivate tourist dispersal into regional areas. Gamification is defined, with a summary of the current state of research, and ways in which gamification has naturally developed in travel and leisure. Self-Determination Theory is used as a framework to explain the efficacy of gamification to impact behaviour through intrinsic motivation. A study is proposed in Southern Tasmania that employs a gamified app with GPS tracking capabilities, using Tourism Tracer technology. This study will answer the question: to what extent can the promise of a novel experience that fulfils a need for competence, presented through a gamified app, motivate real-world dispersal in tourists?

Keywords: gamification, tourist dispersal, intrinsic motivation

[WP]

Queen Bees, Stereotypes, Leadership, And Gender Dichotomy. Will The Post-Pandemic Festival Environment Be Ready For A Transformation?

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Abstract

This working paper is set within the context of a PhD study which considers the importance of gender in leadership, and its role in the festival context. The aim of the work presented at this conference is to investigate how the festival industry could make use of this time of change to make a transformation and open leadership positions to skilled event professionals regardless of their gender. The paper considers the Queen Bee Phenomenon (QBP), which indicates specific behaviours women leaders have. However, the QBP underlines the discriminations women undergo in the workplace. This can be seen by the label chosen to describe it which can be considered sexist, since a term to describe something similar between men does not exist. The literature indicates that QB leaders will act in a more agentic way by assuming behaviours thought to be traditionally masculine; they will physically and psychologically distance themselves from other women colleagues; and they will legitimise the current gender hierarchy. The QBP is a representation of a wider issue that concerns leadership positions. This idea that leaders have specific features depending on their gender is strictly connected to the terminology used in regard to leadership. In many studies and research, this is the dichotomy found between male and female. However, these two terms bring back to a stereotypical gendered idea of masculinity and femininity which is culturally attached to these words and that has been socially constructed. This paper is set in the UK where the event industry is women dominated, with 70% of employees being women, but only 20% with leadership positions. The study therefore asks why women cannot reach leadership positions in festivals and whether they experience the QBP. In doing so, it aims at finding solutions to improve the working situations for women in festivals.

Keywords: events, festivals, management, leadership, transformation, gender

[WP]

Queensland's First Nations Tourism Plan: Setting A Framework For A Sustainable First Nations Tourism Sector

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Abstract

In response to unprecedented growth in Queensland's Indigenous tourism sector, in 2019, the Queensland Tourism Industry Council (QTIC) undertook an extensive consultation process to develop Queensland's First Nations Tourism Plan. The goal of the plan, which was developed, driven and managed by Queensland's First Nations Peoples, was to set a framework that leverages Queensland's First Nations cultural heritage and stewardship of country. The plan is underpinned by the 2012 Larrakia Principles and was established to inspire the development of a sustainable First Nations tourism sector that offers diverse, authentic and engaging tourism experiences. Further, the plan provides a strategic roadmap to guide industry bodies, state government agencies and other stakeholders to assist in supporting the sector's aspirations for the future. This working paper, co-authored by the Indigenous tourism industry leaders who championed the plan, and academic colleagues who were engaged in the development of the plan and consultation process, will share insights from the journey and outcomes of Queensland's inaugural First Nations Tourism Plan.

Keywords: First Nations, Indigenous, tourism, plan, Queensland

[WP]

R U Ok? An Exploration Of Young People's Well-Being As A Result Of Event Attendance

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Abstract

The ABC Australia Talks survey in 2019 found that young people reported to be lonelier than older people. To alleviate loneliness, social connections are sought through various means, such as through attendance at events and festivals. Literature within events studies has often suggested the social implications of event attendance, therefore this study seeks to examine the relationship between events and well-being. A survey capturing data on young people's event attendance, social connectedness and well-being was administered. These preliminary findings illustrate that young people's well-being could be enhanced; however further investigation is needed to understand the impact of events.

Keywords: well-being, social connectedness, young people, events

[WP]

Rebuilding Student Confidence In Tourism, Hospitality And Events Post-COVID-19

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Abstract

The COVID-19 pandemic has brought the most significant disruption to education in history. Higher education in Tourism, Hospitality and Events (THE) has been no exception. While growing evidence explores the reshaping of higher education in a COVID-19 era, limited discussion exists on the specific impacts on THE education and, in particular, the challenges of rebuilding student and wider stakeholder confidence. This paper advances this discussion by focusing on the impact of COVID-19 on the THE educational experience. Case examples are explored based on the institutional responses of four universities in Australia; Hong Kong, China; Malaysia and Scotland. These responses are explored across the pre, during and post phases of students' educational journey. Common approaches are drawn through the use of lesson drawing. Broader implications and issues affecting institutions and students are discerned and lessons for the future of THE education are extrapolated. Finally, avenues for future research are suggested.

Keywords: COVID-19, tourism, hospitality, events, education, students, confidence

[WP]

Regional Small-Town Experiences Of Accommodation-Sharing: Disruptive, Rational, Or Anodyne?

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Abstract

This working paper focuses on accommodation sharing in three smaller settlements in the South Island of New Zealand. We report on the experiences of the 'Thriving Regions' study areas, comprising three settlements, Ashburton, Timaru and Oamaru. We show the local impacts of accommodation sharing by utilising both absolute and relative measures of intensity to better understand the impacts of accommodation sharing in each of the settlements. Using data from the New Zealand Census 2018 and from an accommodation-sharing platform (Airbnb) over several years, we are able to construct metrics as well as using analytics to visualise the data for each of the Thriving regions study areas. We then demonstrate the likely 'spillover' effects of accommodation sharing on the local housing waiting lists and rental prices over time. We conclude by discussing the relevance to existing literature on accommodation sharing internationally as well as the policy implications of our findings.

Keywords: big data, communities, data analytics, tourism geographies, policy

[WP]

Research On The Influence Of Cognition Of China's Covid-19 Prevention Performance Of International Students In China On VFR's Willingness To Visit China

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Abstract

China has a large number of international students, but the VFR tourists behind the international students has been ignored. As a special group of who studying and living in China, will the students' perception of China's performance in controlling the COVID-19 affect the willingness of VFR to travel to China? Through the interviews with 10 international students from Tianjin and Shanghai, it is found that international students generally have a positive understanding of the timeliness, rationality and effectiveness of China's COVID-19 prevention performance, as well as the authenticity and transparency of media information disclosure, which has improved their positive perceptions of the Chinese government, national citizens and public opinion image, which greatly increased their recommendation intensity to VFR to visit China.

Keywords: COVID-19, interviews, qualitative research, students

[WP]

Reset And Refocus: The Changing Landscape Of Events

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Abstract

Events and event professionals have faced numerous challenges as a result of the COVID-19 crisis. The immediate impact in terms of mass event cancellations has led event businesses to rethink new ways of developing and conducting their events, often requiring new skills, new personal attributes, and new knowledge sets. There is an immediate need to reflect on current industry perspectives and the way in which the event industry is transforming itself. Findings reveal that the key skills required to operate effectively in the events industry have not dramatically changed with risk management and event safety becoming top priorities. In addition, personality attributes such as flexibility and adaptability still reflect past and current industry challenges. However, what is highlighted in this article is the need to collaborate with diverse stakeholders; reinforce required skills, attributes, and knowledge sets, and for event educational programs to take a leading role in that process, strengthening the link between theory and practice.

Keywords: event experiences, event education, skills and attributes, transformation

[WP]

Resident Behavioural Support For Cruise Tourism: A Case Study Of Ho Chi Minh City, Vietnam

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Abstract

Prior to the COVID-19 Pandemic, the global cruise industry was one of the fastest growing in the tourism sector. Despite the setbacks that the industry has experienced in 2020, there is an expectation that it will recover. Like all types of tourism, residents play an integral role in their success. There is, however, limited research about the influence of the economic, sociocultural, environmental impacts of cruise tourism on residents' quality of life and their behavioural support for cruise tourism (RBSCT). A conceptual framework is presented to examine these relationships. It is expected that the findings will contribute to the body of the literature on cruise tourism and play an important role in the development of successful recovery policies and strategies of cruise tourism.

Keywords: impacts, resident support, cruise tourism, quality of life

[WP]

Resisting Marginalisation In Regional Australia Through LGBTQI+ Events

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Abstract

In recent years, LGBTQI+ events have spread beyond the cities into regional areas. On one hand, LGBTQI+ communities utilise gay events as mediums to communicate their identities and to seek support from broader society. On the other hand, regional destinations utilise such events to attract a varied spectrum of visitors. Events are known to be the catalysts in shaping the identity and branding of various destinations. At the same time, they play a significant role in our social systems. The socio-cultural impact of events aimed at marginalised and minority groups have been particularly overlooked. This working paper presents a research agenda aimed at investigating how the regional communities are resisting marginalisation and inadvertently reshaping destination brand image through their annual queer events. Using Social Movement Theory (SMT), the research assesses the public sentiment associated with two regional LGBTQI+ events in Australia – Broken Heel Festival in Broken Hill, New South Wales and FABalice in Alice Springs, Northern Territory.

Keywords: LGBTQI+, events, identity, regional Australia, marginalisation, social justice

[WP]

Restoring The Old Or Building The New Directions In Tourism Family Business

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Abstract

The world has seen several difficult epidemics / pandemics in the last forty years, but none had similar effect for the worldwide economy as the covid-19 pandemic. This coronavirus disease has brought with alarming speed a global economic shock of enormous magnitude in healthcare as well as in economic policy. Beyond its short-term impact, it will leave lasting scars through multiple channels. Hence, it is unquestionable that current crisis poses a great challenge for the tourism industry resulting in major economic and job losses. Therefore, the aim of this paper is to examine the impact of coronavirus during the first half of 2020 on the world stage, as tourism is the largest service industry in the world. Second, this paper brings up awareness of tourism as a potent tool for growth and development on the EU level. Finally, the paper emphasizes the outstanding importance of family business form of enterprise for employment, growth and innovative power of the tourism. Namely, using newly gathered data this paper explores and outlines the main features to answer the question are the small and medium sized enterprises in tourism industry capable to transform their businesses and accelerate recovery to respond to the “better” tourism future. In that context, current pandemic, significantly impacting and disrupting tourism can be seen as a transformative opportunity for entrepreneurs to look back and rethink, change or re-shape their pre-existing operations and strategies in order to respond to the “next normal” (future) in tourism.

Keywords: tourism, family business, European Union, coronavirus, crisis

[FP]

Segmentation By Motivation On Dark Immersive Theatre Experiences

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Abstract

Promoting innovative solutions is crucial for the competitiveness and sustainability of tourism destinations. On the other hand, despite the increasing popularity of the emergent Dark Immersive Theatre Experiences (DITE), little is known about why are tourists motivated to engage in these experiences. The present research contributes for the optimization of DITE by exploring motivations on these experiences and by segmenting participants by motivation, which allows managers to adapt their experiences accordingly. Survey data was collected from 663 valid participants. Using exploratory factor analysis and confirmatory factor analysis, the results indicate participants are mainly motivated by elements of horror, elements of theatre and to test own limits. Based on such motivational factors, k-means clustering method classified participants into four distinct segments: naturally motivated, horror driven, spectacle driven and to be motivated. A series of Kruskal-Wallis and chi-square tests found the segments to differ significantly from each other regarding previous experience, fear stance, level of expectations and socio-demographic variables.

Keywords: dark tourism, Dark Immersive Theatre Experiences, tourist motivation, segmentation, innovation

[FP]

Segmenting China's LGBT Tourism: Travel Motivation And Destination Choice

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Abstract

This research aims to understand the basic characteristics, tourism motivation, travel preferences, and destination choice of Chinese LGBT tourists. A series of semi-structured interviews will be conducted with volunteers recruited on social dating apps, which also provide travel-related content of key opinion leaders for interpretative analysis. In order to segment this niche market based on constructivist grounded theory, this paper will further examine whether travel motivation and sexuality affect the destination choice of Chinese LGBT tourists through quantitative methods. The research results will reveal the similarities and differences between Chinese LGBT tourists and heterosexual tourists, profiling the travel consumption characteristics and travel behaviors of people with different sexual orientations in order to provide suggestions for LGBT-friendly destinations on how to approach Chinese LGBT tourists. At the same time, as an emerging niche market in China's tourism market, the finding will also provide tour operators with new product development and marketing perspectives as China's LGBT economy is booming. In addition, this paper potentially contributes to the literature related to Chinese tourism and LGBT tourism.

Keywords: Chinese tourists, travel motivations, destination choice, LGBT tourists, sexuality, niche market

[WP]

Selecting an Action Research Project: desirability versus practicability

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Abstract

This study uses a theoretical approach to implementing an action research enquiry into international student learning and engagement while studying in an Australian tertiary institution. A review of the literature indicates that the main issues affecting international students are related to: adaptation to a new learning style and socio-cultural environment. Both academic and non-academic factors contribute to students' success; especially important is their level of connectedness, engagement, sense of belonging to a group and having an active campus life. The aim of this study is to understand the barriers to learning and engagement for newly enrolled international students, and to recommend strategies to improve their experience at The Hotel School-Southern Cross University campuses in Sydney, Melbourne and Brisbane (Australia). Using an action research approach will facilitate our understanding of the nature of the problem, and provide participants and other stakeholders with new ways of thinking about the issues being investigated. It can also help to develop and implement plans that can assist newly arrived international students to successfully adapt to the Australian tertiary education system. Monitoring these plans would help to create a best practice portfolio of activities that promote student adaptation to their new learning and living environment.

Keywords: action research, international students, learning style, engagement, The Hotel School

[FP]

Self-Revealing Or Hypocritical: Investigating The Impact Of Tour Guides' Emotional Labour On Tourist Engagement Behaviour

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Abstract

Based on the emotional contagion theory, this study is an experimental study to investigate how the emotional labour of tour guides (surface performance vs. deep performance) affects customer engagement behaviour. This study enriches the application of emotional contagion theory in the tourism field. It is also believed to serve as the framework for travel agencies to promote positive emotional experiences of tourists by training and motivating tour guides to perform positively and emotionally. Further, this study is beneficial for travel agencies to enhance their strategy on customer engagement, helping them gain more competitive advantages in the post-pandemic era.

Keywords: COVID-19, emotions, labour, visitors

[WP]

Slow And Spatial: The Oznomadic Lifestyle

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Abstract

In this working paper we begin to conceptualise a nomadic (or travelling) community in Australia whose mobile identity is predicated on a lifestyle of transience and temporality. OzNomads are those who have no fixed address but live in mobile accommodation, such as a caravan or campervan. Our research shows that they are not a homogenous group; they vary in age, education, length of travel, travelling companions, and employment status. However, we found that OzNomads share travel and lifestyle motivations and experiences which give this group a distinct collective mobile identity comprised of temporality (to travel slowly and simply) and transience (unconfined by location, systems or structures). Our research concludes that hearing the voices of this community may contribute new ideas to the current debates surrounding re-defining tourism experiences post Covid-19.

Keywords: collective identity, lifestyle, mobility, nomad, traveller

[WP]

Small-Scale Restaurants Resilience In The Time Of Coronavirus Disease (COVID-19) Pandemic

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Abstract

In the face of the COVID-19 pandemic, the Libyan restaurant sector is struggling to survive. Resilience is crucial for small scale restaurants to be able to respond to this pandemic. Due to the resilience concept remains sparsely researched in the tourism field, we seek to address a question of how resilient are small-scale restaurants likely to be in the face of the COVID-19 Pandemic? We used template analysis to reveal processes of creating new ways of working during the COVID-19 Pandemic. We interviewed owners and workers of small-scale restaurants in Tobruk City, Libya to explore the ways in which their stories expressed different measures for organisational resilience during the COVID-19 Pandemic. The findings showed that organisational resilience is embedded in three components: acquisition, awareness and adaptation (the 3As). These components are lenses through which researchers see personal efforts of small-scale restaurants' owners to build resilient responses.

Keywords: small-sized restaurants, resilience, COVID-19, Libyan crisis

[WP]

Social Licence And Tourism Spatialities

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Abstract

Amidst enduring discourses, a noticeable absence in the myriad conversation threads concerning tourism is the notion of social licence - more specifically, 'social licence to operate'. The concept has been applied extensively to enquiries into extractive industries including mining, forestry, fisheries and agriculture. Owen and Kemp (2013) describe social licence as premised on the idea of informal or 'tacit' licensing that signals the presence or absence of a critical mass of public consent, which may range from reluctant acceptance to a relationship based on high levels of trust. Apropos, social licence is applied to tourism destination spatialities and how it might be employed as a heuristic to guide praxis and policy development. To establish the backdrop for this work, theoretical assemblages around Social Licence is applied to the Uluru-Kata Tjuta National Park in central Australia. I advocate for the integration of social licence thinking into the tourism spatialities discourse leveraging the three pillars of tourism geographies – people, place and space. The twin issues of social and ecological resilience and the protection of the commons and communities from irreversible and adverse outcomes is as important in tourism as it is in extractive endeavours. Yet, for all of the discussion about the impacts of tourism and measures to address adverse outcomes, the employment of social licence in policy and planning frameworks is largely muted. Social Licence is poised to feature more prominently in tourism geographies and mobilities research as we grapple with just how destination communities might address the power disparities between them and the global travel supply chain.

Keywords: social licence, social licence to operate, tourism spatialities, sustainable tourism, tourism resilience

[WP]

Still The Festival State? Future Intentions Of South Australians To Engage In Events Amidst COVID-19 Restriction Easing

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Abstract

Events and festivals provide value to destinations as well as individuals, with events used to market a destination and encourage visitation in addition to offering a platform for individuals to socialise and gain benefits. This has been distinctly impacted by the COVID-19 pandemic, with many events and festivals cancelled, postponed or operating under restrictions. Focusing on South Australians, this paper provides an insight into the recovery of sporting and cultural events. A survey was conducted to capture information on pre COVID-19 travel and activity engagement to compare with attendance since restrictions eased and future intentions to attend events. Results demonstrated low levels of attendance at sporting events, cultural or music events and markets. Whilst the data on future intentions to attend events seems more positive, the timeline for this recovery is unknown.

Keywords: events, festivals, COVID-19, South Australia

[WP]

Supporting Tourism Students Through COVID-19 Career Shock

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Abstract

COVID-19's impact on the tourism industry, especially in regard to available employment opportunities, poses challenges for current tertiary tourism students who will be entering an industry severely different to what was originally expected. Qualitative interviews as part of a wider ongoing study with current tourism management students at two New Zealand universities identified opportunities for universities to support students throughout their degree in preparation for entering the disrupted tourism industry. Four interlinked themes (information, networking, internships and application support) were identified. Connections with the industry as well as alumni would aid students creating a professional network, with the aim to a) gain insight into the new dynamics of the job market and b) identify opportunities that might not be accessible otherwise. Additional effort in linking students with internship opportunities that fulfil the same purpose was also strongly suggested with shifting priorities based on students' degree progression.

Keywords: careers, career support, career shock, tourism employment, tourism education

[WP]

Surviving Multiple Shocks: Vulnerabilities And Resilience Of Tourism SMEs In Victoria, Australia

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Abstract

The tourism industry in the state of Victoria, Australia has been heavily impacted by bushfires and COVID-19. This paper explores the experience of small and medium-sized businesses (SMEs) during the multiple shocks. Through a mixed method research design, the study examines the impact of the shocks on SMEs, and identifies factors that contribute to SME vulnerability and resilience. The study provides empirical evidence of acute financial pressures on SMEs due to COVID-19. It highlights how shortcomings in tourism systems enhance SME vulnerability, and underscores the key role of owner-managers in building SME resilience.

Keywords: SME, vulnerability, resilience, COVID-19, bushfire, multiple shocks

[WP]

Sustainable Tourism And Public Opinion: Examining The Language Surrounding The Closure Of Uluru To Climbers

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Abstract

The decision to cease the climbing of one of Australia's major tourist attractions, the UNESCO World Heritage site Uluru, on 26th October 2019, has attracted much controversy, debate and worldwide attention.

This case study explores traditional media commentary and reporting as well as social media discussions in the lead up to the closure of the climb. Drawing on framing theory, three key frames emerge that illustrate the opposing perspectives on the role of destination tourism. Through the economic lens, UNESCO World Heritage attractions like the Uluru climb perform a crucial role in supporting a country's economy. As a national treasure, the rock should be freely accessible to all Australians (entitlement frame). However, the inclusive sustainability worldview considers a site's history, contemporary relationship with the (local) community and potential for future generations.

This case highlights issues in change management processes with regards to access to heritage sites. Insights into the narrative in the lead up to the closure of the climb enable readers to explore the complexities surrounding the desire to shift towards a more sustainable tourism model.

Pending publication: Sigala, M., Yeark, A., Presbury, R., Fang, M. & Smith, K. (2021). *Case Based Research in Tourism, Travel, Hospitality and Events*. Springer Verlag

Keywords: sustainable tourism, Uluru, destination travel, Indigenous Australians, selfie-tourism, overcrowding

[CS]

The Determinants Of Tourism In Central Asia: A Gravity Model Applied Approach

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Abstract

This article explores the determinants of tourist arrivals to Central Asia from 197 countries for the period 1995-2016 using the gravity model. The research focuses on economic and non-economic determinants. The results show that bilateral trade and colonial ties, a common border and tourism investment greatly increase the volume of tourism in Central Asia. Conversely, transport costs significantly reduce tourist flows especially from North & South America and Europe. Tourists from Europe rate tourism of Central Asia as an inferior product and prefer luxury goods. Climate variable such as precipitation has a tiny negative effect on tourism particularly for tourists from the Pacific and African regions.

Keywords: Central Asia, gravity model, tourism determinants, corruption, exchange rate, climate change

[WP]

The Double-Edged Sword Of Wine Tourism: The Economic And Environmental Impacts Of Wine Tourism In Australia

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Abstract

With greater integration of regional culture, heritage, and winescape, wine tourism has been perceived as one of the most thriving segments of tourism demand globally. With more than 40 millions of tourists visiting wineries each year, wine tourism has increasingly seen as a business strategy that not only adds financial benefits to the wine business but also assists the region in strengthening its position in an increasingly competitive tourism market. At the same time, these economic benefits are associated with significant increases in carbon emissions. This prominent issue however received very limited attention from the existing wine tourism literature, wine industry environmental studies, or wine industry sustainability frameworks. The failure to take the carbon costs of wine tourism risks the pursuit of an unlimited growth approach to wine tourism, which, in turn, can exacerbate the negative impact of climate change on the wine sector. In this study, we provide the first-ever macro-level carbon emission profile for wine tourism activities in Australia. Using the environmentally extended input-output modelling methodology, we offer a comprehensive picture of the carbon footprint of this growing market, and provide a trade-off analysis that discusses the amount of emissions that are produced to earn one-dollar of revenue via wine tourism. Implications on the Australia government \$50 million “Export and Regional Wine Support Package” to promote international wine tourism to Australia are provided at the end.

Keywords: wine tourism, environmentally extended input-output analysis, carbon emissions, Australia

[WP]

The Effect Of COVID-19 Risk Perception On Tourists' Travel Intention To A Mega-Sport Event Host Country: The 2020 Tokyo Olympic Games And The Tourists From A Neighbouring Country

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Abstract

The postponement of the 2020 Tokyo Olympic Games critically impacted the sport tourism and hospitality industries in the host country due to the threat of infectious disease, COVID-19. There is, however, a lack of empirical research on how risk perceptions toward infectious disease affect travel intention to a mega sporting event destination. This study aims to examine the effect of risk perception toward COVID-19 on behavioral intention to travel to a host region. This study specifically focuses on the COVID-19 risk perception of potential tourists from a neighboring country, South Korea, and their intention to travel to Japan, the host country. Employing the case of the 2020 Tokyo Olympic Games, this study addresses the effect of South Korean tourists' COVID-19 risk perception, on travel anxiety, travel safety, and intention to travel to a host region. In our results, COVID-19 risk perception was found to have a negative effect on travel intention, while travel safety positively affected travel intention. The findings suggest that the sport event tourism destination with as infectious disease risk had a strong negative impact on tourists' travel intention beyond the geographical advantage in which tourists can perceive a neighboring country as an easy-to-go-to destination. In addition, this research calls upon the efforts of event hosting organizations to provide a safe image for potential tourists in order to mitigate economic losses.

Keywords: COVID-19, mega-sport event, risk perception, intention to travel, tourist destination

[WP]

The Importance Of Multi-Level Connections For Tourism Destination Resilience

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Abstract

This paper is based on two case studies conducted in Echuca-Moama and Bright, which are tourism destinations located in regional Victoria (Australia). Both destinations have been impacted, at varying degrees, by COVID-19 and the 2019-2020 bushfires. Given the broad reaching impacts of the pandemic, novel approaches are appropriate to identify strategies for building destination resilience in the post-pandemic period. The aim of the study is to explore the adaptive capacity of tourism destinations to disasters using a human-centred socioecological framework. Findings suggest that the framework is useful for understanding adaptive capacity from the bottom up in the tourism system, and that social connectedness and multi-level collaborations are both very important for adaptive capacity of destinations.

Keywords: recovery, collaboration, COVID-19, crisis, adaptive capacity, socioecological model

[WP]

The Influence Of Self-Positivity Bias On Tourists' Risk-Perceptions And Risk-Reduction Strategies

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Abstract

Limited research has adopted psychological constructs to understand tourists' risk-perceptions and protection behaviour in risk contexts. One of the constructs that has received limited attention is self-positivity bias. This construct is defined as an individuals' tendency to believe that negative events are less likely to happen to them compared to the average person. The aim of this study is to explore the influence of self-positivity bias on tourists' risk perceptions and their risk-reduction strategies when traveling to Oman. Self-positivity bias was found to exist in this context with tourists believing they are at lower risk compared to others. Self-positivity bias had significant negative effects on risk-reduction strategies. The theoretical and practical implications of this study are also discussed.

Keywords: self-positivity bias, tourist risk-perceptions, tourist risk-reduction strategies

[WP]

The Interactions Of Lifestyles And Entrepreneurship – New Horizons For Tourism Destinations

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Abstract

The increasing trend to follow a lifestyle with an entrepreneurial spirit provides potentials for specific services in tourism, as well as revitalization impulses of districts towards creative and alternative communities. Blurring lines between work, life and leisure call for new approaches in local development, such as entrepreneurial ecosystems or co-creation. This working paper elaborates exemplary research recommendations by building upon an explorative case study from Munich.

Keywords: lifestyle entrepreneurship, lifestyle entrepreneurs, work-life-balance, entrepreneurial destination

[WP]

The Relationship Between Graduate Attributes, Academic Achievement And Internship Performance In Tourism, Hospitality And Event Management Education.

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Abstract

This study developed and tested a parallel mediation model that hypothesised graduate attributes would mediate the relationship between academic achievement and internship performance. The sample comprised 216 undergraduate students majoring in either tourism, hospitality or event management. Of this group, 76% were female and 51% were international on-shore students. All students completed a compulsory 450-hour internship of which 43% of the placements were paid. Graduate attributes were measured with a 15-item competency scale, academic achievement was measured by grade point average (GPA) and internship performance was rated by the industry supervisor. Results revealed that GPA was a weak but significant predictor of internship performance and this relationship was mediated by the student's capacity to learn new skills, their written communication skills and their information literacy. These aligned with two graduate attributes of lifelong learning and communication skills. The results are discussed with reference to constructive alignment theory, quality assurance and the disruption to internship completion due to COVID-19.

Keywords: graduate attributes, internship performance, academic performance, constructive alignment

[FP]

The Relationship Between Internal Communication And Team Performance In Event Management At Australian Hotels

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Abstract

This paper examines the relationship between internal communications and team performance in the events management area of Australian hotels. A survey was employed to collect data from hotel employees. The research found that there was a clear relationship between effective internal communications and team performance.

Keywords: internal communication, team communication, team work, team effectiveness, crossfunctional work, event management

[WP]

The Role Of Habit In Tourist Behaviour

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Abstract

In the field of tourism behaviour, the role of habit has been understudied. A vital component of habit formation is behavioural repetition in a stable context, which appears incompatible with tourism – an activity which is inherently sporadic and in ever-changing contexts. However, there are avenues through which habit can exist in tourism, such as habit transfer and context-dependent memory. The current study aims to investigate to what degree habits exist within tourism behaviour and the nature of their existence; if they are transferred from existing habits or unique to tourism. This will be achieved through a self-report survey measuring habit strength for numerous tourist behaviours and the congruence of associated home habits. The outcomes of this research have the potential to improve the understanding of habit in tourism while generating methods to optimise behaviour change techniques in the tourism space.

Keywords: tourism, consumer behaviour, sustainability

[WP]

The Role Of Luxury Hospitality Employees

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Abstract

The human interaction component and the co-creation that occurs between staff and guests is an essential dimension of luxury hospitality industry. The influence of these interactions on guest experiences and the delivery of services will be explored in this paper. An interpretivist approach was adopted to investigate and evaluate managements' perspectives on how the luxury hotel experience in Melbourne, Australia is co-created. Qualitative methods of data collection were undertaken utilising semi-structured interviews. One of the initial findings is that employees must pay attention to the guest whole stay, this is done by creating a set of touch points to enhance the experiences. It is important to examine and evaluate the recruitment, selection, training, and development of hospitality employees so they are better able to anticipate and cater to guests' requirements and wants.

Keywords: frontline staff, luxury accommodation experience, co-creation

[WP]

The Role Of Online Travel Companions On Destination Choice Under Perceiving Risk

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Abstract

Many Chinese tourists find travel companions online. This research explores the influence of travel companion risk on perceptions of destination risk. It examines the trade-off between various risk factors where increased risk in one area may reduce the level of risk in another. Thirty-four in-depth qualitative interviews with Chinese outbound travellers have been conducted. The preliminary results show the newly emerging concern of online travel companions and also indicated their moderating role between perceived risk and destination choice behaviour. This moderating effect can be explained in two ways: enhancing the sense of security while travelling in the chosen destination and increasing the sense of timesaving while selecting a particular destination. These preliminary findings enhance the understanding of online travel companions in an online destination decision making context and reinforce the sociopsychological significance and complexity of risk perceptions. The link between risk perceptions, destination decision making, and the online environment distinguishes this study from much previous work in this area.

Keywords: online travel companion, risk perception, destination choice

[WP]

The Role Of Tourism Education And Its Impact On Student Wellbeing During ‘COVID-Pause’

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Abstract

For the tourism and hospitality industry, the COVID-19 pandemic has created an extremely challenging landscape to work in. Employees and employers within these sectors have faced many challenges around sustaining employment/employees during the pandemic, with significant drops in tourism arrival and subsequent lowering in tourist expenditure. With a shaken industry, the University of Tasmania (UTAS) in partnership with industry and the government designed and offered a Graduate Certificate of Tourism, Environmental and Cultural Heritage (GC TECH) for those Tasmanian residents who had lost their jobs or faced significant disruption to their work due to COVID-19. Students were able to gain access to the course without tuition fees, and the designers of this course hoped that this offering would allow those experiencing a ‘COVID-Pause’ in their careers and employment, to upskill, gain education, and subsequently improve their wellbeing by offering an opportunity to connect with others in their situation while empowering themselves with new knowledge in their field. Through a web-based survey to all enrolled students and focus group interviews conducted in an online platform with three focus groups (total 18 students), the research questions will be responded to. It is anticipated that this study will contribute to the understanding of the role that education plays in uncertain times. This research project aims to understand any improvements to student wellbeing that education (especially the hybrid blended online learning mode that the course adopts) can have, and how education can facilitate building connections between people during the COVID-Pause, offering insights into how academic institutions can contribute to their communities by offering these types of educational experiences.

Keywords: wellbeing, education, tourism, COVID-Pause, online learning, skill enhancement

[WP]

The Role Of Visitor's Resilience In Understanding Tourism Resilience: A Conceptual Framework

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Abstract

Previous studies on tourism resilience have only focused on tourism organisations and operators, ignoring the resilience of tourists (local and foreign). This paper proposes a novel conceptual framework to a holistic conceptualisation of tourism resilience by incorporating traveller's resilience in the sphere of tourism resilience, urging researchers to reevaluate the existing approaches to resilience thinking in tourism theories, frameworks, and models.

Keywords: tourism resilience, visitors' experiences, visitors' resilience

[WP]

The Role Of Work Values And Career Management On Perceived Employability In Tertiary Education

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Abstract

Gaining internship experiences arguably contributed to the perceived employability of university students. This study aimed to examine if the role of work values and career self-management would be effective in university students' perceived employability through internship experiences. A moderated moderation model has been developed and relying on survey data from a Hong Kong self-financing tertiary institution. Results based on the moderated model showed that (a) skills gained from internship predicts perceived employability of university students (direct effect), (b) career self-management and work values moderate this relationship in three-way interactions. The moderating roles of career self-management and work values are significant when gaining skills during internship programmes for achieving university students' employability.

Keywords: internship, work values, employability, career self-management

[FP]

The Role That Vaccines May Play In Reigniting Global Tourism

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Abstract

It is apparent that the key elements in controlling the COVID-19 pandemic are the speed of government responses, the type of response, effective leadership, and willingness to base policies on science and flexibility. Where these elements are breached, control of the pandemic is difficult. The role that vaccines will play in post-COVID-19 tourism recovery will depend on how governments deal with the pandemic through the lens of the key elements outlined above as well as the characteristics of vaccines/s, the willingness of people to be vaccinated and the global availability of vaccines. This paper introduces the idea of a learning loop and how it may be used to assist governments to investigate the role that vaccines will play in the resumption of international travel.

Keywords: COVID-19, non pharmaceutical interventions (NPI), vaccines, second wave, learning loop

[WP]

The Service Model Of Futuristic Restaurants

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Abstract

The development of modern technology has compelled restaurant operators to adopt artificial intelligence and robotic solutions both the frontstage and backstage of the operation. Despite that, few studies have uncovered the service model of smart restaurants especially from a holistic perspective that is pivoted on the customer journey. This study therefore aims to unfold how futuristic restaurants engineer the customer experience with an emphasis on the role of modern technology and service personnel in the process. Data were obtained from the press pertaining to four popular smart restaurant brands in China. Insights derived from the data were categorized and highlighted in accordance with the mapping of the customer journey. Findings suggest that futuristic restaurant operators may adopt artificial intelligence and robotic solutions to enable a smart ordering process, liberate manpower from food preparation and delivery process to center on a role that is experience-centric, and to reengineer a superior customer experience through the lens of intelligent-based analytics.

Keywords: smart restaurants, case study, service model, robotic solutions, place attachment, atmosphere, place aesthetics, theme restaurants

[WP]

The Tourist Wall: The Case Of China Visitors In Malaysia

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Abstract

Tourist bubbles reduce tourist anxiety but they also create walls. This exploratory study looks at how Chinese visitors publicly review Malaysia on mafengwo.com and qyer.com. There is a conspicuous silence on the discriminatory policies against Chinese Malaysians in those reviews even though manifestations of that policy is omnipresent. Thus, we look at how a Chinese tourist wall is constructed, and how tourist businesses are inadvertently strengthening that wall. We are also suggesting the importance of acknowledging “silence” in our data collection and analysis. This paper aims to facilitate our further understandings in Chinese tourists and the complexity of the host-guest relations in tourism.

Keywords: tourist wall, tourist bubble, Chinese tourist, ethnic harmony, ethnic discrimination, Malaysia

[WP]

Thinking Outside The [Escape] Box: Using Game-Based Learning To Test And Reinforce Students' Learning

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Abstract

As a service-oriented industry, tourism relies heavily on employees with good communication and problem-solving skills. Accordingly, higher education institutions are expected to produce graduates who possess a theoretical understanding of their field, as well as the skills and ability to adapt to new and challenging situations (Spowart, 2011). This paper explores the use of game-based learning (Šćepanović, Žarić & Matijević, 2015) to develop these skills. Two versions of an escape box were developed: a physical version with boxes and printed materials for a postgraduate course and a digital version for an online undergraduate course. In teams, students were required to solve puzzles embedded into scenarios exploring issues that had been discussed in the courses. Preliminary analysis reveals that both cohorts found the learning activities interesting, engaging and educational. They enjoyed solving challenges in a team environment and thought the 'real world' scenarios were a great way to consolidate their understanding of course content. Comparisons between the two cohorts' feedback revealed that although the physical version was regarded as more stressful, it elicited more participation and created a sense of togetherness.

Keywords: game-based learning, escape box, soft skill development, learning, higher education

[WP]

Thriving In Uncertain Worlds: The Mediating Role Of Psychological Safety In Hospitality And Tourism Students' Online Learning Outcomes

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Abstract

The largest disruption of education has occurred due to the COVID-19 pandemic, which resulted in rapid transitioning to online learning for students. In particular, hospitality and tourism students who are educated in a practical skills-based face-to-face learning environment have faced challenges in adapting to the different educational experience. In this context, this study develops and empirically tests a conceptual framework to enhance the understanding of students' online learning experience. Drawn from a review of relevant literature and theories, the proposed model suggests that students' perceived online learning environment and psychological safety affect their tourism, hospitality and events threshold learning outcomes. A questionnaire survey and interviews are undertaken with undergraduate hospitality and tourism students. The findings of this study are expected to offer theoretical and practical implications for educational researchers and practitioners in hospitality and tourism fields to design online courses that enhance students' learning achievement.

Keywords: online learning perceptions, psychological safety, mediating effect, learning outcomes, hospitality and tourism education

[WP]

Top Management Team's Perception Of Gender Equality Initiatives In Tourism Organisations

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Abstract

Despite the growing attention on women's employment issues in tourism, women continue to face gender inequality such as the gender pay gap, under-representation of women in leadership role, and over-representation of women in part-time and seasonal jobs (UNWTO & UN Women, 2019). Diversity management literature has cautioned that implementation gap may exist between the diversity initiative and people's perception (Conley, Colgan, Creegan, McKearney, & Wright, 2007). However, few studies examined the implementation gap through the perspectives of major organisational actors such as top management who plays a decisive role in making and implementing gender equality initiatives. Accordingly, this study investigates how top management team (TMT) members perceive gender inequalities and gender equality initiatives in their organisations. The study applies the theory of gendering process (Acker, 1990) to analyse the perception of TMT members. Gendering is the progressive socialisation of the dominant gender norms (EIGE, 2019). Gendering in organisations manifests in four aspects: organising system, organisational culture, interactions on the job and individual gendered identities. The study examines how gendering process influences major organisational actors in their view on gender inequalities and gender equality initiatives. The findings are expected to contribute to theoretical discussion of how their views may relate with the performance of tourism organisations for gender equality.

Keywords: performance, planning, policy, qualitative research, sustainability, workforce

[WP]

Tourism As A Vehicle Of Reconciliation In 'Post-Conflict' Bangladesh: Indigenous Community Perspectives On Tourism Development In The Chittagong Hill Tracts

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Abstract

This study explored the views of Bangladesh's indigenous Jumma people of the Chittagong Hill Tracts (CHT) towards current tourism developments in a 'post-conflict' environment. Primarily, it has identified a range of positive outcomes and the key challenges encountered since the cessation of hostilities in 1997 that resulted in the creation of the Chittagong Hill Tracts Peace Accord (1997). This study is one of the first of its kind in offering indigenous narratives on tourism development discourse in Bangladesh. Based on in-depth interviews with 27 indigenous business owners and employees in the CHT tourism sector, this paper applies the community capitals framework (CCF) to explore how the growth of tourism has led to community development outcomes. The findings reveal that many human and social capital benefits have been realised through tourism development, including greater economic stability, an improvement in living standards, and the perception amongst respondents of brighter prospects for their families. However, although several respondents reported that tourism had in part performed as a vehicle of reconciliation between indigenous and non-indigenous Bangladeshis, a number of political and cultural challenges still remained. These included a perceived lack of government support towards further tourism development and continued feelings of mistrust between some indigenous hosts and non-indigenous domestic tourists. Thus, this paper not only provides indigenous insights into the nature of tourism development, but also offers recommendations from their perspective so that the benefits of tourism may become further pronounced in the future.

Keywords: tourism development, Bangladesh, post-conflict, Chittagong Hill Tracts

[WP]

Towards A 5D Model Of Learning And Teaching In Tourism And Hospitality Education

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Abstract

Although blended learning (BL) has been an attractive approach in higher education the covid-19 situation forced many institutions into distance learning (DL) models that enabled their students to study from home. In some institutions in the UK face to face teaching continued till early November and students were given the choice of returning on campus or staying at home. However, in many institutions, staying at home option did not guarantee synchronous online teaching and learning experience. This paper examines a case study of one final year undergraduate hospitality management module, that was delivered both face to face and with synchronous online delivery at the same time. Utilising observation techniques and an autoethnographic approach of one educator the paper presents the strategies and tactics utilised and the feedback received from students as well as success rates. Early findings suggest that allowing the mixing of face to face and online learning for students brings added value for both groups of students and allows for a new approach to learning and teaching. One that does not segregate groups that prefer face to face and groups that prefer online teaching. The paper concludes with a conceptual model of true blended learning and social integration for students branded as 5D learning and teaching.

Keywords: blended learning, online learning, distance learning, digital technologies, education

[WP]

Towards A Holistic Servicescape: Physical, Social, And E-Servicescape On Consumer Behavioral Intention In Ethnic Restaurants.

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Abstract

Identifying restaurant servicescape cues that can promote positive consumer behavioral outcomes has drawn academics and practitioners' attention. The present study examines the effects of physical, social, and e-servicescape as determinants of positive consumer behaviors such as revisit intention, loyalty, and positive WOM. Using purposive sampling, a self-administered questionnaire was completed by 200 patrons of upscale ethnic restaurants in Malaysia. Partial least squares structural equation modeling was used to test the hypothesized relationships. Results show that physical, social, and e-servicescape are significantly related to positive behavioral outcomes. In addition, perceived authenticity was also found to mediate servicescape's effect on consumers' behavioral intentions. This study provides insights to restaurateurs in understanding how they can manipulate ambiance to encourage consumers' positive behavioral outcomes. Restaurateurs need to consider the effect of cues occurring pre, during, and post-service. Future research should consider other elements of restaurant ambiance that may alleviate consumers' anxiety when dining out in a pandemic-laden world with new norms. This study is among the few addressing the influence of physical, social, and e-servicescape on restaurant patrons' behavioral intention in a holistic manner. The present study highlights the critical role of e-servicescape occurring pre-service alongside the other two elements of a servicescape that are more tangible during and post service. The essential role of perceived authenticity in the ethnic restaurant setting and its positive behavioral intention effects is also discussed.

Keywords: social servicescape, ethnic restaurants, e-servicescape, physical servicescape, perceived authenticity

[FP]

Transformations Of Capoeira Through Travel

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Abstract

Capoeira is an Afro-Brazilian cultural tradition that involves music, martial art, dance, sport, and rituals. In recent decades, capoeira has become a global phenomenon with capoeira groups found in all corners of the world. Travel has played a major role in the creation and evolution of capoeira. The paper categorises various mobilities of capoeira noting transformations they contributed to. The conceptualisation presented in this paper is based on the reflections of my personal experiences, i.e. using auto-ethnographic elements, and the existing literature. The paper defines four broad themes: imaginary travel, travel of the phenomenon of capoeira, personal travel, and virtual travel. Each theme contains multiple categories within it. Transformation of capoeira through physical and virtual travel is discussed. The paper adds to the body of literature on special interest tourism, in particular martial arts travel.

Keywords: Capoeira, martial arts, mobilities, transformations, authenticity, typology

[FP]

Transformative Roles In A Tourism Living System

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Abstract

Tourism which seeks to regenerate communities and places, calls for roles that serve living systems. This paper aims to conceptualise the different roles of key stakeholders to enact regenerative tourism in destinations. Findings shared are derived from a scoping review study that sought to investigate what is known about the concept of regenerative tourism in the literature. The scoping review included a consultation exercise undertaken with world leading expert practitioners. The study's contributions to the development of new frontiers in tourism actor roles and paradigms will be discussed.

Keywords: regenerative tourism, tourism roles, tourism living system

[WP]

Understanding Tourists' Responses To Misbehaviours Committed By Compatriot Tourists

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Abstract

The present research examines tourists' responses toward a misbehaviour committed by their compatriot tourists in the international travel context. Specifically, it tests the mediating role of emotions and moderating effect of ingroup identification on evaluations of the misbehaving tourist as well as the tourist destination involved. Two experimental studies are developed to test the research hypotheses, using misbehaviours with different levels of severity as scenarios. Data collection is currently underway. Findings are expected to contribute to the knowledge of ingroup deviance in the tourism context, and inform policy development and destination marketing strategies on mitigating the negative impact of tourist misbehaviour.

Keywords: tourist misbehaviour, social identity theory, ingroup deviance, emotions, prosocial behaviour, tourist-host relationship

[WP]

Visualisation Of Major Markets' Contributions To The Economic Recovery Of Tourism After The COVID-19 Pandemic: Mapping Tourism Expenditure Between 2009-2019 In New Zealand

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Abstract

New Zealand's tourism, which comprises a substantial sector of its national economy, has been severely impacted due to the Covid-19 pandemic which commenced in early 2020. Aiming to explore potential opportunities for tourism with a background of strict border restrictions, we revealed the spatial patterns of tourism expenditures in New Zealand in the past decade (2009-2019). The MRTes (Monthly Regional Tourism Estimates) database was used in the online mapping tool established in this study, as a means to visually reveal ways tourists from different origins exhibited specific preferences for certain travel destinations, and contributions to the tourism economy. A comparison between domestic tourism expenditure indicates that there is potential for increased inter-island travel for New Zealanders: Despite the hotspots such as Auckland, Wellington, Christchurch and Queenstown, North/South Islanders mostly travelled only within their own island. Australian visitors constituted a considerable percentage of NZ's tourism incomes, nevertheless, they are less important than domestic travellers in expenditure. Europe, China and USA visitors took up major proportions of NZ's international tourism in the past decade, and the size of expenditure kept growing. Travellers from different origins showed diverse preferences to tourism products. This study can support border policy making with proposed tourism industry recovery targets.

Keywords: tourism expenditure, mapping tool, GIS, COVID-19, New Zealand

[WP]

Volunteer Tourism Advisors In Chinese Volunteer Sending Organisations: A Role Identity Perspective

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Abstract

Volunteer tourism has received much attention from academics over the past two decades, however, research on volunteer tourism staff is rare. Understanding staff's role identities can contribute to hiring, training and retention strategies, but the study of staff's role identity in the tourism sector is largely under-researched. Moreover, the literature about Chinese volunteer tourism and Chinese staff's role identity is novel. This working paper presents a conceptual framework which guides the research to understand the role of advisors in Chinese volunteer sending organisations through the lens of role identity. The research aims to contribute to the knowledge of volunteer tourism staff and role identity theory in a Chinese context.

Keywords: Chinese volunteer tourism advisor, role identity, qualitative research

[WP]

What Can Employees Earn From OCB Engagement—The Impact Of OCB On Employee QWL

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Abstract

Organizational Citizenship Behavior (OCB) has become an increasingly important topic. Many studies have been conducted in exploring the impact of OCB on organizations. However, research overlooks the key impact of OCB on the behavior performers—employees. This study explored the relationship among OCBs, employee positive emotion, employee role overload, and employee quality of work life (QWL). By emphasizing on the positive employee-level consequences of OCB, the results of this study can provide hotel managers a differ from traditional way to motivate employees to engage in more OCB activities with no monetary investment needed.

Keywords: emotions, hospitality, human resources, well-being

[WP]

What Shapes The Development Of Hospitality Higher Education At University Level? - A Suggestion For A Theoretical Framework

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Abstract

This paper introduces a theoretical framework to explore what drivers and how they can impact institutions in developing hospitality higher education in different contexts. Using the force field concept by Tribe (2002) and Dredge et al., (2012), critical education research (Apple, 2009) and comparative research, the framework will address the relationship among the idea of hospitality education (ideology), the choice of knowledge (epistemology) and teaching methods (pedagogy), which will impact how institutions design curriculum.

Keywords: hospitality higher education, factors and stakeholder influence, a theoretical framework, ideology

[WP]
