The 25th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism: Conference Proceeding

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5 Examining the role of multidimensional value on satisfaction and loyalty in Chinese shopping tourism behaviour: The moderating effect of involvement

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Introduction

Tourists' shopping activities have evolved as niche tourism over the last couple of decades. However, the research on shopping tourism is still in infancy with limited focus (Jin, Moscardo, & Murphy, 2017). The purchase-focus definition assumes that shopping tourism is directly related to expenditure, which may not reflect some tourist activities such as visual shopping and shopping for new trends. Thus, the study emphasizes the shopping process, which is considered a crucial part of travel in shopping tourism research.

Previous research has examined the quality-value-satisfaction-loyalty (QVSL) relationship, while the majority of them adopt a single or two-dimensional value (functional and hedonic value) approach (Albayrak et al., 2016; Chen & Tsai, 2008; Kim, Lee, & Park, 2014). While some argue this approach is not adequate to capture the depth of shopping consumption value (Al-Sabbahy et al., 2004; Chen & Tsai, 2008). Therefore, to better predict shopping satisfaction and destination loyalty, our shopping tourism study applies four value dimensions (i.e., hedonic, functional, epistemic value, and social value) and further decomposes hedonic value into three subdimensions (entertainment, exploration, and escape).

While the research considers loyalty as the only outcome of satisfaction, some argue that satisfied tourists may not revisit the same destination (Oppermann, 2012). It also seems that revisit intention is not an immediate result of satisfaction, which is difficult for DMOs to make quick marketing strategies. Extended time and money spent are considered the immediate reaction of satisfied shoppers, while no study has tested their relations based on the authors' knowledge (Yeung, Chen, & Paliwoda, 2013). Therefore, this study contributes to the literature by evaluating the effect of shopping satisfaction on time and money spent at the destination.

Last, since different studies have contradictory results regarding the QVSL relationship, some argue shopping involvement moderate QVSL relationship (Chen & Tsai, 2008; Josiam et al., 2004;). In this study, shopping involvement is expected to be a moderator that affects the relationship between value, satisfaction, loyalty, time and money spent.

Methods

This study will use self-administrated questionnaires as an instrument to collect data from fully independent Mainland Chinese travellers who visited Japan during the last twelve months. Four hundred questionnaires will be distributed through online panel data to acquire enough usable samples. The measurement items for the constructs in this study are drawn from previous research and modified to better adapt to this study context (shopping tourism in Japan).

Expected results/Discussion/Implication

The study expects that all hypotheses are positive. Shopping involvement moderates all relationships we talked about early. The study theoretically fills the literature gaps by using multidimensional value and adding time and money spent to QVSL. It is also important for DMOs to know satisfied tourist shoppers are likely to spend more time and money at the destination. These findings are critical to promoting cooperation between DMOs and local retailers, which helps to make appropriate marketing strategies to attract more tourists.

#6 TRUST, ACCELERATED: THE ROLE OF CRM IN BRAND COMMUNITIES TO DEVELOP RELATIONAL COMMITMENT

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Introduction

The relationship between consumers and businesses has evolved throughout the years. As in any relationship there are foundational pillars that help define the engagement. Two of those pillars, trust and commitment, have proven to be key variables in the exchange continuum and have direct impacts on both short- and long-term interactions (Morgan & Hunt, 1994).

Similar, customer relationship marketing (CRM) is an idea that has been in focus for decades. How enterprise entities attempt to relate to individuals in an effort to retain the relationship and increase the transactional base is the end goal. How a firm executes on this, including the medium, frequency, richness of engagement, and actual message content all have meaningful implications in engaging consumers (Carlson & Zmud, 1999). The end goal is to increase commitment from consumers to the firm. Social Media provides a platform for building relationships with customers via two way communication opportunities, a key component in building a relationship strategy (Achen, 2017).

Brand communities have long been a forum for consumers to share a common identity while exchanging information on a product. The introduction of online brand communities via the internet and social media platforms has increased the overall quantity as well as individual participation rates (Laroche, Habibi, Richard, & Sankaranarayanan, 2012). While CRM is typically measured in direct financial terms (transaction based), the relational construct introduces and acknowledge there are subjective attributes involved (emotional, attitudinal, and behavioral) ((Rahimi, Koseoglu, Esroy, & Okumus, 2017).

The goal of this research is to extend the knowledge as it relates to how organizations and leverage social media platforms- specifically Facebook- in customer relationship management activities within the gaming hospitality industry.

Methods

Although in the planning and development statues, the research plan is focused on understanding social media use of several casinos loyalty club members distributed throughout the United States. Quantitative associations will be made using survey techniques, linking social media use, brand social engagement, and customer satisfaction metrics. Participants will be segmented into various metrics, including length of relationship, economic value to the organization, and demographic markers. In particular, factors such as trust and customer satisfaction will be measured as it relates to social media participation, brand community activity, and brand exposure.

Results/Discussion/Implication

The results of this study are anticipated to provide a construct on how social media should play a role in gaming hospitality Integrated Marketing Communications strategy. Specifically, it will outline the effects on customers satisfaction and trust between an organization and guests.

References are available upon request

#7 IDENTIFYING INDEPENDENT AND CHAIN RESTAURANTS' DIFFERENCES IN ORGANIZATIONAL CULTURE

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Introduction

In 2018, 10 percent of the total employed positions in America were held in restaurants (National Restaurant Association, 2018), which leads to a large labor market and high turnover rates (Arroyo-Lopez, et al., 2017). Establishing a strong organizational culture (shared perceptions and values; Koutroumanis & Alexakis, 2009) that employees believe in will help reduce the high turnover rates.

The purpose of this proposed study is to fill a gap in academic literature relating to identifying differences in the culture of independent (single-unit) and chain (multi-unit) full-service restaurants. A decrease in employee turnover may be one benefit to both types of restaurants by strengthening, or altogether changing, their culture from the strengths and weaknesses identified in the study.

Literature Review

For the purpose of this study, we will examine four types of culture identified in previous literature: adhocracy, clan, hierarchy, and market (Davidson, 2003; Edelstein, et al., 2012; Koutroumanis & Alexakis, 2009). High adaptability to variation and high ingenuity are the main characteristics of the adhocracy culture, while the clan culture is known for collaboration and a family-type feel (Koutroumanis, et al., 2015). Conversely, the hierarchy culture revolves around a rigid structure with strict rules employees abide by (Koutroumanis, et al., 2015; Reyes-Santiago, et al., 2017). A culture where setting objectives, having ambition, and establishing competition are expected is the market culture (Koutroumanis, et al., 2015; Reyes-Santiago, et al., 2017).

The social information processing theory is the way employees learn the culture of an organization from one another (Madera, et al., 2017; Mawritz, et al., 2012). In other words, new employees observe actions, behaviors, and other social cues from established employees and the organization itself and interpret it as expectations of themselves, which they translate into the culture of the organization (Madera, et al., 2017; Mawritz, et al., 2012). When restaurants understand how the social information processing theory functions, the culture of the organization can be passed to new employees with ease. Thus, our research question is: What are the key similarities and/or differences in independent and chain restaurants' organizational culture?

Methods

Because little research has been conducted on the topic, the best method is a qualitative, exploratory case study from Houston, TX. The semi-structured, open-ended questions will require thematic analysis with open and axial coding to identify patterns and define parallels within the patterns (Creswell, 2007). Both types of coding are necessary in order to identify similarities and differences between the restaurants.

An equal number of chain and independent restaurants will be used. To triangulate the data, two managers, one waitstaff, and one cook will be interviewed from each restaurant (Erhardt, et al., 2016), which will make our sample 32 participants. Information relating to organizational culture types and structure will not be disclosed prior to the interviews in order to prevent bias.

References are available upon request

#10 AN EXPLORATORY STUDY OF BRAND ICONICISM IN RELATION TO DISTILLED SPIRITS

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Introduction

With the continued growth of the distilled spirits market and brands that have quickly become synonymous with excellence, it is important to understand consumers' perceptions of these brands and whether they believe these brands to be iconic. A number of researchers have provided various definitions for what makes a brand iconic. Torelli, Chiu, Keh, and Amaral (2009) define brand iconicity as the degree to which a brand symbolizes the values, needs, and aspirations of the members of a particular cultural group. According to Holt (2003), culture and more specifically "myth-making" plays a key role in a brand becoming iconic. Hollis (2007) points out that iconic brands possess three important features that separate them from other large, well-known brands: 1. strong cultural roots that tap into society's values, 2. physical or symbolic features that make the brand instantly recognizable, and 3. a compelling story.

This exploratory study assessed six attributes of iconicism to determine consumers' perceptions of what makes a distilled spirit brand iconic. First, the brand story, second, status, third, package and brand name recognizability, fourth, cultural relevance, fifth, longevity and lastly, celebrity endorsement. This research aims to identify which of these attributes or combination of attributes is the most compelling when elevating a distilled spirit brand to iconic status.

Methods

This study was conducted via online survey that was distributed via Qualtrics anonymous link. Questions in the survey were comprised of quantitative (i.e. likert-type) and qualitative (i.e., open-ended) items. The quantitative items included a rank order question, "What is more important for a brand to be iconic?" this was measured on six dimensions: taste, the way I feel when I order this brand (status), the story the brand tells, it's a popular brand and history of the brand. Qualitative items included; "What does iconic mean to you?". In addition, respondents were asked to identify the brands they believed to be iconic for each distilled spirit category.

Results/Discussion/Implication

The qualitative data for the question, "What does iconic mean to you?" was coded by all four authors and aggregated, producing four distinct categories which encompassed the respondent perceptions captured via the survey. The four categories identified were brand recognition, pinnacle, quality and longevity.

The quantitative data found that participants believed that packaging/brand name recognizability was the most important feature for a brand to be considered iconic, followed by how long the brand has been around, the story the brand tells, cultural relevance, how I feel when I drink the brand (status), and lastly celebrity endorsement. Additionally, one brand across each of the seven (out of eight) distilled spirit categories included in this survey (brandy, cordials, gin, rum, scotch, tequila, vodka, whiskey) produced an iconic brand, according to study participants. Cordials was the only category that study participants did not identify an iconic brand.

References are available upon request

#11 BEST PRACTICES FOR FRAMING HOTEL RATINGS AND REVIEWS

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Introduction

Online booking engines are the primary method by which customers purchase hotel stays. With the proliferation of online bookings, the way in which hotel information is presented on a booking site, also known as framing, has been shown to influence customers' travel purchase decisions. As a powerful determinant, online reviews have a substantial impact on booking intentions. Framing effects occur when the same information is perceived differently depending on how it is presented (Tversky & Kahneman, 1981). Decision theories suggest that these variations can influence consumer decisions (Gursoy, 2019). Since review ratings are presented in a variety of formats, framing effects may be moderated by type of presentation.

Given the excessive information presented on online travel agency websites, it is essential to understand which information and what type of framing is most effective in encouraging purchase decisions. Principles of decision-making and psychology can be used to evaluate the "why" behind these effects. An experimental study investigated how the review framing, presentation format, and number of reviews influence customers' intention to book.

Methods

The study used a 2 (review framing) x 2 (presentation format) x 2 (number of reviews) factorial design. Positive review framing presents the valence from a positive view (90% positive) while negative framing displays a negative view (10% negative). An abstract presentation format is expressed in percentages (90%) whereas a concrete format shows whole numbers (9 of 10). The number of reviews is small (10) or large (1000). A total of 241 responses were randomly assigned to the eight experimental conditions using Amazon MTurk panel data.

Results/Discussion/Implication

A three-way ANOVA revealed significant main effects for review framing on appealing evaluations of a hotel ($F_{1,233}=73.82$, $p < .001$, $\eta_p^2=.241$). A hotel with positive review framing had a significantly higher evaluation (5.74) than negative framing (4.23). A significant two-way interaction was found between review framing and presentation format ($F_{1,233}=7.56$, $p = .006$, $\eta_p^2=.031$). The lowest rating was obtained at negative framing with a concrete format (3.86) while the highest rating was found at positive framing with a concrete format (5.85). Similarly, booking intention was significantly influenced by review framing ($F_{3,231}=24.96$, $p<.001$). Positive review framing led to a higher booking intention (5.43) versus negative review framing (3.85). An interaction between review framing and number of reviews indicates that positive framing with a small number of reviews (5.57) is more effective than negative framing with a large number of reviews (3.71) leading to booking intention ($F_{1,233}=73.54$, $p = .061$, $\eta_p^2=.015$).

The findings reveal that hotel reviews and ratings play a significant role in customers' booking intentions and hotel evaluations. Practically, this study aids hoteliers by providing approaches to increase bookings. Theoretically, it advances knowledge regarding consumer judgments.

References are available upon request

#12 WILL YOU PAY MORE TO ASSURE YOUR RESERVATION? RISKS OF A CANCELLATION POLICY

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Introduction

Customers can choose the desired cancellation policy for their hotel bookings. To protect against unexpected changes, customers can book a free cancellation option at a higher cost than a non-refundable option. The choice of cancellation policy involves risks due to uncertainty such as unexpected changes of itinerary. As a tradeoff to reduce uncertainty, the premium price can be a determinant of the cancellation choice (Guo, 2009). Since the price difference between the two options is a cost to ensure cancellation, evaluations and purchase decisions may differ by the premium (Chen et al., 2011; Masiero et al., 2015). People may resolve the tradeoff depending on their levels of risk-tolerance (Baz et al., 1999). As accessible information, irrelevant advertising shown on OTA websites can influence booking intentions because customers unconsciously integrate the available information for their decisions (Miyazaki et al., 2005). An experimental study evaluated the influence of cancellation policy, price difference and irrelevant advertising on hotel booking intentions.

Methods

This study used a 2 (risk) x 2 (price difference) x 2 (advertising) mixed factorial design. As a within subjects factor, risk refers to the cancellation policy, which is either a "free cancellation" option without penalty at a higher cost or a "non-refundable" option at a lower cost. The price difference is a between subjects factor that indicates the amount of a tradeoff for assuring free cancellation. Two types of advertising are used: a relevant ad (hotel) or an irrelevant ad (car). A total of 140 responses was collected using Qualtrics. Participants were randomly assigned to one of the four treatment conditions.

Results/Discussion/Implication

A repeated-measures ANOVA revealed an effect of price difference ($M_{\$30}$=4.25 vs $M_{\$100}$=3.80) on booking intention ($F_{1,132}$=3.82, p=.053). There was a two-way interaction on value for the money, indicating that a non-refundable option (4.09) was a better value than a free-cancellation option (3.40) when the price difference was \$100 ($F_{1,136}$=5.42, p=.021). Logistic regression showed that hotel choice was influenced by price difference (B=.78, Wald=4.95, p=.026, Exp (B) =2.18). The predicted odds of choosing a free-cancellation option with a \$30 difference is 2.18 times an option with \$100 price difference. PROCESS analysis indicates that risk tolerance moderates the effect of ad on booking intentions of a free-cancellation option (t=-2.18, p=.031). The effect of ad on value for money was moderated by risk tolerance (t=-2.15, p=.040).

The finding suggests that small price differences between the cancellation policies may lead to higher booking intentions and greater perceived value for a free-cancellation option. The research advances knowledge of hotel booking decisions that use integrated information, including irrelevant information and personal traits. Hotel marketers and operators can benefit from this study through effective management of cancellation policies on OTAs.

References are available upon request

#13 IMPACTS OF BRITISH PETROLEUM DEEPWATER HORIZON OIL SPILL ON RECREATIONAL FISHING: PERMANENT OR TRANSITORY?

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Introduction

The recreational fishing tourism industry is vulnerable to disasters (Cirer-Costa, 2015; Ditton, Holland, & Anderson, 2002). Oil spills incidents have been considered as major threats to recreational fishing in the past (English et al., 2018; Pita & Villasante, 2019; Sumaila et al., 2012). The most tragic oil spill case recorded in the history of U.S. was the British Petroleum (BP) Deepwater Horizon (DWH) in the Gulf of Mexico (GoM) (Barron, 2012). As a result of the BP DWH oil spill effects, 95% of state waters in Mississippi, 55% in Louisiana, 40% in Alabama, and 2% in Florida were closed for fishing activities impacting commercial and recreational fishing (Upton, 2011). The short- and long-term consequences of the BP DWH oil spill on GoM states 'recreational fishing demand have not been calculated yet. The purpose of this study is to examine the permanent or transitory nature of BP DWH oil spill impact for the recreational fishing industry in several affected States of GoM (i.e., Alabama, Florida, Louisiana, and Mississippi), specifically the short- and long-term demand for this activity.

Methods

The variables of interest for this study are the number of recreational anglers based on six bimonthly time frames for the selected affected states in this study: Alabama, Florida, Louisiana, and Mississippi. Data was sourced from the National Oceanic and Atmospheric Administration (NOAA) from 1981 to 2012. The model used to decompose the data was the Christiano and Fitzgerald (2003) filters method. The results from data decomposition (trends, cycles and shock components) were standardized to improve the comparability. To investigate for stationarity in data, the Augmented Dickey-Fuller test (ADF), the Phillips–Perron test (PP) and the Kwiatkowski–Phillips–Schmidt–Shin test (KPSS) were performed for the cycles, trends, and shocks. Stationarity, co-integration, and Granger causality tests were performed for a) shocks to cycles, b) shocks to trend component and c) cycles to trend component of variables. Three-Stage Least Squares (3SLS) method with the Seemingly Unrelated Regression (SUR) was subsequently performed.

Results/Discussion/Implication

The results of unit root tests indicated integration at both the level and first difference. The co-integration test results revealed no evidence of long-term relationship between variables. The Engle and Granger causality test results showed weak, moderate, and strong causality between variables. The results from 3SLS models indicate that BP DWH oil spill effects on recreational fishing industry were contextual. Recreational fishing industry in Alabama and Florida experienced short and direct-long, but not indirect-long impacts. In Louisiana the effects were both short and long term, where the latter was both direct and indirect. While Mississippi was not impacted neither in short- nor long-term. The findings of this study contribute to the recreational fishing literature. Destinations may utilize the findings of this study to support the establishment of programs to counter oil spills or similar shocks for recreational fishing areas.

References are available upon request

#14 THE INFLUENCER OF SOCIAL MEDIA, ADVERTISING AND MARKETING MESSAGES ON GREEN HOTEL CHOICE

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Introduction

As sustainability becomes increasingly important, hotels use cause-related marketing (CRM) to emphasize social responsibilities. In online settings, external and internal cues coexist, which simultaneously influence decision-making. As people use social media when they make online purchasing decisions, the initial stimulus can influence evaluation of subsequent information by priming a particular mood (Janiszewski & Wyer, 2014). Side banner ads displaying irrelevant information may not directly influence booking intention. However, such information can be an impetus for green hotel choice when it is consistent with sustainable hotel activity (Troutman & Shanteau, 1997). A hotel's CRM message can be framed by emphasizing a positive or negative consequences of sustainable behaviors. Framing effects differentiate consumer responses to the same message, which consequently influence purchasing decisions (Tversky & Kahneman, 1974). This study investigates how priming through social media and internal/external framing influence sustainable travel choices. The findings can help marketers develop effective CRM campaigns while promoting sustainability.

Methods

Participants evaluated a simulated online hotel booking scenario administered through Qualtrics. The research used a 2 x 2 x 2 experimental design. Priming used an Instagram post depicting a positive or negative environmental image. External framing was manipulated with irrelevant banner advertising for a regular versus a green product. CRM framing consisted of a marketing message that described the hotel's sustainability practices as creating positive environmental impacts or avoiding negative environmental impacts. A total of 318 participants was randomly assigned to one of eight experimental conditions.

Results/Discussion/Implication

The effect of Instagram priming on mood was significant ($F = 54.93$, $p = .00$), indicating a positive Instagram post produces positive mood, whereas the negative post elicits negative mood. CRM framing influenced hotel image ($F = 7.56$, $p = .00$), booking intention ($F = 2.60$, $p = .07$), and intention to pay more ($F = 3.75$, $p = .05$). The findings indicate that a positive environmental message is more persuasive in enhancing a favorable attitude toward a green hotel than a negative message. A 2-way CRM x ad interaction on guilt was found ($F = 3.33$, $p = .03$). Simple effects analysis indicated an effect of green advertising with negative CRM framing ($p = .02$), but not positive CRM framing. This result implies that participants felt less guilt for a negative CRM message with a green ad compared to a regular ad.

The findings suggest that a message focusing on environmental benefit could be more effective than a message focusing on environmental harm. More importantly, the findings suggest that hotels can use positive CRM advertising to enhance their image and increase booking intentions. Hotels may be able to charge a higher room rate, as participants were willing to pay more for a hotel with positive CRM advertising.

References are available upon request

#15 DISPOSITION, PLACE, IMAGINATION: THE INTERACTIVE NETWORK OF AUTHENTICITY

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**The authors have chosen not to publish in the proceeding.
Please contact the authors for submission.**

#16. PREDICTING RETENTION IN THE LODGING INDUSTRY – ANALYSIS OF A CALIFORNIA BASED HOTEL COMPANY

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The authors did not submit an extended abstract.
Please contact the authors for submission.

#17 EXPLORING CO-CREATION BEHAVIOR: THE ROLE OF HOSPITABLENESS, VALUE AND SATISFACTION WITH BOUTIQUE HOTEL GUEST EXPERIENCE

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Introduction

Several prominent characteristics used to define boutique hotels have been discussed in academic articles—sizes, designs, service prices, and target markets. Among these characteristics, personalized customer service is essential (Henderson, 2011; Herstein et al., 2018; Jones et al., 2013). Boutique hotel employees spend more time being engaged with and getting to know their guests better to create for them a warm home-like feeling through personalized services (McKenney, 2015; Lim & Endean, 2009). These services are considered authentic, altruistic, and natural regardless of any industry standard or incentive system connected to the concept of hospitableness (Blain & Lashley, 2014; Tasci & Semrad, 2016).

Hospitableness goes beyond the meeting of basic tangible needs that emphasizes hedonic or sensory consumption of products, as this involves an explicit interaction between providers and consumers during the delivery of tangible and intangible offerings (Tasci & Semrad, 2016). The hospitableness provided by service providers is vital, especially in achieving customer satisfaction, obtaining value, and further accelerating value co-created behavioral intentions (Ramdhony & D'Annunzio-Green, 2018). This study adopted the hospitableness instrument developed by Ariffin and Maghzi because the survey items (e.g., personalization and special relationship) are closely matched with the characteristics and offerings at a boutique hotel.

Methods

The boutique hotel market in Pingyao, China, where this study will collect data, is relatively mature and competitive. All the boutique hotels and bed and breakfast accommodations (B&Bs) are established by reusing historical buildings and, therefore, the age-old exteriors of the boutique hotels are characteristic and authentic for that time. While the research questionnaires will exclude B&Bs' guests, it will support the boutique hotels' definition in the Introduction to distinguish between B&Bs and boutique hotels before tourists fill out the survey.

Results, Discussions, and Implications

The expected study findings are that hospitableness has a significant relationship with customer satisfaction and value and has a positive effect on customers' citizenship behaviors. This research is on the relationship between guests' experiences at boutique hotels and their multi-dimensional citizenship behaviors and if these have a positive influence on the customers' final service assessment. This is important because it brings extra value for hotels, including supporting their business and helping future customers (Revilla-Camacho et al., 2015; Xu et al., 2018; Xie et al., 2017; Yi & Gong, 2013). Customers have citizenship-related behavioral intentions, such as providing feedback and helping other customers bring companies closer to their goals of lower costs, more effective services, or more significant brand differentiation (Alves & Mainardes, 2017).

#18 INFERRING LUXURY FROM IDLENESS DISPLAYS IN TRAVEL SETTINGS

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Introduction

With rising purchasing power and standard of living, the global luxury hospitality industry has experienced rapid growth over the past few years (Grand View Research, 2018). As a result, the luxury hospitality industry is drawing increasing attention from both academic and practitioners (Daun & Klinger, 2006; Yang & Mattila, 2014). Majority of extant studies have explored the motivating psychological mechanism behind the *consumption* of luxury hospitality brands. However, research examining the underlying psychological mechanism through which customers develop luxury *perception* of hospitality brands has received scant attention. Therefore, there is a need to address the following research questions in the hospitality and tourism literature: 1) 'how do prospective customers come to perceive a hospitality service as being luxurious?' and 2) 'what are some strategies that must be adapted to successfully position a hospitality brand as luxurious?' While prior hospitality studies have explored this phenomenon from a service attribute perspective, the current study seeks to explain this phenomenon through consumption of time in a travel context. More specifically, the current study argues that observers are more likely to perceive hospitality services or travel experiences as being luxurious when they observe idleness rather than busyness; this perception is mediated by high social status inference on the part of current user.

Methods

A quasi-experimental design was adopted to test the conceptual model of the study. 300 participants were recruited through Amazon MTurk and were randomly assigned to one of two conditions: idle Facebook post or busy Facebook post. Participants read the Facebook posts of a hypothetical individual. An ANOVA with time display as the independent variable demonstrated that the manipulation was successful. After the manipulation, luxury perception was measured with four items adapted from Hagtvedt and Patrick (2008)'s study on a seven-point Likert scale. Next, perceived status was measured on three seven-point scales adapted from Bellezza, Paharia, and Keinan (2016)'s study. For data analysis, one-way ANOVA and PROCESS Model 4 analyses were conducted.

Results/Discussion/Implication

The results indicated that participants were significantly more likely to perceive travel experience as luxurious when it was associated with idleness than when it was associated with busyness. Also, Bootstrap estimation through the PROCESS model 4 revealed the hypothesized indirect effect of idleness on luxury perception via the status inference with a confidence interval not including zero. This implies that the luxury perception associated with display of idleness is explained by high-status inference.

By introducing the concept of time into the explanation of how people perceive and evaluate travel experiences as luxurious, the present study contributes to developing a significant construct that may further expand the current luxury hospitality and tourism literature. More specifically, the study findings hold theoretical significance in a sense that they propose a new form of scarcity that is more relevant and unique to hospitality and tourism contexts. These findings are not only expected to provide theoretical clarification on the industry's long-practiced luxury advertising strategy but also proposes a more subtle social media advertising strategy. Moreover, results indicate that customers' hotel experiences must not convey the anxiety of time famine.

#20 SHE WON'T BREAK RULES FOR GUESTS: EFFECTS OF GENDER AND GENDER IDENTIFICATION ON PROSOCIAL RULE-BREAKING TO PROMOTE SERVICE.

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Introduction

With the hospitality and tourism industry employing 7.8 million people (ITA, 2019), it is featured with a high level of diversity in both guests and employees (Malik, Madappa, & Chitranshi, 2017). Combining with the intangibility and interactive nature of hospitality services (Hennig-Thurau, 2004; Teng & Barrows, 2009), it is difficult for hospitality employees to always follow rules, standard operation procedures, and guideline when they provide service to guests. As such, prosocial rule-breaking behaviors to promote service (PSBS) – defined as employee behaviors that violate organizational rules with an intention to provide superior service (Morrison, 2006) – can be common and widely accepted in hospitality industry (Curtis, 2014; Ghosh & Shum, 2019).

On the other hand, even though PSBS was appreciated by hospitality managers (Ghosh & Shum, 2019), the ambidextrous nature of PSBS made it subjected to the influence of employee's dispositional and value characteristics (Ambrose, Taylor, & Hess, 2015; Dahling, Chau, Mayer, & Gregory, 2012). Currently, women make up 51% of the hospitality workforce (U.S. Bureau of Labor Statistics, 2018). In addition, the workforce has grown more diverse towards employment and inclusion in the LGBTQ community (Lodging Staff, 2019). Nonetheless, it remains unknown why and when gender plays a role affecting employee PSBS. e suggest that females receive more severe social sanctions than males for the same rule-breaking action (Schur, 1984), which results in differentiate development in honesty. Honesty, in turn, is related to PSBS because of the rule-breaking nature of PSBS (Lee, Ashton & de Vries, 2005; Lee, Ashton & Shin, 2005). We further propose that gender identification moderates the relationship such that the relationship between gender and PSBS is weaker when gender identification is low.

Methods

We propose a two-study approach to test the theoretical model of the study. In Study 1, we tested the moderating role of gender identification on the relationship between gender (male vs. female) and PSBS. A Qualtrics panel of 328 hospitality employees was recruited and participants were asked to fill out an online survey reporting their gender, along with their perceptions regarding their own gender identification and PSBS. The results showed that females were less likely to engage in PSBS. However, the relationship was weaker when gender identification was low. The results provided preliminary support to the hypotheses.

In Study 2, we aim to test the moderating-mediated relationship between gender (male vs female) and PSBS. By inviting around 300 hospitality employees working in a customer-contact position, we will use a two-wave time-lagged survey. Participants will report their gender, gender identification, and honesty-humility and PSBS in Time 1 and PSBS in Time 2.

Discussion

This study examines the crucial questions of when and why employees' gender affects PSBS. PSBS is a prosocial action that can potentially help guests and be welcomed by managers. Considering the diversity in biological and psychological gender in the hospitality workforce, this study can shed light on managerial practices to improve PSBS – a potential key to superior service.

#21 DEFINING WELLNESS HOTEL AND MEASURING THE LEVEL OF WELLNESS PROVIDED BY HOTEL SERVICES: SCALE DEVELOPMENT AND VALIDATION

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Introduction

Within past decades, consumers are increasingly more health and wellness conscious. The global wellness economy has created a market of 3.72 trillion U.S. dollars in 2015 with an increase of 10% from 2013 (Global Wellness Institute, 2018). In 2015, the North America market size was US$215.7 billion, 38.3% of the total global wellness tourism market (Global Wellness Institute, 2018). Following this market trend, wellness hotels have attracted surging attention from practitioners, who have developed specific products and services to accommodate customers' wellness needs, whether it be as simple as in-room yoga gear or something more experimental such as a sensory deprivation tank.

However, this phenomenon was largely ignored by hospitality scholars. The purpose of this study is thus twofold. First, this paper attempts to probe into the nature and dimensionality of wellness attributes of a hotel. Second, this study intends to develop a wellness hotel amenities scale to measure the level of wellness provided by a wellness hotel.

Methods

This study aimed to conceptualize wellness hotels based on existing theoretical studies and develop a measurement model to quantify the wellness level of such hotels using a grounded theory approach (Spiggle, 1994). The scale development utilized procedures proposed by Churchill's (1979) and Rossiter (2002). Specifically, Study one and study two dealt with the conceptualization of the 'wellness hotel' construct, item generation of the Scale of Wellness Hotel Amenities (SWHA), and item reduction/refinement of the SWHA. Qualitative techniques such as literature review, market research, focus group discussion and expert panel evaluation were adopted in study 1 and 2. Study three to five tackled scale purification and tested of the psychometric properties including discriminant, convergent and nomological validities of the scale. Quantitative techniques such as EFA, CFA and SEM were applied in study 3 –5.

Results/Discussion/Implication

The results revealed a 16-item measurement scale consisting of three dimensions: environmental wellness, physical wellness, and mind wellness. The results further demonstrated the face, convergent, discriminant, and nomological validity of the SWHA. This study fills an important research gap since no measurement scale is currently available to measure the wellness level of hotels. With an in-depth examination of customers' perception of wellness hotels, this study provides a tool to identify wellness amenities that customers demand and to evaluate the performance of wellness hotels.

References are available upon request

#22 DOES NATIONAL CULTURE MATTER IN THE RELATIONSHIP BETWEEN GENDER DIVERSITY AND FIRM PERFORMANCE IN THE HOSPITALITY INDUSTRY?

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Introduction

For decades, board diversity, defined as “variety in the composition of a board of directors”, has been a controversial governance issue considering the board’s effectiveness, (Kang et al., 2007, p. 2). Considering characteristics of the hospitality industry such as a separation of property ownership and management leading to conflicts of interests between agents and owners (Guilding, 2003) and sensitivity to external factors and customers' discretionary spending (Huse, 2007), influences of board diversity on firm performance may become more crucial in the hospitality industry.

Furthermore, one of the pivotal intervening factors to be considered in the board diversity-firm performance relationship is national culture since the impact of board diversity may differ, contingent on cultural uniqueness of a country where a firm’s headquarters is located. Notwithstanding the importance of national culture on the relationship between board diversity and firm performance, to the best knowledge, there has been lacking evidence examining the moderating effect of national culture.

This study will attempt to examine the effect of board diversity on firm performance in the hospitality industry context. Among multiple types of board diversity, this study will focus on the impact of gender diversity since gender clearly represents characteristics of individuals in a group (Kilduff et al., 2000). Further, as the main purpose of this study, an examination on the moderating role of national culture on the relationship between gender diversity and firm performance will be conducted.

Methodology

The sample of this study will consist of all publicly traded hospitality firms in China, Japan, and the U.S. showing distinctive cultural differences with the sample period 2000-2019. This study will obtain hospitality firms’ data from respective databases, depending on host countries. And, this study will obtain national culture data from the Greet Hofstede & Gert Jan Hofstede website (www.geerthofstede.com). For coefficient estimation, panel regression analysis will be employed, either a fixed effects or random effects method, depending on results of the Hausman test for addressing an omitted variable bias issue when employing panel data (Gujarati, 2003).

Expected Implications and Limitations

This study expects to add values by providing unique dimensions that national culture is a crucial contextual factor for comprehensively examining the relationship between gender diversity and firm performance. As practical implications, shareholders of a hospitality firm will be able to refer to the results of this study when selecting board members by considering national culture’s influence.

References are available upon request

#23 CONSUMER PERCEPTIONS ON HOTEL EMPLOYEE'S SEXUALITY

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Introduction

Recently, the hospitality industry has come to realize the importance of diversity management (Kalargyrou & Costen, 2017); however, the impact of hotel employees' sexualities on perceived service qualities by customers remains unclear (Manoharan & Singal, 2017). Existing hospitality research regarding gender or queer studies mainly focused on LGBTQ consumers' consumption experiences. Yet queer studies remain substantially untapped in hospitality research, especially on sexualities (Kalargyrou & Costen, 2017). As negative customer attitudes will hinder the wellness of a frontline employee (Yang & Lau, 2019), this study aims to understand the role of a hotel frontline employee's sexuality instead of sexual orientation in the service industry; and to employ sociological and psychological theories to broaden the role of heteronormativity and gender in service evaluation amongst past literature.

Methods

This study adopted a scenario-based experimental design. Participants were randomly selected to respond to a short video, mimicking a real-life hotel check-in experience with either a masculine or effeminate employee along with a self-reported online questionnaire. To manipulate the sexuality of a white male hotel employee in the video, a professional theatrical performer was hired to act differently based on a pre-written video script as a hotel employee. Two two-way ANCOVAs were conducted.

Results/Discussion/Implication

To the authors' knowledge, this study is among the first in the hospitality domain to investigate hotel employee's service evaluation from a sociological perspective in terms of heteronormativity and sexuality. More specifically, we explored consumers' evaluations of services provided by the same male hotel employees carrying different sexualities, and their joint effects with personal traits including heteronormative beliefs and gender. Findings of this study suggest consumers carry prejudice based on the sexuality of a male hotel employee, such that an effeminate male employee is less preferred than a masculine male employee. Additionally, this study provided empirical evidence that such prejudice is dependent on how strongly consumers believe in heteronormativity.

Theoretically, the study adds to the body of queer study literature by looking at a novel angle--the sexuality of a hotel employee. Continuing the start point of sociology, this study introduced a new concept, heteronormativity, to the hospitality literature. Adding the concept of heteronormativity digs to the root of the creation of socially institutionalized gendered norms and hetero/homosexuality, therefore helps LGBTQ researchers in hospitality with more robust theoretical supports.

Managerially, this study advocates for more protection policies, management awareness, as well as employee training for hotel employees as a practice of diversity management.

References are available upon request

#24 THE INCIDENCE OF GREEN SIGNALING ON ENVIRONMENTAL PRODUCTS

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Introduction

Green consumerism has been on a rising trend over the last few years. Environmental products such as green hotels, organic wines and hybrid cars have enjoyed continuously increasing patronage as environmentalism became mainstream. Due to the popularity of these environmental products (Young, 2018) and their direct and indirect benefits to consumers (Brugarolas Mollá-Bauzáet al., 2005; Ng etal, 1993;Vincentric LLC, 2019), it is imperative to detect consumers' reaction to various environmental products through the lens of newer theories to help marketers promote them.

A relatively newer school of thought has linked environmental consumerism with social status signaling (Griskevicius et al., 2010; Sexton & Sexton, 2014). Although a handful of studies have applied cost-signaling or green-signaling theory to investigate consumer behavior (e.g. Berger, 2017; Delgado et al., 2015; Griskevicius et al., 2010; Lee et al., 2015; Sexton & Sexton, 2014), this theory insofar has not been applied and tested on different types of green products in a hospitality context. Therefore, the purpose of this study is to examine whether costly-signaling or green-signaling is applicable to three products that has implications for the hospitality and manufacturing industry: green hotels, organic wines, and hybrid cars. The results are expected to assist hospitality and manufacturing understand consumer behavior better by analyzing costly signaling and status motives in the environmental purchase process to design better marketing campaigns to attract more customers to their environmental products.

Methods

Two conditions (control vs status activated) were first pilot tested on undergraduate students to test if there were significant difference in perceptions between the two conditions. Following this, two quasi experimental studies were executed via Amazon MTurk to test the hypotheses. Study 1 examined how activating a motive for status can have an impact on consumers' choices between the relatively luxurious conventional products and the less-luxurious green products when both types of products are equally priced. Study 2 examined how status motives influence preferences for green product over more luxurious conventional product when green products are more expensive. Using Griskevicious et al. (2010) methodology, participants read a short story that has been successfully used to elicit status motives followed by questions pertaining to their purchase intentions.

Results/Discussion/Implication

When status motives are activated, consumers had a significant higher purchase intention for more luxurious conventional hotels than green hotels. Alternatively, consumers had a significant higher purchase intention for hybrid cars (with and without status) and organic wines when compared to their conventional counterparts. Unlike green hotels that benefit the owners or operators through utility cost-savings; Organic wine purchase benefit the consumer directly due to its perceived health benefits associated with the word "organic" (Brugarolas Mollá-Bauzáet al., 2005), while owning hybrid car results in direct benefits related to fuel reduction by 60% and an average fuel savings of $2,849 and average maintenance cost savings of $401 over 5 years (Vincentric LLC, 2019). Industry practitioners are advised to lower or match prices of their green products to their conventional counterparts and as well improve the design or packaging of these products since this may increase purchase intention.

#25 ALL PEOPLE ARE CREATED EQUAL? RACIAL DISCRIMINATION AND ITS IMPACT ON HOSPITALITY CAREER SATISFACTION

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Introduction

The hospitality industry is facing a labor shortage problem (Goh & Lee, 2018; McGinley, Hanks, & Line, 2017). Young professionals quit their hospitality careers due to low salaries and the lack of career advancement (Brown et al., 2015; Wan et al., 2014). Unfortunately, these factors greatly impact racial/ethnic minorities (i.e., people of color) because of racial discrimination (Triana et al., 2015; Dusek et al., 2014). Despite evidence exemplifying the importance of career satisfaction (e.g., McGinley, 2018) and the effect racial discrimination has on career outcomes (Costen et al., 2013; Greenhaus et al., 1990; McKay et al., 2007; Wen & Madera, 2013), there is a lack of studies examining the level of racial discrimination in the hospitality industry (see Deale & Wilborn, 2006, for exception). It is also unclear how racial discrimination affects career satisfaction. Using the self-determination theory, this study seeks to address these gaps by examining the level of racial discrimination, and the effect of ethnicity on hospitality career satisfaction through the mediating roles of racial discrimination and basic needs satisfaction.

Methods

Data was collected using a 3-wave time-lagged survey with a sample of 179 students in the US working and studying in the hospitality industry. In Time 1, participants rated their ethnicity and experience of racial discrimination (Szymanski, 2006; $\alpha = .89$). Participants reported basic needs satisfaction (Deci et al., 2001; $\alpha = .88$) and career satisfaction (Lee et al., 2016; $\alpha = .92$) in Time 2 and Time 3, respectively.

Results/Discussion/Implication

Structural Equation Model (SEM) results support the hypotheses. Ethnicity (majority vs minority) was negatively related to discrimination ($\beta = -.15$, $p < .05$): compared to Whites, all other ethnic groups (except native Hawaiian or Pacific Islander) suffer from a higher level of discrimination. Discrimination was negatively related to basic needs satisfaction ($\beta = -.28$, $p < .01$); and racial discrimination mediates the relationship between ethnicity and basic needs satisfaction (indirect effect = 0.07, 90% CI = [0.01, 0.15]). Additionally, basic needs satisfaction was positively related to hospitality career satisfaction ($\beta = .43$, $p < .05$). The indirect effect of discrimination on hospitality career satisfaction via basic needs satisfaction is -0.12 with a 90% CI being [-0.23, -0.03]. Additionally, racial discrimination and basic needs satisfaction sequentially mediate the relationship between ethnicity and hospitality career satisfaction (indirect effect = 0.03, 90% CI = [0.00, 0.07]).

Theoretically, this study makes three unique contributions. First, the study suggests that it is important to compare ethnic majority vs. minority (e.g., Fox & Stallworth, 2005; Wen & Madera, 2013). Second, showing that racial discrimination has an indirect effect on hospitality employees' career satisfaction. Finally, this study identified basic needs satisfaction as a mediator through which discrimination affects hospitality career satisfaction.

References are available upon request

#26 EXPLORING IMPORTANT SERVICE QUALITY ATTRIBUTES FOR MILLENNIALS AT BOUTIQUE BUDGET HOTELS

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Introduction

Service in the hotel industry is one of the most important attributes for gaining a competitive advantage in the hospitality industry (Angelova and Zekiri, 2011). It is vital that guests in hotels receive high service quality in order for the business to grow and prosper. Especially within the hotel industry, as today's generation are better traveled comparatively to the past generations and know exactly what they want (Chacko, Williams, and Schaffer, 2012). One of the market segment that has grown tremendously in the tourism industry, especially in the last few years, is 'Millennials' (Kubickova, Nusair, Parsa, Hui, 2015). Millennials have an annual spending power of $200 billion dollars (Solomon, 2017), most of which is being contributed towards travel and tourism (From, 2017). In 2016, Millennials spent $4,594 on vacations and had taken an average of 3.5 vacations within one year (Fromm, 2017). Research shows millennials are price sensitive (McGrath, 2015), due to which, budget hotels are targeting this market segment. As millennials increasingly travel, it is going to be important for budget hotels to explore the service quality attributes that millennials consider important. Thus, the purpose of the study is to strengthen our knowledge on Millennials' perceptions of service quality in the budget hotel sector.

Methods

This study will be a quantitative study; survey instrument will explore the service quality perceptions of millennials; and data will be collected from millennials that have experience in boutique budget hotels. A total of 300 millennial respondents' data will be collected on their ratings for important and performance of service quality attributes in four boutique budget hotels- Aloft, Moxy, Tru, and Vib. An online close-ended question survey will be distributed through Qualtrics software. Importance Performance Analysis (IPA) will be utilized for this research. IPA identifies the strengths and weaknesses and gives insight into which service areas need more attention on. Performance of service quality attributes will be analyzed using exploratory factor analysis (EFA) to group together the characteristics. Regression analysis will also be used to relate the mean score for the attributes and seeing if there is a correlation between customer satisfaction leading to customer loyalty.

Results/Discussion/Implication

The objective of this research is to explore the impact of the important and performance of service quality attributes from the millennials perspective in boutique budget hotels. It is important to find what service quality attributes they find important when selecting a boutique budget hotel and the performance after their stay. By the year 2020, it is expected this number will increase to 50 percent of Millennials being hotel customers (Tabano, 2018). Thus, management in hotels should understand Millennials better to create a superior sense of experience for them. Results will help industry professionals to have a better understanding on the role of service quality elements for millennials. Nonetheless, developing better strategies to improve service quality by sustaining and attracting more customers will aid in generating great profits.

References are available upon request

#27 MILLENNIAL-CENTRIC DESIGN ELEMENTS, AMENITIES, AND PRACTICES IN CONTEMPORARY MILLENNIAL-FOCUSED LIFESTYLE HOTELS

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Introduction

Over several centuries the quality of hotel services has seen major changes, however, the basic function of the hotel has remained the same. According to the Boutique and Lifestyle Lodging Association (BLLA, 2011) a lifestyle hotel is "a property that combines living elements and activities into functional design that gives guests the opportunity to explore the experience they desire". ("About the Boutique & Lifestyle Lodging Association (BLLA)", 2011). Lifestyle hotels focus on very aesthetic and contemporary design, more upbeat feelings, wellness, unusual architecture and design, genuinely life-enriching, and more ancillary services (Jones, 2013; Liu et al., 2018). As the hospitality industry is a very competitive one, each property is trying to distinguish itself in the eyes of the consumer; by aligning the physical environment and amenities preferences with their target audience it will make a positive impact on their consumers and therefore creating lasting first impressions that will eventually lead to satisfaction and competitive advantage (Baek and Ok, 2017; Hightower et al., 2002)**.**According to the New York Times Magazine some hotel brands are focusing solely on Millennials, the hotels identified by the news outlet were Moxy Hotels, Canopy by Hilton, and Hyatt Centric (Rosenbloom, 2015). This paper aims to identify what elements in the design and hotel amenities are preferred by the millennial customer by looking at hotels that have branded themselves with this target market in mind. Overall there is a gap in literature looking at the design preferences and hotel amenities of millennials.

Methods

This study will utilize a sequential mixed method design. The first two research questions will be addressed through qualitative open-ended interviews of twenty general managers of millennial centric properties under six brand names Aloft, Moxy, Hyatt Centric, Canopy, Radisson Red, and Virgin hotels. To test our proposed research model, we will use SEM. To test the moderation effects multi-group analyses will be carried out. The target sample for the quantitative study is 1,000 general consumers. A pilot study will be undertaken using a sample of 200 hotel guests from a 4-diamond hotel property located in Auburn, Alabama.

Results/Discussion/Implication

This is a work in progress study. Findings will be presented after the data collection and analysis

#28 SHOCK EFFECTS ON TOURISM DEMAND CYCLES: EVIDENCE FROM BALI

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Introduction

Tourism is a significant industry for Bali island. The tourism industry has also been interrupted by various unpredicted incidents, such as terrorist attacks, natural disasters, the outbreak of diseases, and economic crisis. However, the impact of these adverse shocks causes only a temporary decline in tourism demand. A stream of research has been interested in investigating the impact of shocks on the long term and short term of tourism demand. However, few have examined the impacts on the short-run horizon. Also, prior studies in this area are contextualized which focus on specific shocks, excluding the potential influence of other external factors (Croes & Ridderstaat, 2017; Croes, Ridderstaat, and Rivera 2018; Kozic, 2014; Liu and Pratt, 2017; Narayan, 2011; Smeral, 2012).

This study extends the existing knowledge by estimating shocks in aggregate on tourism demand cycles. It attempts to explain the variation of tourism demand cycles on the island's primary source market countries. Information on cyclical behavior can identify important target markets.

Methods

Cyclical and Irregular components of tourist arrivals data series, which are used as proxies for tourism demand cycles and shocks. The study employs several procedures: Unobserved Component Model (UCM), Augmented Dickey-Fuller (ADF) and Phillips-Perron (PP) unit root test, combinatorial stepwise regression, and logistic regression. The data include 204 data points, from January 2002 to November 2018, with 11 major source market countries, which Australia, China, India, UK, USA, Germany, Malaysia, France, Japan, Taiwan, and South Korea.

Results/Discussion/Implication

Shock effects differ according to different source market countries. The effects of shocks can be absent and present on the demand cycles. Also, the persistence and the magnitude of shock effects can vary. Shock effects are not statistically significant for Malaysia, UK, France, Taiwan, meaning that these countries are not affected by shocks. On the contrary, shocks are statistically significant in influencing the tourism demand cycles for China, Australia, India, the United States, South Korea, and Germany. The persistence and magnitude of shock effects are highest for the United States, India, and Germany.

In this case, it is assumed that distance is not the main factor that influences tourism demand cycles. Socio-cultural factors of source market countries and lack of marketing campaign to US, India, and Germany can also influence tourism demand in which shock effects take a longer time to disappear (Ertuna & Ilhan Ertuna, 2009; Reisinger & Mavondo, 2005; Carlsen & Hughes, 2008). It can be that these markets are more sensitive to shocks than the other markets. Intensive marketing approaches need to target countries that are strongly affected.

#29 CONSUMER PERCEIVED VALUES OF 3D PRINTED FOOD ATTRIBUTES THE MODERATING EFFECT OF FOOD NEOPHOBIA AND FOOD TECHNOLOGY NEOPHOBIA

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Introduction

With the emergence of three-dimensional (3D) printers and the fourth industrial revolution, 3D printing technology is considered to have the highest growth potential in the food industry (Park, 2017). 3D printed food is made by creating dough from powdered ingredients and forming layers by extraction. Food manufacturing using 3D printing technology is stirring many innovations by enabling the design of food using fun characters, producing personalized nutritional diets, creating food for the elderly with chewing difficulties, and producing stable foods using natural ingredients (Lim, 2016).

When introducing foods manufactured using novel technology, communication with the target customers is necessary. Newly emerging foods and the technologies to make them are generally unconventional and, as a result, can easily be refused (Brunner et al., 2018). Therefore, it is necessary to test the consumer perception about new food and technology by the food neophobia scale (FNS) and food technology neophobia scale (FTNS).

Accordingly, this study aimed to investigate which attributes and values are considered important toward 3D printed foods and what type of attitude is formed by perceived value as an antecedent of purchase intention. In addition, the moderating effects of food and food technology neophobia were investigated.

Methods

Five hypotheses among four attributes, perceived values (*H1-H2*), attitude (*H3-H4*), and purchase intention (*H5*) were established and two hypotheses for moderating effect of food and food technology neophobia (*H6-H7*) were tested. The demographic profile of respondents was analyzed by descriptive statistics. A two-step confirmatory factor analysis (CFA) was conducted to estimate the fit of the eight-factor model, and to assess whether the measurement variables reflected the hypothesized latent variables. Structural equation modeling (SEM) was used to test the validity of the proposed model and hypotheses. To test for moderating effects of food neophobia and food technology neophobia, multiple group analysis was performed.

Results/Discussion/Implication

Four factors of 3D printed food (nutrition, fun, creativity, and natural content) had a significantly positive influence on utilitarian and hedonic value. Respondents seemed to perceive hedonic value based on curiosity about manufacturing foods using a 3D printer. Perceived utilitarian and hedonic value had a significantly positive influence on consumer attitude. In turn, attitude had a significantly positive influence on purchase intention.

The moderating effects showed that food neophobia moderated the influence between natural content and utilitarian value, and between creativity and hedonic value. The high food technology neophobia group displayed a significant moderating effect between natural content and hedonic value. Thus, one can say that people who feel reluctant about novel technology place greater value on natural elements (Vidigal et al., 2015).

#30 AN EXPLORATION OF FACTORS AFFECTING FOOD TRUCK WORKERS' SUCCESS

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Introduction

Food trucks are mobile food establishments that function similarly to quick service restaurants (QSR). These trucks move from location to location and frequent festivals, college campuses, and patio bars selling a large variety of foods and drinks (Martin, 2014). They have become a staple in the hospitality industry in the past decade due to their unique and tasty cuisine, their competitive prices, and their deft use of social media marketing (Petersen, 2014; Koutroumanis, 2015). As the multimillion-dollar food truck industry grows into a billion-dollar industry in the next decade, food truck owners and employees alike will have to cope with a dynamic customer base and developing legislation (Statista Database, 2017).

As a burgeoning, successful, and unique segment of the hospitality industry, current and future food truck employees will need resources to succeed. This study aims to explore and enumerate the factors which affect food truck workers' success by being the first study to collect qualitative data from many workers and managers currently in the industry. In addition, this study will help the hospitality industry better understand the different perspectives that affect food trucks' success, that include but are not limited to: employee welfare, increasing customer demands, economic impact to the society, transition to and from the restaurant segment.

While some studies examine the legislative and financial challenges food trucks face, this study's use of exploratory qualitative analysis will develop a more accurate picture of food truck culture and workers' needs.

Methods

Exploratory qualitative analysis (EQA) is a method of identifying common factors, attitudes, beliefs, and experiences among a particular demographic. We will start off by conducting 15 individual structured interviews with food truck owners, managers, and employees who operate in the Houston, TX area, and increase the number of participants until theoretical saturation has been achieved. Subjects for the interviews are being recruited through food truck databases and websites as well as social media groups. The interviews are projected to be approximately one hour in length apiece. Question topics will include legislation, the inception of the food truck, and common challenges faced by workers across organizations.

The interviews will be audio-recorded and will then be transcribed and analyzed for topical content by members of the research team to isolate commonalities and key topics across all of the subjects.

Results/Discussion/Implication

This study is currently being undertaken and have been gathering participants through snowball sampling as we have noticed there is a close network within the food truck community. The authors in this study chose to do an EQA in order to better understand what the challenges/barriers of food trucks are to help them achieve success.

References are available upon request

#31 EXAMINING FOOD SAFETY AND OCCUPATIONAL BEHAVIORS AMONG ONLINE FOOD DELIVERY COURIERS.

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Introduction

The worldwide ubiquity of smartphones and high-speed internet connections has afforded consumers the opportunity to utilize new channels when making purchasing decisions. In the restaurant industry, one of these new channels is online food delivery (OFD), wherein guests order food from restaurants via mobile applications such as DoorDash, UberEats, and Grubhub. According to Statista.com, the global OFD industry recorded nearly $31 billion USD in sales in 2018, up from $26 billion in 2014. As this industry has grown, food safety experts have been cognizant of the potential public health risks associated with OFD. Sources report that, in isolated incidents, drivers associated with the most prominent delivery platforms have been witnessed touching ready-to-eat (RTE) food with their bare hands, stealing food, and intentionally tampering with food. While some food delivery outlets such as caterers face regulation that requires specialized procedures for the temperature control of time and temperature control for safety (TCS) foods, delivery companies generally are not. There is little research on the food safety behaviors of OFD deliverers, which is cause for concern as consumers become increasingly aware of foodborne illness outbreaks in the foodservice industry. This study aims to tackle this gap in the scientific literature by conducting a food safety knowledge and behavior survey using online food delivery drivers as subjects and conducting exploratory qualitative analysis of structured interviews with experienced OFD deliverers.

Methods

Exploratory qualitative analysis (EQA) is a method of identifying common factors, attitudes, beliefs, and experiences among a particular demographic. This study aims to conduct 15 individual structured interviews with online food delivery drivers. Participants will be recruited through social media posts. The interviews are expected to be approximately 45 minutes in length apiece. Question topics will include questions about self-reported food safety behaviors, commonly delivered foods, and general occupational statistics, such as the amount of profit a driver can make in a shift. Additionally, to get a better picture of food safety behaviors and knowledge across the industry, a food safety self-reported behavior and knowledge survey will be distributed to current OFD drivers (expected n = 1000) as well as the interviewees.

Results/Discussion/Implication

Online food delivery couriers are currently being recruited for in-person interviews through online social media channels. A total of 1033 subjects have participated in the food safety knowledge survey, which was distributed through the same channels. The results from the surveys indicated that as many as 13% of sampled couriers never wash their hands during a shift, and that 24% of those who use reusable delivery bags do not clean them. Couriers who previously received food safety training on the whole scored higher on the knowledge portion of the survey.

References are available upon request

#32 REDUCING COLLEGE STUDENTS' PLATE WASTE THROUGH DISPLAYING THE AMOUNTS OF WASTE AND FOOD WASTE RELATED MESSAGES

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Introduction

Globally, 1.3 billion tons of food is lost or wasted each year (Food and Agriculture Organization of the United Nations, 2014). One of the biggest contributors to food waste is university dining facilities (Whitehair, Shanklin & Brannon, 2013). To reduce plate waste, a variety of interventions has been implemented at these facilities by creating awareness of food waste (Whitehair et al., 2013), reducing serving sizes (Freedman & Brochado, 2010), and implementing trayless dining (ARAMARK, 2008).

Although several studies examined effectiveness of waste reduction interventions on consumers' food waste behavior (Stancu et al., 2016; Stefan at al., 2013), few measured their actual behavior. Furthermore, while some studies quantified the amount of food waste reduction, theoretical underpinning or specific procedures of the interventions were largely unknown (ARAMARK, 2008; Freedman & Brochado, 2010). Therefore, this study aimed to evaluate the effectiveness of an intervention that was intended to create awareness of plate waste challenges and to influence subjective norm and emotions pertaining to plate waste issues. Specifically, this study (a) assessed actual plate waste behavior, (b) quantified the amounts of plate waste, and (c) evaluated the effectiveness of the intervention by comparing plate waste data at baseline, during intervention, and post-intervention.

Methods

Population and Sample The target population was college diners, and the sample was patrons of a large "all you care to eat" university dining center in the Midwest region of the U.S., daily serving 1150 diners. ***Intervention*** A quasi-experimental design was applied to evaluate the effectiveness of the intervention, weighing plate waste and showing a short video educating food waste challenges. During the intervention week, diners discarded edible plate waste in a bucket placed on a scale and were verbally informed of the weight of his/her plate waste. The average and total amounts of plate waste were live-streamed on a large screens in the dining center along with several rotating messages (i.e., statistics of food waste) and photos (i.e., a hungry child) to increase awareness of plate-waste problems and diners' emotional responses. ***Data Collection*** was conducted on Monday, Wednesday, and Friday at baseline (week 1), intervention week (week 2), and post-intervention week (week 4) with a one-week break (week 3). ***Statistical Analysis*** The amount of individual plate waste was recorded on Googlesheet and analyzed using SPSS (Version 25). Differences in plate waste amounts before, during, and after the intervention were analyzed using ANOVA with Tukey's post hoc analysis.

Results/Discussion/Implication

A total of 6164 trays were analyzed during data collection period (before: n=2220; during: n=1927; after: n=2017). The average plate waste was the lowest during intervention week (M±SD=37.06±68.63 grams wasted), compared to baseline (47.03±68.15, $p<.05$) and post-intervention (38.88±68.40. $p<.05$) measures. The increase of the plate waste post-intervention was not significant ($p>.05$). Furthermore, a crosstab analysis confirmed differences in distribution of diners discarding varying amounts of plate waste ($\chi^2(8)=391.49$, $p<.05$), indicating fewer diners left edible food during intervention.

This study revealed that making college diners aware of their or their peers' plate waste and significant food waste challenges influenced their plate waste behaviors. Not only has the total amount of plate waste reduced, the percentage of diners leaving no waste increased significantly. Future studies may evaluate new variables on sustainable behaviors providing additional theoretical supports and practitioners may adopt similar interventions to reduce plate waste.

#33 QUANTITATIVE RESEARCH ON SHORT-FORM VIDEO APP: NEW MARKETING FOR TOURISM

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Introduction

With the rapid development of information technology, sharing personal experiences on social media during or after a trip is recognized as an important information source which may influence travel decision making for potential travelers (Kang and Schuett 2013). Different from the other social media, a brand-new Chinese famous short-form video app Tik-Tok, which was launched in September 2016, presents an alternative version of online sharing. It is ranked as the No.1 free app in Apple's App Store for 2018 ahead of Instagram and Facebook. Compared with Twitter, which lets users share 140-character "tweets" of text which might link to other sites or photo/video files, Tik-Tok is a platform for easily creating and sharing a short video with various types of music and special filters. Users navigate through videos like a feed by scrolling up and down. Through the different algorithm's calculations, users will find an overwhelming number of videos in the "for you" feed, which could incite unpredicted or surprising feelings in users and keep them engaged.

Two overarching research questions guided this study: (a) what are factors associated with users' destination decisions? (b) Is the hotel product more favorable when on Tik-Tok than through text/picture testimonials? To explore first research question, two hypotheses were tested:

H1: There is a significant and positive relationship between the length of using app and the possibility of post 1990's Chinese users choosing the hotel shown in app.

H2: There is a significant and positive relationship between the recommendation from an influencer and the possibility of post 1990's Chinses users choosing the hotel shown in app.

Methods

Data was collected through Wenjuanxing, an online survey collection platform. The sample was made up of 1569 participants, which are 675 males and 894 females. Participants were randomly selected from post 1990s who are active Tik-Tok users. Framework with three research streams from the consumers' perspective was modified for classifying and analyzing the study. Respondents were asked to indicate their length of using the app, frequency of reviewing videos related to hotel products, preference ranking of hotel categories and facilities, perception of OTA and influencer on Tik-Tok, and participants' demographic information was collected at the end of the survey. Quantitative data were analyzed using the statistical program SPSS version 24. Logistic regression and repeated measure ANOVA have been conducted.

Results/Discussion/Implication

Results demonstrate that users are more attracted to private sharing videos than text/photos reviews on travel agency websites. Videos on Tik-Tok seem to enhance the salience of transferring information and influence users' destination decisions. There is a slight influence on length of using the app. A significant interaction effect was found among the users' decisions and recommendation from influencers when they shared an experience video from unique and personal perspectives. Due to this, participants tended to show a higher visit intention to the destination. Implications for the hotel industry are presented with a focus on how to improve the effectiveness in targeting customers and what kind of hotel should move their marketing to this new short-form video platform.

#34 MEDICAL TORUISM'S IMPACT ON A GLOBAL HEALTHCARE MARKET: THE CASE OF LAS VEGAS

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Introduction

Medical tourism plays a role in the globalization of medical care as it creates economic and financial gains (Plianbangchang, 2018), uses choice as the platform for spreading global medical consumerism (Carrera & Lunt, 2010), and promotes market growth through the notion that there is a human responsibility to maintain life. As "proponents of medical tourism argue the value of a global market for healthcare in promoting consumerism and enabling customers to purchase high-quality care around the world" (Turner, 2010, p. 443), opponents suggest that current marketing tactics are inappropriate and the industry's profitability is questionable (Turner, 2010). Critics argue that positioning healthcare as a consumer good may increase social inequalities, lead to a lack of resources for local citizens, and encourage healthcare services as a tourist attraction.

Methods

This study uses a qualitative descriptive research design aimed at exploring the theory of inequity in social exchange presented by Adams (1965). The data was collected following Yin (2012) case study design to explore how choice is being marketed in the medical sector of the hospitality and tourism industry. The case compares the differences in how "choice" is advertised and framed within an integrated healthcare system versus a community or industry-based approach by focusing on an analysis of the city of Las Vegas, NV. Content analysis of medical tourism through peer-reviewed publications and key concepts in industry framework was used to establish a theoretical framework for building an explanation of perceived fairness through the lens of distributive justice and inequity (Adams, 1965).

Results/Discussion/Implication

Choice is medical tourism's impact on the globalization of medical consumerism. The establishment of the International Services at Mayo Clinic, allows the Mayo clinic to market itself within a global healthcare market, capitalizing on the growth within the medical tourism industry and delivering sustainable tourism to its primary US city locations. However, to address the quality, safety, and risk concerns identified as general issues surrounding the industry (CDC, 2016), the Mayo clinic has established independent referral organizations in Canada, China, India and Saudi Arabia for the process of supporting patients seeking in-country support to provide better care outcomes in their pursuit of care in the United States.

Nevada ranks 50th in US healthcare due to access and a flat physician workforce (Bekker, 2018). Las Vegas HEALS (2019), a non-profit, goal is to establish Las Vegas as a global medical tourism city. However, the question remains – should medical tourism compete with local access to care? The implication is that inequities are created at the risk of the citizen. Today's dynamic, yet volatile medical tourism climate demands robust industry development and infrastructure that will remove barriers and support quality care. As the world's most powerful citizens continue to demand access to care via choice, the quality and safety of after-care versus the exchange of limited access to care pose the question of equitable exchange of goods and services; specifically at a growth rate where disparities, access, and quality of care outcomes mandate containment solutions.

References are available upon request

#35 DOES THE SOLO DINER'S PERCEIVED TERRITORIALITY MATTER? EFFECTS OF RESTAURANT PYHSICAL AND PSYCHOLOGICAL BOUNDARIES

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Introduction

Europe, Australia, the United States and now Asia have documented recent increases in numbers of "solo" consumptive restaurant dining behavior, representing an emerging worldwide restaurant industry trend. To identify effective ways to improve solo dining experiences, our focuses were on the following theoretical propositions: Sack (1983) proposed that people having perceived and well-established territoriality are likely to feel secure and satisfied in a shared space, which further develop the spatial perspective for more frequent use of that space. Normoyle and Lavrakas (1984) conceptualized "perceived territoriality" in more specific terms as an individual's perceptions about their exclusive right to use a specific space. Subsequently, perceptions of territorial space owned by users have been recognized as a critical factor for determining satisfaction and intention to reuse (İmamoğlu and Gürel, 2016).

Applying their positions, this study was designed to explore unchartered solo dining research addressing perceived territoriality as a theoretical foundation for identifying potential physical and psychological boundaries applied to the solo dining context and for examining the relationships between those boundary factors, solo diners' perceived territoriality, overall satisfaction and revisit intentions. We also expected that such hypothesized relationships may be affected by solo diners' motivations due to prior research findings that support dining motivations as being critical factors in determining dining experiences.

Methods

The study's hypotheses were verified using responses obtained from consumers who dined out alone at casual restaurants located in South Korean metropolitan cities. We specifically limited data collection to include only solo diners who had eaten out at casual-dining restaurants that provided table service. A total of 410 responses were used for the data analysis.

Results/Discussion/Implication

Results found that both of physical boundary factors ('inter-table distance' and 'exclusive use') positively influenced 'perceived territoriality.' Also, psychological boundary factors ('place attachment' and 'uncomfortable gazes from others') significantly influenced 'perceived territoriality.' This study also provided empirical support for their different roles upon perceived territoriality based upon whether solo diners have a preference for gastronomy or for convenience. Findings revealed that when solo diners have a higher desire for gastronomy than for convenience, the impact of place identity upon their perceived territoriality became more significantly positive. In the opposite case of solo diners having a higher desire for convenience than for gastronomy, the impact of place dependence upon their perceived territoriality became more significantly positive. Our findings contribute to the basis of theoretical development and applications to establish desirable dining environments and atmospheres for solo diners.

#36 A GRÜNER FUTURE FOR AUSTRIAN WINE?

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Introduction

The Austrian wine industry has undergone a rapid and dramatic transformation since 1985 when an infamous wine scandal involving the adulteration of wine effectively destroyed the extant export market for its wine overnight. After the incident, the country adopted some of the strictest wine quality control measures in the world—effectively paving the way for Austrian wines to reenter the global marketplace. At the heart of this rebranding strategy has been the issue of sustainability as Austria now leads the European Union with the highest proportion of organic viticulture in relation to its overall vineyard areas (Austrian Wine Marketing Board, 2016).

With environmental challenges growing in complexity and consumers becoming more aware of issues of sustainability, wineries are faced with the task of ensuring both economic and environmental viability. Creating and implementing a long term environmental management system (EMS) provides an opportunity for wine businesses to create a sustainable competitive advantage (Porter & Linde, 1995) which has been shown to be positively correlated to enhanced business performance (York & Venkataraman, 2010). Furthermore, research has shown that proactive environmental strategies are positively related to export intensity for both large firms (Bellesi, Lehrer, & Tal, 2005) and small and medium-sized enterprises (Martin-Tapia, Aragon-Correa, & Senise-Barrio, 2008), indicating a potential opportunity for Austrian winemakers engaged in the export market. This research seeks to explore the impact of EMS on perceptions of competitive advantage and export intensity for Austrian wine businesses.

Methodology

A comprehensive literature review was conducted in order to identify relevant topics and guide the collection of primary data through a month-long field study in Austria to meet with relevant stakeholders, which identified the issue of sustainability as a key topic of interest for wine businesses competing in the export market. The survey instrument was based on the model originally proposed by Berns et al. (2009) and later adapted for the wine industry by Atkin et al. (2012) and Gilinsky et al. (2015), while exploratory interviews during the field study informed the survey design and allowed for pretesting of the survey instrument. The final survey will be delivered online via email to a sample of Austrian wineries across the country with the help of the Austrian Wine Marketing Board. Administration of the survey follows Dillman's (2011) web survey methodology. Export intensity will be defined as the value of exports as a proportion of total sales of the firm (Verwaal & Donkers, 2002).

Discussion & Implications

While the relationship between EMS and wine business performance has been explored (Atkin et al., 2012) in the domestic market in the United States, this research is unique in that it addresses the impact of EMS on export intensity for wineries involved in exporting wine to foreign markets. Due to the international nature of the global wine marketplace and the growing adoption of sustainable business practices in the wine industry, it is vital that wine businesses understand the effects of implementing these strategies.

References are available upon request

#37 THE EFFECTIVENESS OF ADVERTISING MEDIA FOR IN-STORE RESTAURANTS

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Introduction

Most restaurants will advertise to help them bring in new customers, retain current customers (Scholten, 1996). Nowadays restaurants are adopting new technologies to advertise to their audience, but there are also benefits to traditional marketing. Experts suggest that flyer advertising is still very effective, low budgeted, and fast (Manes, 2016). In-store radio advertising appeared to have the advantage of being a point-of-purchase medium which is capable of influencing unplanned purchases (Dukes and Liu, 2010). A special type of restaurants, in-store restaurants, refers to food establishments which are connected to retail stores. In-store restaurants are important for retailers to extend their interaction with their consumer and to stimulate more spending (Teicher, 2018).

Despite the plethora of studies on promotions, not many academic researchers have examined the effects of in-store radio advertising, even though it has been used in several retail categories (Areni & Miller, 2012). This study contributes to the gap in literature, to the best of our knowledge, there are no studies on in-store radio advertising for restaurants. The study seeks to explore the effectiveness of print advertising (flyers) versus radio advertising (announcement), price reduction versus add-on value (retail store souvenir), and brand congruence versus brand incongruence for in-store restaurants.

Methodology

Bass Pro Shop is selected as study site as it has an in-store fine dining restaurant and it has a unique setting which can represent populations for future studies. The study will conduct a 2 (content) x 2 (promotional message) x 2 (medium) experiment in one Bass Pro Shops store using actual customers as samples. Four different flyers of the restaurant will be designed. The first four weeks of the experiment will consist of flyer advertisements being handed out to every Bass Pro Shops customer who walks into the retail store and every customer who is already in the store, to make sure the flyer reaches everyone in the store. The last four weeks will consist of an audio advertisement which will be played in the store through the intercom. The audio advertisements will try to closely represent the flyer advertisements which were handed out during the first four weeks. Bass Pro Shops consumers who decided to dine with the restaurant will be asked to take in the survey while they are waiting for their food order to arrive at the table. On top of survey, the restaurant sales data, including sales revenue for lunch and dinner, item sales, and table covers, will also be collected. MANOVA will be the main statistical test for hypothesis testing.

Expected Implications

The findings of the study have important theoretical implications by filling a gap in the literature regarding in-store advertising. The proposed study seeks to provide insights on which type of advertising method works best for restaurants who are associated with a retail store.

References are available upon request

#38 CONSUMER RESPONSE TO A SURPRISE DISCOUNT: MENTAL ACCOUNTING AND THINKING STYLE

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Introduction

Offering a discount is effective in increasing sales volume, but does not maximize the revenue due to the discount amount (Green, 2016). Research suggests that mental budget induces consumers' unplanned purchases when they receive a windfall gain (Arkes et al., 1994). Ironically, mental accounting (Thaler, 1999) predicts the opposite outcome, such that mental budget mitigates unplanned purchases because it motivates self-control (Stilley et al., 2010). Individuals engage in mental accounting activities differently based on their thinking styles: analytic or holistic (Hossain, 2018). This research examines the effect of a surprise discount and mental budget on consumers' subsequent purchase decisions. The research demonstrates how two conflicting roles of mental accounting interact based on individual thinking styles.

Methods

A 2 (**M**ental budget: no budget vs. budget) x 3 (**D**iscount type: none vs. regular vs. surprise) x 2 (**T**hinking style: holistic vs. analytic) quasi-experiment was utilized. A total of 258 subjects was recruited through Qualtrics, with 43 subjects randomly assigned to each of the six experimental conditions. Participants viewed an online hotel booking scenario containing an itemized travel budget (budget) or no budget information (no budget). The following screen displayed one of three discount types: the regular rate (none), a 20% discount (regular), or a 20% discount with an animated surprise message (surprise). Thinking style was measured using the ten item Analytic-Holism Scale (Choi et al., 2003), which was averaged and split into two groups (low: analytic, high: holistic) using a median split method. Participants rated perceived transaction value (PTV) and likelihood to spend more (LTSM). 3-way ANOVAs were performed to analyze the main effects and interactions of the independent variables.

Results/Discussion/Implication

A significant main effect of discount type on PTV was found ($F_{2, 246} = 13.87$, $p < .01$). Participants reported higher PTV for a surprise discount (M = 5.33) or a regular discount (M = 5.22), both of which were significantly higher than no discount (M = 4.12). There was a significant D x T interaction on LTSM ($F_{2, 239} = 3.77$, $p < .05$). There was no effect of discount type for analytic thinkers; however, holistic thinkers' LTSM for their trip was higher when they received a surprise discount (M = 5.60) or a regular discount (M = 5.02), both of which were significantly different from no discount (M = 3.09). A two-way interaction of M x T on LTSM was found ($F_{1, 239} = 5.16$, $p < .05$). The results revealed that mental budget does not influence analytic thinkers' LTSM. Holistic thinkers reported higher LTSM when there was no budget ($M = 5.36$) versus when a budget was provided ($M = 4.62$).

The findings indicate that a surprise discount is more effective for holistic thinkers than analytic thinkers and outweighs the effect of a mental budget, regardless of individual thinking styles. To capture the elevated mood by a surprise discount, operators may offer add-on items in the same transaction to induce consumers to spend more. This strategy will allow hotel operators to utilize surprise discounts to increase sales volume without sacrificing profitability.

References Available upon Request

#39 UNDERSTANDING TOURIST GAZE THROUGH CUSTOMER-TO-CUSTOMER INTERACTION GROUNDED IN CUSTOMER-DOMINANT LOGIC

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Introduction

The tourism industry has accounted for more than 7% to the GDP of United States (US) since 2017 (WTTC, 2018) and Chinese tourists have become the third-largest source of international visitors with a travel spending of $18 billion (USTravel, 2017). By sharing travel-related information with others on WeChat, Chinese tourists make an influence on their social networks' perceptions and behavioral intentions, potentially promoting destinations to social networks. Although online interactions among tourists have been explored, little is known about how the customer-to-customer interaction on social media drives corresponding tourist gaze co-creation. This paper aims to address this gap in the literature, seeking to identify the extent to which the destination image and visit intentions of potential tourists are determined by tourist gaze co-creation generated on social media.

Methods

Applying qualitative research methods, this study will employ photo-interviewing as the main technique to understand customer-to-customer interaction on social media. Photo-interviewing is commonly known as photo-elicitation (Collier Jr, 1957). To address the study goals, all interviews will be conducted with Chinese residents whose social networks have traveled to the US within two years and used WeChat to share travel-related photos. Textual data from the transcripts will be analyzed and interpreted with thematic analysis through Nvivo 11.0.

Results/Discussion/Implication

This study will contribute to the knowledge of tourist gaze and customer-to-customer interaction on social media. It may provide insights into the theoretical intersection between gaze and co-creation, especially the mutual construction of gaze and co-creation among potential tourists (Maoz, 2006; Urry, 1992). New information about how such processes influence destination image and visit intention may be gained, informing academicians and practitioners working predominantly within tourism marking, especially those aiming to tap into the Chinese market. The primary managerial implication to emerge from this work is to develop the destination as a positive perceptual entity grounded in tourist gaze upon the destination involving memorable tourist experience and favorable word-of-mouth. Destination marketers can tailor their tourism products and services based on the focal points of the tourist gaze, such as the attraction that received the most "likes" online or a "must-do" tourist activity posted by a popular online personality. Potential markets, if targeted well, will resonate better with the intended products and services and demonstrate greater purchase intention.

#40 THE DYNAMIC EFFECTS OF AIRFARE AND HOTEL RATES ON TOURISM DEMAND FOR THE HAWAIIAN ISLANDS

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Introduction

The Hawaiian tourism industry has served as a significant fuel in boosting the Hawaii economy. Thus, understanding the substitution or complement effects among the Hawaiian Islands becomes more important. The main focus of this empirical analysis is to determine how airfare and hotel rate affect each Hawaiian island's tourism demand in the short-and long-run.

Method

This study uses quarterly data from 1994 Q2 to 2019 Q1 three-Hawaii islands (Oahu, Hawaii Island, and Maui): GDP from Federal Reserve Bank of St. Louis hotel Average Daily Rate (ADR) from STR and airfare per mile, the number of passenger and total passenger miles for HNL, OGG, ITO and KOA from Bureau of Transportation Statistics (BTS). This paper uses inflation-adjusted real dollars for the airfare, and hotel ADR, due to the nature of time-series data. This paper conducts unit root test, autocorrelation test and multicollinearity test to improve accuracy of the model and to gain the best result by eliminating errors. From unit root test, the result shows that there are non-stationary variables (GDP, Oahu airfare per mile, Hawaii Island airfare per mile, Maui airfare per mile, and Oahu ADR), the null hypothesis can not be rejected at the 5% significance level. Thus, this paper uses the first difference of I(1) variables to make these variables become stationary with first difference.

Results/Discussion/Implication

This paper found the dynamic effects on Hawaii tourism demand. The lagged passenger-miles (dt-1) is positively and significantly associated with current passenger-miles (dt) and long run elasticities are bigger than short run elasticities in this model. This result implies that a dynamic approach is more suitable in demand for Hawaii tourism than a static approach. Next, this paper found that each objective island shows different own and cross airfare elasticity and hotel price elasticity in both short run and long run. These findings about own and cross price elasticity on each objective island are very important to understand. This may be because tourists who plan to visit Hawaiian islands consider whether to travel to one island exclusively, or to visit multiple islands over their trip. According to the HTA (2019), more than half of the Hawaii Island visitors visited multiple Hawaiian islands in 2017. These findings may provide valuable implication to tourism suppliers such as hotels, airlines, travel agencies, governments, and other related industries. Also, it will help organizations' decision making and investment planning based on the findings.

#41 INDIVIDUAL HOSTS VS. COMPANY HOSTS ON AIRBNB: ROLE OF AUTHENTICITY AND TRUST ON CONSUMERS' BEHAVIORAL INTENTIONS

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Introduction

Over the past decade, advancements in technology and changes in travel behavior led to the rise of sharing economy. Massive accommodation market has become possible when Airbnb launched its platform in 2008 allowing Peer-to-Peer (P2P) renting (Yale, 2018). Along with Homeaway and VRBO's similar models, Airbnb has paved the way for homeowners to easily enter the business of hosting (Ting, 2019). The booming of this specific market has challenged traditional hotels and inspired competitive startups such as Sonder and Lyric (Ting, 2019). Airbnb mainly allows individual hosts, who are distinct from typical business entities, to provide bedrooms and properties to travelers (Tussyadiah, 2016). In the midst of P2P growth, short-term rental (STR) brands such as Sonder and Lyric are also providing different properties of apartments or entire homes as accommodations through the platform of Airbnb. Compared to individual hosts who independently own and manage the apartments, corporate-based, branded hosts lease in commercial or residential buildings, stock up with comfy furnishings, and manage the properties themselves (Cleaver, 2019; Putzier, 2019). The two different types of hosts, individual and STR companies, are categorized separately and embody different accommodation characteristics consumers prefer.

Previous studies found that authenticity is a determining factor for tourists in choosing where to stay (Lalicic & Weismayer, 2017; Paulauskaite et al., 2017). Researchers also found that trust positively influences Airbnb repurchase intentions (Liang et al., 2018). However, scarce research examined the multiple dimensions of authenticity and how it is related to consumers' trust and behavioral intentions. Not to mention the majority of the studies only examined P2P accommodation in general without specifying the differences between individual hosts and company hosts, which have distinguishing features from each other. Therefore, the current study aims to examine the role of different dimensions of authenticity and trust in consumers' intention to repurchase and recommend two identified types of Airbnb.

Methods

The research will employ a sample of U.S. consumers who have traveled in the past 12 months and have stayed at an Airbnb before. A self-report online survey will be posted on Amazon Mechanical Turk (Mturk) for data collection. Study will ask the participants to confirm if their most recent experience with Airbnb has been with individual hosts or company hosts. Sample size for each type of hosts will be 200. The measurement scales for all constructs are based on previously validated scales and will be modified to fit into this study (Kim et al., 2009; Liang et al., 2018; Mody et al., 2019). All scales will be measured using seven-point Likert scales, ranging from 1 (strongly disagree) to 7 (strongly agree). Demographic information such as gender, age, and educational level will be collected. Multiple regression will be used to test the proposed relationships.

Results/Discussion/Implication

The study will fill the gap in the existing literature of P2P accommodation in terms of types of hosts. The results of this study will provide practical implications to both P2P individual hosts and company hosts.

References Available Upon Request

#42 A POLICY PRIORITY ANALYSIS OF TOURISM STARTUP SUPPORT POLICY OF LOCAL GOVERNMENT: USING ANALYTIC HIERARCHY PROCESS

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Introduction

Tourism startups are receiving attention as they drive the innovation and sustainability of the tourism industry. As such importance is recognized, the governments around the world are implementing industrial policies to support tourism startups (OECD, 2018; WTTC, 2017). Local governments are also putting efforts in fostering tourism startups as tourism brings significant contributions to the local economy.

To successfully implement such tourism startup support policy, it is essential to have active participation of various stakeholders. Especially the engagement of stakeholders from the private sector such as entrepreneurs, venture capitals and accelerators is highly valued since the policy aims to foster the industry (Oh, Yoon & Lee, 2019). Rationality is important in the policy decision process when policy implementation involves reflecting different stakeholders' opinions.

Therefore, this study attempts to examine the priority of tourism startup support policy projects of local government focusing on Seoul metropolitan government using Analytic Hierarchy Process (AHP).

Methods

This study attempts to use AHP to examine the policy priority of the Seoul Metropolitan Government's support policy for tourism startups. Seoul metropolitan government actively operates support policies specifically for tourism startups since 2015(Sohn & Kennedy, 2007). The Analytic Hierarchy Process (AHP) is a decision-making method developed by Saaty (1979) which structures the properties of the problem in a hierarchical manner and compares elements at each layer to evaluate relative priorities. Based on the literature review, this study establishes the following research question: What is the policy priority of the local government's tourism startup support policy? Such research question is also specified into three sub-questions to identify the priority of policy projects regarding motivation, opportunity, and skills.

To adopt the AHP, the hierarchical structure is established based on the current tourism startup support policy of the Seoul Metropolitan Government (2019) and previous studies on foundations of entrepreneurship policy (Stevenson and Lundstrom, 2002). With the built structure, a survey of pairwise comparison will be conducted for the case experts and government officials working specifically with tourism startups. If the consistency ratio of the survey results is significant, the weight and priority will be analyzed.

Expected Results

The expected results for the study are as follows: First, the policy priority of the local government's tourism startup support policy is expected to be in the order of opportunity, skills, and motivation. Second, the priority of policy projects regarding motivation is expected to be in the order of funding, information, and awareness. Third, the priority of policy projects regarding opportunities is expected to be in the order of funding opportunities, marketing and promotion assist, deregulation, and simplified administrative procedures. Fourth, the priority of policy projects regarding skills is expected to be in the order of network, consulting and education.

#43 GUEST PERCEPTIONS OF SERVICE ROBOTS AND THEIR ADOPTION INTENTIONS

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Introduction

The hotel industry is actively adopting and implementing service robots (Ivanov et al., 2017). Use of robots in hotels is not limited to the front desk area but used in the areas of guest service, room service, and housekeeping (Rodriguez-Lizundia et al., 2015). Even though the increasing availability of robots in the hotel industry, little research has been conducted to identify individuals' perceptions of service robots in the hotel industry. Notably, it is uncovered what types of service robots, pertinent to their appearance, guests want to accept for their service delivery without any negation toward them. Guests might expect different levels of services based upon service robots' appearance as different morphologies could induce their capability to carry out tasks requested (Tung & Law, 2017). For example, guests might expect more human-like services and experiences when a service robot resembles a human employee. Thus, when the morphologies of service robots are different, guest perception of service robots might be different. Therefore, in order to address the current gap in the literature, this study aims to investigate effects of service robots on hotel guests' attitudes and their behavior intentions. Specifically, this study seeks (1) to explore the impact of service robots' appearance and their level of interactivity on guests' attitude and adoption of service robots, (2) to examine whether guests' behavioral outcomes toward service robots differ by the level of hotel service, and (3) to investigate the possible interaction effects of morphology, level of interactivity of service robots, and the level of hotel service on guests' behavioral outcomes, thereby, identifying the most appealing combination of service robots.

Methods

A 3 (Morphology) x 2 (Level of Interactivity) X 3 (Level of Hotel Service) between-subjects factorial design was employed to test the proposed hypotheses. This study conducted an online self-administered survey. A total 618 participants were randomly assigned to one of 18 different scenarios to manipulate the proposed treatments. After the randomly assigned participants were exposed to the scenario, they were asked to answer a series of questions to ascertain whether the manipulation of each treatment was successful and scenarios were realistic. Two separate one-way analysis of variance (ANOVA) and an independent t-test were performed to ensure the success of manipulation.

Results/Discussion/Implication

The results of this study were inconsistent with those of the uncanny valley theory, which the respondents should prefer zoomorphic robots, followed by caricatured agents, and anthropomorphic robots. However, in this study, the respondents preferred caricatured agents to other types of morphologies. Findings of this study also indicated that there was no significant difference in guest attitudes toward service robots between zoomorphic robots and anthropomorphic robots. This study found that hotel guests prefer human staff to service robots because of sincerity, personalization, and experiential aspect of human interaction. Therefore, the hotel industry needs to focus on these aspects for their employee training to meet guests' expectation.

#44 AN EMPIRICAL INVESTIGATION OF CONSUMER SWITCHING BEHAVIOR IN THE SHARING ACCOMMODATION MARKET

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Introduction

Over the past several years, hundreds of thousands of tourists have opted not to stay in traditional hotels, choosing instead to lodge in the home of a stranger found online.

Increasing its market share, behavioral intentions of Airbnb users have now attracted the attention of hospitality researchers (Liang, Choi, & Joppe, 2018; Mao & Lyu, 2017). Perceived value is the key construct linking the consumer's service experience and their future behavioral intentions. The relationship between perceived value with post-purchase constructs has been widely investigated by scholars (Zhu, So, & Hudson, 2017). However, in internet platform-mediated services, the perceived value comprises the value that the consumer perceives at the time of online purchase of the service and the value he/she perceives after experiencing the service. Due to the different natures of the two processes, they should be evaluated by two different criteria. Few studies have considered the two processes in order to explain how the overall consumer's perceived value is shaped.

Empirical evidence shows that switching costs can moderate behavioral intentions of consumers such as repurchase intention (Qiu et al., 2015; Jones, Mothersbaugh, & Beatty, 2000; Shin & Kim, 2008). While Airbnb may not gain customers through traditional loyalty programs, there is a growing realization that it indeed exhibits network effects that entail high switching costs, which remain mostly hidden from consumers. Despite the vital role of switching costs in terms of shaping consumers' post-purchase intentions, it has remained an under-investigated area in the literature.

Using the two-step value formation, the study objective is to illustrate how Airbnb users might feel when switching from Airbnb to another accommodation brand. Additionally, the study will provide insights regarding the determinants of switching behavioral intentions between Airbnb users.

Methods

An online panel member database of residents in Canada and the United States will be chosen through a collaboration with Amazon M-Turk. Since the chosen constructs have been examined abundantly previously, existing scales of each construct are adopted with minimal adjustments. In terms of methods of analysis, confirmatory factor analysis will be employed in order to identify the validity of the measuring items, and the structural model will be examined using Amos.

Results/Discussion/Implication

This research will contribute to the trending topic of switching intentions in the context of Airbnb by using antecedents related to Airbnb users' behaviors. It is expected that perceived value and the benefits of the guests affects their switching intentions. This process is mediated by satisfaction and moderated by switching costs. Additionally, it will be shown that the Airbnb users' perceived value not only shapes their stay in the Airbnb accommodations, but also their booking habits. Moreover, the results will contribute to the literature by introducing some new antecedents that affect the switching costs perceived by Airbnb users.

References are available upon request

#45 THE EVOLUTION OF INNOVATION RESEARCH IN HOSPITALITY AND SERVICE MANAGEMENT

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Introduction

Along with growing attention from practitioners, service innovation has attracted considerable scholarly interest in both the hospitality and tourism management literature (HTM) (i.e., Hjalager, 2010; Shin et al., 2019) and the broader services management literature (SM) (i.e., Lusch & Nambisan, 2015; Witell et al., 2016). Although conceptually similar, the HTM innovation literature appears to be quite different from the SM innovation literature.

There have been relatively few attempts to study the knowledge development of the HTM service innovation literature. Moreover, the existing studies focused on research published prior to 2009 (i.e., Hjalager, 2010) and depended highly on descriptive tools (i.e., Gomezelj, 2016; Hjalager, 2010). Further, there have been no studies that have compared the HTM service innovation literature with that published in the SM literature. Thus, the purpose of this research was to use bibliometric, co-citation methodologies to systematically analyze the intellectual foundations and evolution of recent HTM service innovation research. Further, this research also conducted an analysis of SM service innovation literature to provide more nuanced insights into the knowledge development of HTM innovation and to identify opportunities for future research.

Methods

Among several bibliometric methodologies, this study used co-citation analysis based on the ISI Web of Science as the bibliographic database (Fang et al., 2017). (Fetscherin & Heinrich, 2015). The keywords “service” and “innovation” in the article title were selected to search for SM articles, and “innovation” in the title was selected to search for HTM articles

The search was conducted in July 2019, resulting in 175 HTM innovation articles and 788 SM innovation articles. Collectively, 175 HTM articles produced a dataset of 6,061 citations and 788 SM articles created a dataset of 27,731 citations.

Results/Discussion/Implication

Based on the co-citation analysis of HTM and SM innovation literature, this study found several research opportunities for HTM innovation. First, future HTM innovation research needs to focus more on how knowledge platforms (i.e., online brand community) can be best employed for open innovation. Further, more HTM research needs to analyze comprehensive open innovation processes including knowledge exploration, knowledge retention, and knowledge exploitation (Lichtenthaler & Lichtenthaler, 2009).

Next, assessing hospitality and tourism organizations’ dynamic capabilities will add value to HTM innovation research. The dynamic capability perspective is useful for service industries since service innovation processes are highly based on capabilities embedded in organizational routines (Den Hertog et al., 2010).

Although technological innovation has been a central issue in early HTM innovation research, most research focused on customer or employee technology adoption processes (i.e., Kim et al., 2008; Sahadev and Islam, 2005). More research needs to examine how technology developments influence service development, service delivery processes, and customer service experiences.

#46 VALUE CO-CREATION VIA CUSTOMER ENGAGEMENT AND ONLINE HOTEL BRAND COMMUNITY: A MIXED METHOD APPROACH

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Introduction

The emergence of internet-based applications has promoted customer engagement in online brand communities (Bijmolt et al., 2010). Although there are a multiple forms of customer online engagement (Füller et al., 2008), the existing research has focused almost exclusively on experience sharing using online review platforms (i.e., Lee et al., 2011; Xiang et al., 2017).

While experience sharing is the main engagement behavior, online brand communities operated by hospitality firms also allow more diverse engagements for brand customers and provide a platform for identifying, developing, and testing hospitality service innovations (Füller et al., 2008). While various customer engagement behaviors can be a desirable means for co-creating value (Füller et al., 2008), there is a significant lack of research examining how various customer engagement behaviors result in value co-creation and what types of value are co-created (F. Breidbach et al., 2014). The purpose of this research is to systematically understand community customers' engagement behaviors and associated co-created value in the context of an online hotel brand community.

Methods

Following a mixed methods approach, first, a netnography analysis of an online hotel brand community was conducted, and second, qualitative interviews with key community members were then used to substantiate the netnography results.

The research process followed the four stages established by Kozinets (2002); entrée, data collection, analysis, and interpretation by adopting an established qualitative data analytic process. Community member communications from January 1 to June 31 in 2019 were copied (Kozinets, 2002). As an initial data set, 354 discussion threads including 1,754 posts and corresponding comments (34,255 words) were analyzed. For the written interviews, 14 members agreed to participate in the survey. The interview data were analyzed in a similar manner to netnography data.

Results/Discussion/Implication

Based on the netnography analysis, five types of co-created value were identified, such as experience value, C-to-B innovation value, relational value, citizenship value, and influence value. The subsequent analysis of the written interview data identified four motivations driving community member engagement, including helping, enjoying, making changes, and getting close. Collectively, a conceptual framework of value co-creation via customer engagement behaviors was developed.

This study found that online brand communities can be the platform for open service innovation via C-to-B innovation value co-creation; hotels can improve the knowledge base for service innovation based on community members' inputs (Chesbrough, 2011; Füller et al., 2008). Further, the community can become a social place for co-creating relational value; members create bond by meeting in person and sharing their personal interest (Vivek et al., 2014). The influence value explains that prospective customers' decision-making is highly affected by specific and direct recommendations made by previous customers.

#48 FOOD SAFETY IN SCHOOL FOODSERVICE OPERATIONS: A REVIEW OF HEALTH INSPECTIONS IN THE STATE OF MISSOURI

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Introduction

Foodborne disease is a growing health concern in the United States endangering many people today (CDC, 2017). A study conducted by Dewey-Mattia et al. (2018) mentioned that 69 foodborne outbreaks and 2,164 illnesses were reported at schools in the U.S. between 2009 and 2015. Since students as the high-risk population consume majority of meals at schools (Holland, 2004; Scott, Curtis, & Rabie, 2003), it is crucial that schools implement food safety policies that instigates students' well-being (Murray & Lopez, 2013).

Binkley, Nelson, and Almanza (2008) stated that health inspections could ensure the good food hygiene and food safety practices at restaurants. In Missouri, there are two different types of food violations during the health inspection: critical and non-critical violations (MDHSS, 2019). Critical violations have direct impacts on the safety of diners in which immediate actions are required to adjust the problem (Ambrose, 2016). Although non-critical violations are not required to adjust the problem immediately, it is possible that it may lead to critical violations in the future (Philips et al., 2006).

Thus, the main purpose of this research was to assess the current food safety practices at school foodservice operations in Missouri. More specifically, this study used secondary data to (1) review the past six years of health inspection results at school foodservice operations, to (2) assess the current safe food handling performance, and to (3) provide recommendations to the management of school foodservice on improving food safety practices.

Methods

The study collected health inspection reports from a total of 509 schools located at 29 counties in the state of Missouri. The study used health inspection results that were available to the public on the website (http://health.mo.gov/safety/foodsafety/consumer /inspections.php). Health inspection data of Missouri school foodservice operations from January 2013 through December 2018 were collected and analyzed for the study. All violations from school foodservice operations in Missouri were coded and then cross-checked by two research assistants. Health inspections were performed by each county's health department in accordance with Missouri state laws and regulations.

Results/Discussion/Implication

Descriptive statistics indicated that routine inspection ($n = 2984$, 94.0%) was most frequently conducted during the study period with 2,072 ($M = 1.90$, $SD = 1.40$) non-critical violations. Critical violations associated with time and temperature ($n = 537$, 48.5%), and non-critical violations associated with equipment usage, storing and cleaning utensils, and linens ($n = 917$, 44.3%) appeared to be most frequently violated from all schools in Missouri.

Special needs schools also reported significantly more non-critical violations on employee hygiene and food handler certifications ($M = 0.76$, $SD = 0.94$) than other types of schools ($p < 0.001$).

References are available upon request

#49 GIFT CARD RECEIVED: ARE YOU WILLING TO SPEND MORE?

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Introduction

Gift cards have been the most popular gift to receive since such cards became available (National Retail Federation, 2015). The benefits of using gift cards extend to givers, receivers, and merchants (Horne & Bendle, 2016). Despite the trend of people hoping for gift cards from a consumer's view and the potential to generate supplemental revenue via gift card use from a business perspective, few studies have addressed how different kinds of gift cards with distinct characteristics affect consumers' reactions across industries and academic disciplines. Therefore, this study was to examine the effect of gift card type (i.e., a gift card for an intangible experience vs. a tangible product) on a recipient's willingness to spend more than its face value through a recipient's perception of the giver's effort in gift card selection and emotions (i.e., pleasure and arousal). This study was also designed to determine whether the effects differ depending on gift cards' monetary values.

Methods

A scenario-based 2 (tangible vs. intangible) × 3 ($100 vs. $200 vs. $300) between-subjects factorial experimental design was applied. Marriott Hotel and Best Buy were chosen for the stimuli of the main study by conducting a pre-test. In each condition, participants read a scenario with an image of a gift card and responded to questions about the giver's perceived effort, their emotions, and their willingness to spend more when using the card to which they had been exposed. 328 participants were recruited online through Amazon Mechanical Turk. A moderated mediation analysis was conducted by using PROCESS Model 7 (Hayes, 2015).

Results/Discussion/Implication

Results of the main study revealed that the direct effect of gift card type on perceived effort, pleasure, and arousal was significant. However, the directions of the direct effect were negative (i.e., in the opposite direction of the proposed hypotheses). The interaction effects of gift card type and face value on perceived effort and pleasure were each significant. These findings suggest that the effect size of gift card type on perceived effort and pleasure depends on the degree of a gift card's face value. Only pleasure had a significant effect on willingness to spend more. The conditional indirect effect of gift card type on willingness to spend more through pleasure significantly varied with face value.

The relationship exhibited the opposite direction than predicted, such that receivers tended to perceive less effort in gift card selection and experienced less emotion when receiving gift cards for an intangible experience than for a tangible product. The negative effect of gift card type on perceived effort and pleasure became weaker as the face value of a gift card increased. The moderated mediation analysis revealed the indirect effect of gift card type on willingness to spend more could become positive via pleasure as the dollar amount of a gift card increased.

One key contribution of this study is introducing gift cards to the hospitality context to exploit the benefits of promoting gift card use. Regarding practical implications, encouraging gift card buyers to purchase gift cards for hospitality products with a high face value can lead to recipients' satisfaction along with financial benefits for merchants and retailers. Overall, the findings of this study point to novel marketing practices related to gift cards.

#51 THE IMPACT OF UTILITARIAN, SOCIAL AND HEDONIC VALUES ON HOTEL BOOKING MOBILE APP ENGAGEMENT AND LOYALTY TO THE APP: A COMPARISON OF GEN X AND GEN Y

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Introduction

Although mobile applications grow in popularity, the fact that 41% of travel search is done via mobile apps yet only 18.3% of travel converts to actual bookings indicates a limited use of these apps for hotel booking (Millili, 2019).

Despite the large body of research conducted on the technology adoption/acceptance elements of mobile apps, the literature lacks empirical studies that examine the antecedents of mobile app engagement and continued usage of the app for hotel booking. Previous studies have mostly focused on the hedonic and utilitarian functions of new technologies as factors influencing the continued use of technology, ignoring the social value as another motivational factor. Therefore, the purpose of this study, based on Self Determination and Generation Theories, is to propose a model of mobile app engagement and loyalty for hotel booking and investigate the impact of underlying motivational values such as utilitarian, hedonic, and social values- on mobile app engagement and loyalty. Further, the moderating roles of generational cohorts on users' engagement and loyalty to hotel booking mobile apps were examined.

Methods

The data for this study were collected through a web-based survey from Qualtrics' panel membersthat comprised a national sample from the United States. An equal number of Gen Y and Gen X members was represented in a total sample of 506 respondents.

The Data were analyzed using several procedures. Using Analysis of Moment Structures (AMOS) version 21.0, both confirmatory factor analysis (CFA) and structural equation modeling (SEM) were conducted to test the proposed measurements' reliability and validity and structural model.

Results/Discussion/Implication

The results demonstrated that, for both Generation X and Y, hedonic and social motivations positively influence mobile app engagement while utilitarian motivation for using apps has a direct impact on mobile app loyalty, which signifies the important role of the mobile apps' functionality. Therefore, to have customers keep using their mobile apps for direct booking, hotels and OTAs should give priority to designing functional features more efficiently and effectively. The findings of the study also empirically revealed that mobile app engagement exhibited a strong influence on mobile app loyalty. Thus, to enhance customer engagement and indirectly influence mobile app loyalty, the app features should appeal to social and hedonic motivations, as well. More importantly, these findings were consistent for both Generation X and Y cohorts.

References are available upon request

#52 EXPLORING CUSTOMER-GENERATED CONTENTS AT FINE DINING RESTAURANTS IN CHINA: AN APPLICATION OF BIG DATA ANALYSIS

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Introduction

Parpal (2014) defined fine dining as exquisite in cuisines and dining concepts with exclusive food quality, price, ambiance, and standards accompanied by checks averaging over $50 per person. The sales of fine dining restaurants are anticipated to grow by more than 7 percent between 2017 and 2022 worldwide (Azoth Analytics, 2017). With rising urbanization and economic growth in developing countries, the restaurant market in China is projected to grow the fastest among the world (Statista, 2016). Moreover, consumers perceived that dining out at an upscale restaurant reflects the good self-image and high social status (Finkelstein, 1989). Because of that, fine dining restaurants are getting more attention in China as it has been used as a great venue to establish personal and professional relationships (Finkelstein, 1989; USDA Foreign Agricultural Service, 2018).

As the number of customer-generated contents have been used widely, customers' online posts and reviews affect significantly on other peoples' dining and purchasing intentions (Li et al., 2019; Zhao et al., 2015). Despite of China's enormous restaurant market, studies on fine dining restaurants are scarce and have not been widely discussed yet. Thus, the main purpose of this study is to explore customers' perceptions of fine dining restaurants using customer-generated contents. More specifically, this study will (1) apply big data analysis to understand customers' perceptions and (2) develop strategies to meet the diverse needs of customers of fine dining restaurants in China.

Methods

TripAdvisor is one of the largest review websites that is best known for its customer reviews (Levi et al., 2013; TripAdvisor, 2019). It is a user-generated platform that allows users to freely post reviews regarding diverse service sectors, including accommodations, and restaurants. Using big data of reviews on TripAdvisor, fine dining restaurants in China will be selected as targeted samples. The online reviews written in English will be used for data analysis.

The collected reviews will be analyzed through a text mining software called, Leximancer (Cheng & Jin, 2019). It allows a researcher to assess and analyze texts in an exploratory way (Pearce & Wu, 2016). The main analyses will be carried out in three stages. Firstly, Leximancer will extract a list of fine dining components perceived by customers by identifying the word frequency. Secondly, the software will compare the previously identified components with attributes found in previous studies. Lastly, semantic pattern extraction will be measured by identifying positive and negative experiences from customers.

Significance

The future results of this study will help to improve services at fine dining restaurants in China by meeting the diverse needs of restaurant customers, which would also heighten the value perceived by customers.

References are available upon request

#53 UNDERSTANDING RESTAURANT PATRONS: CUSTOMER'S PERCEPTIONS OF UPSCALE ETHNIC RESTAURANTS IN THE U.S. WITH A MODERATING ROLE OF SELF-IMAGE

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Introduction

The U.S. food industry has become increasingly popular driven by emerging societal dining trends, population growth, and expanding economy (NRA, 2019). There is an increase in demand for high-end restaurants as customers' interests in luxurious services are rising (Hwang & Hyun, 2013). An upscale ethnic restaurant serves foods and beverages that reflect the ethnic authenticity and culture of ethnic group (Lu et al., 2015). The importance-performance analysis (IPA) has been widely used to understand consumer behaviors and improve the market. The IPA uses the central tendency or a rank-order to score the importance and performance of a market which can be plotted into four quadrants that indicate high to low level in each quadrant (Crompton & Duray, 1985).

The revenue of upscale restaurants in the U.S. is expected to grow by more than 5% in 2019, including upscale ethnic restaurants (Romeo, 2018). Since upscale restaurants are considered as the burgeoning market, it is essential for upscale restauranteurs to understand factors that influence customer choices when selecting an upscale restaurant. This study aims to explore customers' perceptions of upscale ethnic restaurants in the U.S. by analyzing attributes related to these restaurants using IPA model. More specifically, this study will (1) examine the customers' perceptions on upscale ethnic restaurant attributes, (2) evaluate the actual performances of upscale ethnic restaurants using the same attributes, and (3) extract factors influencing behavioral intentions of upscale ethnic restaurants' patronage.

Methods

The online survey will be conducted through Qualtrics. The targeted participants include customers who are 18 years and above and have dined out at upscale restaurants in the past 1 month in the U.S. Firstly, the questionnaire will ask respondents' demographic information. Secondly, participants will be asked to rate the importance of the attributes associated with upscale ethnic restaurants based on six dimensions (authenticity, food, service, location, ambience, price) developed through literature reviews using a 5-point Likert scale ranging from (1) *least important* to (5) *most important*. The third section will measure respondents' perceptions of upscale ethnic restaurants' performances on the same attributes that used to rate the importance. The final section will ask about participants' self-image, satisfaction, and revisit intentions.

Descriptive statistics will be used to summarize the data. The mean values for importance and performance attribute will be calculated for IPA analysis. Then, the factor analysis will be used to extract factors related to upscale restaurants' attributes. Finally, structural equation modelling will be applied to examine the relationship among variables.

Significance

The findings of this study will help upscale ethnic restauranteurs in the U.S. to better understand their customers and build appropriate management strategies.

References are available upon request

#54 HOSPITALITY AND TOURISM RESEARCH AND TOURISM RESERCH REVIEW: THE SECOND DECADE OF THE NEW MILLENNIUM

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Introduction

This study aims to examine the productivity of scholars, affiliations, countries from 2010 to 2019 published in six journals of hospitality and tourism field. Park, Cater, and Abbott (2011) published a paper on Journal of Hospitality and Tourism Research, which has been widely used as a benchmark for ranking the research performance of the hospitality and tourism management (HTM) programs in the universities across the world. In the first decade of the millennium (2000-2009), the hospitality and tourism industry had developed vigorously, and accordingly, the research in this field had also emerged rapidly (Park, Cater & Abbott, 2011). Park, Cater and Abbott (2011) reviewed the studies published on the six top journals in the hospitality and tourism area, including Journal of Hospitality & Tourism Research (JHTR), International Journal of Hospitality Management (IJHM), Cornell Hospitality Quarterly (CHQ), Tourism Management (TM), Annals of Tourism Research (ATR), and Journal of Travel Research (JTR). Results of the research indicated productivity of scholars, affiliations, countries. And the content in many of these collected papers emphasized the phenomena in the Asia-Pacific area and especially China (e.g., Shen et al., 2018). Suggested by Park et al. (2011), future studies can apply the same method to review the trend of hospitality and tourism research again in the next decade. Therefore, with this concern, the purpose of the present study is to fulfill this research goal, examining the current status of hospitality and tourism research during 2010-2019 with the same method provided by Park et al. (2011) and comparing the results so as to show the trends and changes between the two decades.

Methods

In the present study, all the papers from 2010 to 2019 published in the three top-tier hospitality journals (JHTR, IJHM, and CHQ) and three top-tier tourism journals (TM, ATR, and JTR) will be collected. It is consistent with the journals selected by Park et al. (2011). The sample covers full papers and research notes. And irrelevant articles such as editors' comments, trend reports, review papers were excluded. This study will apply the fractional scoring approach to these sample articles first and calculate the total scores to decide the general productivity and contributions made by authors, universities, and countries. For each journal, this study will divide one point to every co-author and his/her affiliated university and country.

Results/Discussion/Implication

The present study is expected to present a big picture of research topics in the hospitality and tourism field. It provides future research ideas for scholars. The results of the top scholars' contributions could also be used for the assessment of hospitality and tourism programs across the world. The tendency of topic change during the decade could provide a reference to practitioners and scholars of hospitality and tourism.

#55 LOW-COST CARRIERS COST CONTROL AND ITS INFLUENCE ON CUSTOMERS' SATISFACTION

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Abstract

As one of the larger components of the commercial aviation industry, the lower rates, and shorter routes contribute to the low-cost carriers (LCC) advantages over its competition with the traditional full-service carriers (FSC). Cost control is an inevitable issue for every airline company, especially for LCCs, cost control has become one of the main core competencies of them. However, the impact of LCC cost control on its service quality and its further impact on customer satisfaction is unclear. This study based on the SERVQUAL model examined the relative importance of cost control behaviors and the relationship between cost control, perceived service quality, and customer satisfaction. The results of this study indicate that labor cost control and equipment cost control will influence LCC's perceived service quality and customer satisfaction significantly. Moreover, the study results proved that perceived service quality changed by cost control will influence customers' word-of-mouth communications, purchase intentions, and complaining behavior. Based on these results, LCCs should note the influence of customer satisfaction and behavioral intention made by labor cost control such as streamlined employee arrangement and equipment cost control such as equipment renovation.

Keywords: Low-cost carriers, Cost control, Customer satisfaction, Behavioral intention

#56 IMPACT OF SOURCE CREDIBILITY ON PURCHASE INTENTION OF NOVEL FOOD

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Introduction

Generally, consumers are known to avoid purchasing food that is perceived to be risky in order to maximize their purchase utility (Huang, 1993; Eom, 1994; Mitchell, 1999). In such instances, consumers tend to seek more information (Taylor, 1974). In the absence of such information for *novel* products (such as the impossible burger), we argue that credibility of purchasing sources will work as a heuristic and will influence purchase decisions. In this study we investigate whether consumers consider simple heuristics such as credibility of the supermarket to make purchasing decisions (Kahneman et al., 1982) when faced with the purchase of novel foods. The research questions of this study are as follows: 1) How does source credibility perception of a purchasing source impact consumer's behavior? and 2) How does moderating influence of source credibility change in the case of novel foods?

Methodology

The hypothesis is tested using 2 (purchasing source; specialty store vs. non-specialty store) by 2 (types of food; novel vs. familiar) between-subject experimental design. Participants will be asked about their attitude toward unfamiliar foods, using Pliner and Hobdens's food neophobia scale (1992) along with general questions such as gender, age, shopping frequency, income, and dietary restriction. Also, participants will be randomly assigned to one of four experimental conditions and receive information material accordingly.

ANOVA will be used to check the manipulation effect of the experimental study. General linear regression and binary logistic regression Linear and non-linear regression method will be used to analyze data. Hayes' Model 14 with 5,000 bootstrapped sample approaches will be used to analyze the proposed mediation effect of the credibility of source between purchasing source and purchase decision when credibility is moderated by novel food (Hayes, 2013).

Expected Results and Implications

The focus of this research is to investigate the moderating role of source credibility between the purchasing source and the purchasing intention. A specialty store will generally have higher degree of source credibility and purchase intention than non-specialty stores. We expect the credibility of source will significantly influence purchase intentions of novel foods.

The result of this study will allow us to assess how consumer's acceptability and behavioral intention will change depending on the credibility of purchasing sources in the context of novel food. Marketers of newly launching products or menus will benefit from this research by better understanding how consumers form their purchasing decisions of novel food.

#57 BRAND PERSONALITY SCALE DEVELOPMENT: DIMENSIONS OF BRAND PERSONALITY IN CHINESE LUXURY HOTEL BRANDS

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Introduction

One of the effective positioning strategies to help Chinese emerging luxury brands to realize the customer-brand emotional connection in the hotel industry is to create and promote the positive brand personality of the hotel brand. Previous literature has designed a list of brand personality scales, such as Aaker's Big Five (Aaker,1997). Aaker's brand personality scales are built based on US customer perceptions of different brands, using facets to position brand personality, such as outdoorsy, down-to-earth, or tough, can help hotel realize brand personality congruence (Kuenzel, 2010) between customers and brand, building a consistent and long-term connection with US customers.

Specifically, luxury consumption has its unique characteristics. Unlike necessaries, luxury goods have the natures of higher quality, non-essential utility and premium price (Tynan, McKechnie, & Chhuon, 2010). Luxury customers perceive rare, exclusive, prestigious, and authentic (Tynan, McKechnie, & Chhuon, 2010). They pursue not only the functional value of a brand but also the deep-seated dreams and cultures. Thus, dimensions of Aaker's Big Five such as down-to-earth are not suitable to describe the personality that luxury-users pursue. Also, customers under different culture-based perceive luxury, as well as luxury brand personality, differently (Sung, 2015). However, there is no specific brand personality scale has developed for the luxury Chinese hotel market.

The objective of this study is to develop an exclusive brand personality scale perceived by the customers for Chinese luxury hotel brands to position themselves in-depth and attract their target customers.

Methods

In particular, both qualitative and quantitative research methods are adopted in the present study. First, content analysis of the current literature and big data analysis on website reviews is conducted to identify the perceived brand personality attributes of Chinese luxury users. Also, an extended focus group of Chinese luxury hotel brand users will implement the attributes based on their perceptions, evaluate the attributes collected from second-handed resources and purify the personality traits. Second, a procedure of dimensionality will be conducted to categorize the personality traits into brand personality dimensions. Last, a quantitative survey including all facets of a new personality scale will be applied to validate the derived attributes.

Results/Discussion/Implication

This research has both practical and academical values. In practice, the scale will be used to help luxury hotel brands in China build their personalities to further differentiate themselves and to resonate with customers' inner centers, realizing customer satisfaction and customer brand loyalty. In academics, the scale provides a theoretical framework for understanding and measuring the dimensions of Chinese luxury brand personality which fills the gap in academical research.

#58 WOMEN'S EXPERIENCE IN HOSPITALITY AND TOURISM HIGHER EDUCATION PROGRAMS: ACROSS-CULTURAL COMPARISON

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Introduction

While gender inequality and predominantly male workforce are raising issues in many professional industries, in higher education, women have been generally well-represented with nearly 53% of women teachers and 67% of women researchers (Basurto-Barcia & Ricaurte-Quijano,2017). However, the proportion of female faculty can vary significantly across different academic disciplines (Clauset et al.,2015). For instance, in tourism and hospitality departments, female faculty members are underrepresented in contrast to the relatively high percentage of female students (75%). Even after women acquire higher education degrees, they may still feel disadvantaged in their workplaces (Basy, 2015). This research explores the differences in the career pathways of hospitality and tourism women educators in Jordan and the United States of America. The two countries are selected because of different cultures and levels of economic development as classified by WESP (UN, 2019).

Theoretical Background

Sluga (2017) listed the status of women as one of the main differences between Jordan and the US in terms of duties expected and motives of decision-making. To illustrate this difference in women positions, this study builds on the Justice theory by John Rawls (1971) and Utilitarian theory by Mill (1863). According to the theories, factors influencing women's careers can be categorized into two groups: procedural justice factors, that influence development by lack of its presence, and distributive justice factors, that influence development by its presence (Wesarat & Mathew, 2017). Taken together, we propose that the following factors guide women's advancement in hospitality and tourism higher education; policies, culture, belief in women's abilities, promotion opportunities, pay, and performance appraisal procedures. In our exploratory research, we seek to contrast how the aforementioned factors shape the career advancement of women tourism educators in Jordan and the U.S.

Methods

This study employs qualitative methods to collect data using a triangulation approach (Hsieh & Shannon 2005). First, we will conduct a content analysis of the hiring and promotion policies and tenure regulations at universities in Jordan and U.S. Next, we will recruit approximately 21 female faculty and 21 graduate students from selected Jordanian and American universities for in-depth interviews on their experience in hospitality and tourism higher education. Their responses will be analyzed using an inductive coding (Saldana, 2015).

Expected Results/Implications

Potential findings can provide insight into the differences in university policies between Jordan and the US, and a deeper understanding of sociocultural factors that can hinder women's careers in developing countries (i.e. Jordan) vs. developed countries (i.e. the US). By limiting our sample to participants with similar education levels, our study will explore the reasons beyond education on job promotions, pay, and other career opportunities that motivate women to pursue higher education in both cultures.

References are available upon request

#59 DEMAND FORECASTING OF THE O2O TAKE-OUT RESTAURANTS IN CHINA

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Abstract

In the past five years, the online-to-offline(O2O) take-out service in China has boomed development. The O2O take-out service, which has a large number of customer groups and much more convenient operation than the traditional phone-call take-out model, has attracted a large number of restaurants to change their business model. This trend has led to the creation of a new restaurant operating model that only focuses on providing O2O take-out service and not set too many tables and chairs in the restaurant. As business models continue to evolve, demand forecasting for O2O take-out restaurants are becoming more critical, most of demand forecasting model uses the data collected from PMS system, but most of the O2O take-out restaurant is individual small business, those restaurants didn't use the PMS system, the data resource for demand forecasting will be very hard to collect. This paper will use the data published in the O2O take-out platform to do the demand forecasting for O2O take-out restaurant, explore whether the O2O take-out restaurant is suitable for mainstream demand forecasting models, and find the highest accuracy forecasting model mix based on the forecasting performance of different models.

Keywords: Demand Forecasting, O2O, Take-out Service, Restaurant Management

#60 THE CRUISE DISTRIBUTION IN CHINA: EFFORTS, PROGRESS AND CHALLENGES.

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Introduction

The cruise industry in China is a brand-new type of tourism, and it is one of the most popular leisure trips because of its dramatic growth since 2006 (Wang et al., 2015, 2016, 2017; Xu, 2016). Correspondingly, there are some drawbacks are becoming apparent, such as volatile prices, narrow distribution channel, and so on (Wang et al., 2018). The root cause of these problems is that intermediate traders use the "Charter" distribution model in China as a selling strategy due to obtaining more benefits. It creates a monopoly in marketing and a negative development for the future. China has a cruising history of only around ten years and currently attracts more and more attention from both researchers and operators. However, China-based distribution research is rare in the existing literature. Therefore, the purpose of this study is to report the general progress and challenges of cruise distribution in China.

Methods

The study focused on Chinese travelers who have completed cruise tours within the past 5 years. Data were collected from 2,124 Chinese cruisers aged above 18 through Wenjuanxing platform. The survey was originally designed in English and translated to Chinese. The questionnaire has three constructs: (a) demographics; (b) post-trip experience profile; (3) cruise preferences profile. Multiple scales drawn from the literature, and open-ended questions were utilized to enable tourists to provide in-depth responses. Collected data was analyzed using the R program. Descriptive statistics, including frequencies and means, were calculated. In order to verify the validity of the sampling to ensure that the result can represent the entire cruise market, this study compared the distribution of the sales channel of survey with the overall market sales channel distribution and examined the sample by Chi-square analysis. Moreover, K-prototype clustering analysis has been applied to categorize the type of cruise travelers in China.

Results/Discussion/Implication

About demographics, 78 percent of respondents were aged below 60, and the ratio of male to female was 1:1.29. The result of chi-square showed that the p-value was 0.5339, suggesting the null hypothesis, "the sample could represent the whole Chinese population," can't be rejected. According to the result of cluster analysis, Chinese cruise travelers could be categorized to three types: middle-class, young bourgeoisie, and retired people. For the first type of travelers, cruise companies may recommend cruise routes that last 4 to 7 days, since the main travel time of such travelers is national holidays or annual leave. Advertising approaches need to focus on broadcast or magazine journals. The advertising content could emphasize the relaxed leisure activities of the cruise route and combine casual and romantic atmosphere. Cruise companies should target the young bourgeoisie by strengthening their preferences of booking tickets from cruise companies' websites. The third type of travelers is retirees. For price-sensitive retired travelers, cruise companies or travel agencies may promote domestic island sea routes, and travel agencies could choose offline promotion or use WeChat as the medium to convey the message. For retired consumers who are price-insensitive, cruise companies or travel agencies should mainly promote routes with relatively long times with high prices in Caribbean areas. Marketing may also highlight the friendly cruise services for children and elders.

#61 WHAT MATTERS TO YOU MAY BE NOT WHAT ACTUALLY MAKES YOU HAPPY. – AN IMPORTANCE-PERFORMANCE ANALYSIS (IPA) OF AIRBNB

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Introduction

Sharing accommodation (e.g., Airbnb) has been emerging as a popular trend because of its unique social, cultural and ecofriendly features (Owyang, Tran, & Silva, 2013; Tussyadiah & Pesonen, 2016). Particularly, Airbnb provides an innovative and economical alternative to traditional travel accommodations such as hotels (Varma et al., 2016). Previous research finds major driving attributes that motivate people to use Airbnb during travel, such as economic and home benefit, sustainability, novelty, authenticity, and sociability (Guttentag et al., 2018; Owyang et al., 2013). Although the extant literature has examined what matters to people when choosing Airbnb (the importance of attributes), little has been done in customers' evaluation of these attributes (the performance of attributes), and no research has investigated the gap between the two aspects: importance vs. performance. To bridge such a research gap, the current study follows the theoretical model of the importance-performance analysis (IPA) (Martilla & James, 1977) and conducts an investigation among Airbnb users regarding their perspectives of what attributes they consider important when choosing Airbnb and what attributes they are satisfied with afterward. This study will contribute to the sharing economy research by examining customers' attitudes and behaviors at both the pre-purchase and post-purchasing stages and further identifying the gap between the two stages.

Methods

To identify the importance and satisfaction levels of each key attribute that customers may consider when choosing Airbnb, a self- administered questionnaire will be utilized. The survey includes questions asking the levels of perceived importance and satisfaction levels of the six attributes (price, home benefit, sustainability, novelty, authenticity, and sociability) when using Airbnb and questions about participants' demographic information. All items except the demographic information will be measured by a 7-point Likert scale (from 1 = strongly not important to 7 = strongly important, and from 1 = strongly dissatisfied to 7 = strongly satisfied). The data will be collected from participants who have used Airbnb in the past 12 months.
The data will be analyzed by SPSS (v. 20.0) program. First, the demographic characteristics of the respondents will be analyzed by frequency analysis. Next, exploratory factor analysis and reliability analysis will be conducted to ensure the validity and reliability of the survey items. Lastly, the paired t-test and regression analyses will be conducted to verify the gap between the perceived importance and actual performance, based on which the Airbnb IPA grid will be graphed.

Implication

This study is the first to examine the gap between customers' perceived importance and actual satisfaction in terms of using Airbnb properties. The study results will help to identify what Airbnb customers care about and what they are satisfied with, which no previous research has thoroughly investigated so far. Furthermore, this study will provide a straightforward guideline to the operators and marketers by clearly demonstrating different strategies for various attributes allocated in each of the IPA's four-quadrant.

#62 PEER-TO-PEER ACCOMMODATION ATTRIBUTES AND PERCEPTIONS: A META-ANALYSIS OF RELATIONSHIPS WITH SATISFACTION AND BEHAVIORLA INTENTION

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Introduction

Peer-to-peer (P2P) accommodation is an alternative accommodation operated by individuals who rent out their unoccupied houses or spare rooms to serve tourists (Tussyadiah & Zach, 2017). Since 2008 when Airbnb was founded, P2P accommodation has become increasingly popular among tourists as a favorite substitute for hotels. Following such a trend, a number of research papers have been published discussing the topic of P2P accommodations (e.g., Guttentag, 2015; Mao & Lyu, 2017; So et al., 2018). Despite the popularity of the topic, there are no comprehensive analyses to assess the general findings across these studies. Furthermore, the diverse settings and samples employed in previous research limit the generalization and robustness of these findings. Therefore, the current study aims to fill the research gap by providing a quantitative, meta-analytic review of the major driving factors (i.e., attributes and perceptions) that affect customer satisfaction and consequent behavior intentions in P2P accommodation settings.

Methods

A comprehensive search of relevant literature was conducted through various online databases, such as Google Scholar, ProQuest, and SAGE Journals, etc. The final sample consists of 24 articles that contain quantitative data suitable for the meta-analysis (Borenstein et al., 2011). The timeframe for the current study spans from 2008, the year that Airbnb was founded, to the first quarter of 2019. The data was analyzed by Comprehensive Meta-Analysis (CMA) Program Version 3. Relationships between each of the driving factors and the two dependent variables were analyzed separately by inserting the effect size measure and a weighting factor of each variable (Tanford & Jung, 2017).

Results/Discussion/Implication

First, as for the relationships with the satisfaction, attitude (0.696) has the strongest impact and enjoyment (0.672) comes after that. Utility (0.625), trust (0.623), and service quality (0.620) also show strong relation with satisfaction. Familiarity (0.580), perceived value (0.552), and social benefit (0.505) have medium-sized relationships with satisfaction. Lastly, reputation (0.235) and sustainability (0.208) have weak relationship with satisfaction. However, novelty ($p = 0.116$) and economic benefit ($p = 0.067$) are not significant.

As for the relationship with behavioral intentions, attitude (0.754) shows the strongest impact. Enjoyment (0.699) and perceived value (0.645) have strong impacts. Novelty (0.590), utility (0.574), economic benefit (0.474), reputation (0.466), familiarity (0.448), social benefit (0.417), and service quality (0.404) have medium-sized correlation with behavioral intentions. However, trust ($p = 0.121$) and sustainability ($p = 0.072$) are not significant.

This comprehensive study provides quantified guidelines that can be generalized. Based on the current meta-analysis findings, practitioners may focus on improving these key driving factors that show the strongest positive impacts to further enhance customers' satisfaction with the P2P accommodation, which will lead to customers' repeat usage, positive word-of-mouth, and loyalty of the P2P accommodation choice.

#64 AUTONOMY-SUPPORTING VERSUS AUTONOMY-THWARTING BEHAVIOR: SELF-DETERMINATION AND WILLINGNESS TO PAY A PREMIUM PRICE IN WEDDING VENUE SELECTION

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Weddings can cause conflict and increase stress for the bride/groom (Castren & Maillochon, 2009); the planning process may also interfere with meeting brides/grooms' basic psychological needs and well-being. Consumer behavior research has studied consumer stress and its effects on life-satisfaction of consumers (Moschis, 2007), but studies have largely been focused on consumer goods, not services. Limited research examines how basic psychological needs and well-being are impacted by service-based purchases. This study examines questions related to what impacts brides/groom's basic psychological needs and well-being, and how interactions with others throughout the purchasing process may influence those emotional needs.

Methodology

This study used between-subjects experimental design where the participants were randomly assigned to one of two conditions, autonomy-supporting vs. autonomy-thwarting behavior, assessed through an online questionnaire. Participants were presented with a scenario describing an interaction between themselves and a salesperson at their preferred wedding reception venue. Basic psychological needs were assessed with a 21-item scale (Deci & Ryan, 2000; Gagné, 2003); hedonic well-being (HWB) was assessed using a five-item scale from Diener, Emmons, Larsen, and Griffin (1985) and eudaimonic well-being (EWB) was assessed by an eight-item scale from Diener et al. (2010); willingness to pay a premium price (WPP) was assessed using a three-item scale from Netemeyer et al. (2004).

Results/Discussion/Implications

Internal consistency and construct validity were confirmed with composite reliability (CR), above the agreed upon lower limit of 0.70, and average value extracted (AVE), above 0.50. Higher levels of autonomy in the scenario predicted higher levels of both autonomy ($b=1.691$, $p<.000$) and relatedness ($b=1.391$, $p<.000$). There was no difference between the two conditions for competence ($b=.618$, $p=.093$). Higher levels of autonomy also resulted in the respondents feeling increased HWB ($b=.853$, $p=.029$) and EWB ($b=.621$, $p=.016$).

A positive direct effect of increased autonomy ($b=2.243$, $p<.000$) and relatedness ($b=.759$, $p<.000$) on WPP indicates that autonomy and social support results in the bride/groom's willingness to spend more. Competence ($b=-.2774$, $p<.001$) had a negative influence on WPP, indicating that a bride/groom's confidence in their ability to make a smart decision did not translate to increased spending. HWB predicted WPP at $p<.100$ ($b=.153$), but EWB was not a significant predictor ($b=-.167$, $p=.253$).

This study shows that autonomy-support by the venue salesperson in the wedding venue decision-making process increased brides/grooms' basic psychological needs fulfillment, and increased well-being. Additionally, increases in autonomy, competence, relatedness and HWB increased a bride/groom's WPP. However, EWB did not influence WPP, which underscores previous studies showing that weddings are more focused on conspicuous consumption (HWB) and not self-representation (EWB) (Castren & Maillochon, 2009).

References available upon request

#65 DEVELOPMENT OF AN ONLINE FOOD SAFETY TRAINING TOOLKIT (FOSTT) TO ENHANCE LOW-LITERACY FOOD HANDLERS' EXAM COMPETENCE

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Introduction

An estimated 48 million people get sick from a foodborne illness annually and 60% of all foodborne illness outbreaks are associated with restaurants. Food safety training is the most effective way to prevent foodborne illness outbreaks associated with food service. Although the current accredited food safety trainings available in the United States cover critical topics, the manner in which these training programs are presented and tested tend to overlook the estimated 57% of food handlers with little to no education. Due to the increase of states adopting a food handler certificate requirement for all food employees, it is in dire need to have an inclusive food safety training program that takes into account those food handlers that have little to no education.

The proposed project aims to fill the gap in nationwide food safety training and establish an online comprehensive training program that accommodates low-literacy food handlers.

Methodology and Plan of Action

As there is currently no food safety training program that accommodates low-literacy food handlers, our goal will be to create an online food safety training toolkit that covers the same food safety concepts as all state-mandated/ANSI-accredited food handler training programs. Food handlers will be recruited through a Texas program that aims to provide recovery resources and life skills to incoming entry-level workers in the hospitality industry. These individuals enter the program with little to no education and no food safety training.

A between-subjects factorial experimental design will be used. Prior to training, participants will be required to finish a pre-training survey (PreTS) that will evaluate their food safety knowledge, self-efficacy towards taking the exam, and socio-demographic information. Then both experimental and control groups will receive a version of an online standardized ANSI-approved food handler training program (OFS Training). Upon finishing OFS Training, the control group will proceed with the post-training survey (PostTS) that will evaluate their self-efficacy towards taking the exam and food safety knowledge. Meanwhile, the experimental group will proceed to our Online Food Safety Training Toolkit (FoSTT). Since state-mandated food safety training programs require that you go through their training, our FoSTT aims to serve as a training toolkit to enhance the competence of food handlers prior to taking their exam. After FoSTT, the experimental group will proceed to completing the PostTS.

Food safety knowledge will be measured by 40 valid multiple-choice questions that are similar to those currently used in state-mandated/ANSI-certified food handler training exams. Food safety self-efficacy will be measured by six items that have been developed by Joo et al. (2000) rated on a 7-point Likert scale (1 = strongly disagree, 7 = strongly agree).

The data collected from this study will be statistically analyzed through SPSS version 25 software using the multivariate analysis of variance as the analytical method to test the treatment effects.

References are available upon request

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#66 MY FOOD DELIVERY APPS WANT ME TO SPEND MORE!

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Introduction

Online food delivery systems (OFDS) are attracting an increasing number of customers (Platform-to-Consumer Delivery worldwide, n.d.). With revenues exceeding $715 Million in the U.S. in 2019 and a forecast approaching $1 Billion in 2023 (Statista, 2019) OFDS delivery is likely to become an established part of hospitality. While utilitarian elements of user interface design (e.g., search, customization engine) abound, OFDS rarely feature any hedonic design elements, such as rich text, pictures, fun ways of presenting information, playful elements (Cyr, Head, Larios, & Pan, 2009). These elements could stimulate critical customer behaviors such as involvement (Santosa, Wei, & Chan, 2005), trust (Flavián, Guinalíu, & Gurrea, 2006), satisfaction (Kim & Benbasat, 2006), or loyalty (Flavián et al., 2006), and could persuade consumers to become engaged and purchase more (Atwood & Morosan, 2015). Therefore, this study will examine the role of hedonic design elements on consumers’ attitudes and spending, using the Elaboration Likelihood Model (ELM) (Petty & Cacioppo, 1986).

Methods

The scales will be adapted from the existing literature. A 2x3x3 experiment will be conducted using a sample of the U.S. general consumer population through the services of a global marketing company via Qualtrics. The participants will read a scenario, where they imagine that they are contemplating a decision to order a chicken sandwich dish. Then, each participant will be randomly assigned to an experimental condition that includes the manipulated hedonic design elements. The respondents will participate in a short survey, which includes manipulation checks, the dependent variables, and demographic/behavioral variables. An overall target samples size of 550 is sought. To test the model of this study, ANOVA will be used.

Results/Discussion/Implication

Theoretically, being among the first studies to examine consumer behavior in OFDS, this will be the first study that examines consumer persuasion in the broad web environment focused on food-service products. This fills an important gap in the literature, as most food service research is conducted in actual restaurant settings, or do not address information technology issues. Second, this study provides new insight into hedonic web design elements and their role in persuasion in hospitality. Third, the study advances the knowledge of customers' spending, which fills a third critical gap in the literature - that of predominant literature focus on attitudinal measures as surrogates of spending. Practically, restaurants can utilize the results of this study to distribute products and for strategic positioning. OFDS can design better merchandising strategies and new distribution models as they are in a better position to evaluate consumers' outcomes when interacting with such systems.

#67 APPLYING THE THEORY OF COMSUMPTION VALUES TO COLLEGE STUDENTS' INTENTION TO PURCHASE LOCAL FOOD

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Introduction

Today, consumers have countless options when purchasing food. Why, then, do they choose to purchase local food, specifically? Local food consumption has been around since the organic food movement in the 1960s and was further pushed into popularity through local and state funding in the latter half of the 20th century (Reich, Beck, & Price, 2018). The local food movement shows no sign of slowing down; interest in local food has skyrocketed in recent years, with estimated sales of $20.2 billion by the end of 2019 (Tarkan, 2015). There is even increased competition among restaurants and retailers to generate the most sales of locally grown food (Reich et al., 2019). College and universities have also been incorporating local food in their dining programs to help establish better community partnerships (Finlay & Massey, 2012). While extensive research has been conducted on local food and consumer behavior (e.g., Bianchi, 2017; Lu & Chi, 2018; Reich et. al., 2019), there is little research investigating college students' intention on purchasing local food. Therefore, the purpose of this study is to examine the factors that motivate college students to purchase local food. The theory of consumption values (TCV), which uses five primary values to explain buying behavior, is applied in this study.

Methods

Surveys will be distributed through booths which will be set up on the campus of a university in the southeast region. The TCV items will be adopted from Sheth et al. (1991) and the intention items will be adopted from Ajzen (1991) and Perugini and Bagozzi (2001). Following Anderson & Gerbing's (1988) suggestion, confirmatory factor analysis and structural equation modeling will be used to test the hypothesized model. SPSS 25.0 and Mplus 7 will be used to perform the statistical analyses.

Implications

This study will help food service operations and retailers identify why college students buy local food. This is especially important from both a purchasing and marketing perspective and will give restaurants and retailers an idea of how to more appropriately purchase and market local food to college students. This study may also give insight into if there is a need for more education on local food and how it benefits communities on a larger scale.

References are available upon request

#68 THE IMPACTS OF STUDY ABROAD PROGRAMS ON FOOD NEOPHOBIA AMONG STUDENTS

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Introduction

The number of American students who studied abroad has increased more than three-fold in the past two decades due to its benefits in improving students' language skills, enhancing one's personal growth, and exposing students to new cultures and perspectives (Institute of International Education [IIE], 2017). As students participate in study abroad programs, it is unavoidable for them to be exposed to novel (new) foods, which may alleviate their resistance to try new food known as 'food neophobia' (Edwards et al., 2010). The term food neophobia is defined as rejection of novel or unfamiliar foods (Dovey et al., 2008). This study aimed to: 1) evaluate the students' overall acceptance or rejection of unfamiliar foods before and after the study abroad programs, using the food neophobia scale, and 2) investigate overall acceptance or rejection of unfamiliar foods based on students' demographics.

Methods

A convenience sample of students participated in the study abroad programs in summer 2019, recruited from a university located at the southeast region of the USA completed the web-based, pre- and post- questionnaires. Section one of the survey consisted of 11 questions sought to understand students' attitudes towards eating unfamiliar foods using Food Neophobia Scale (FNS) developed by Pliner and Hobden (1992). The second section consisted of 11 demographic questions such as gender, age, and current class standing (Freshman, sophomore, junior, senior). Data was analyzed by using Statistics Package for Social Sciences (SPSS 24). Descriptive and independent *t*-tests were used to analyze the data.

Results/Discussion/Implication

A total of 56 students completed the pre-trip survey and 57 for the post-trip. The results of the independent *t*-tests showed that the mean scores of three FNS items, "*I am constantly sampling new and different foods.*" (pre= 2.55 ±1.14; post= 2.05 ±1.04, $p<.019$); "*At dinner parties, I will try a new food.*" (pre=2.15 ±0.91; post= 1.56 ±0.63, $p<.000$); and "*I am afraid to eat things I have never had before.*" (pre=2.51 ±1.15; post= 2.02 ±0.95, $p<.016$), significantly decreased after the study abroad programs. These findings were consistent with the previous research findings of Edwards et al. (2010) that participants demonstrated less phobia towards food after the study abroad program. Most of the respondents agreed (n=143) that they were more willing to try novel (new) foods after the study abroad programs. Participants' who have lived and traveled overseas also demonstrated less neophobia towards trying novel food.

Overall, the results of this study revealed the values of study abroad programs as it broadens the horizon of students in trying new food. Based on the average FNS scores for both pre- and post- trip, it seemed that the participants, in general, were not very open for trying unfamiliar food. In order to minimize food neophobia and increase food acceptance of the participants, the study abroad programs can incorporate various lectures and/or fun activities as a mandatory course to complete prior to departure. For instance, a cooking class or taste-test that helps students to gain exposure to food that maybe foreign for them. Alternatively, the native students from different study abroad countries can serve as guest lecturers to share their cultural knowledge of their home country.

#69 WHEN THE OWNER IS ALSO THE GUEST: A STUDY OF TIMESHARE GENERAL MANAGER COMPETENCIES

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Introduction

The timeshare industry had increased growth in 2017 for the eighth consecutive year with a sales volume of $9.6 billion and rental revenue of $2.3 billion (ARDA, 2018). This size has been achieved in just the last 40 years since the concept of timeshares became popular.

The economic impact of this industry is not limited to the employees or guests, but just as importantly to the owners. In the US 9.2 million households own at least one timeshare product. With the average initial financial outlay being $22,000, this represents a significant investment for the owners (Hovey, 2002). In addition to the financial investment, it is also an emotional investment. As Ricci and Kaufman (2007) point out, timeshare owners are more committed to the property, have a longer average stay, and can be a more demanding guest than the traditional lodging guest, making the work of a general manager more complex.

The problem is hiring, training, and retaining key leaders, such as timeshare general managers, is becoming more challenging. The growth of the industry is reliant upon these key leaders. Best human resource practice for hiring, training, and retaining top performers is by using competencies to define what makes someone successful in a role.

There has been considerable research on the competencies necessary for the hospitality industry Ingram (1999), Kay and Russette (2000), Tas, LaBreque, and Clayton (1996), and Tesone and Ricci (2005) have each contributed. The majority of this research has consisted of surveys of timeshare managers, human resource professionals, and consultants asking them to judge the level of importance of a list of competencies on a Likert scale. None of the research to date has differentiated the owner, and focused a competency study from the owner's perspective.

Methods

This is an interview study using semi structured interviews of ten timeshare owners. Open ended questions about service failures and billing were asked, as these were anticipated to be what most often lead to interaction with management. This study consisted of a small homogenous pool of participants, all timeshare owners each owning for a minimum of seven years. These were one time interviews conducted at the 2019 Timeshare Board Members Association conference.

The design of this research is a qualitative study reflecting an interpretivist methodology to better understand the role of key leaders from the perspective and culturally derived experience of a timeshare owner (Crotty, 1998).

Results/Discussion/Implication

The implications of this study suggest that personal relationship competencies to the owners are less important for general managers but the ability to gain trust from the owners and to maintain long term staff are the most important competencies. This is contrary to previous research on timeshare general managers. A better-defined competency model will assist industry leaders with hiring, training, retention, and succession planning for a crucial role in a rapidly growing industry.

This research also sets up future quantitative studies.

#70 HOUSEKEEPING: THE DIRTY SECRETS OF WHY NO ONE WANTS THE JOB

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Introduction

Housekeeping is a crucial function for any lodging establishment (Kensbock, Jennings, Bailey, & Patiar, 2013). Be it a value hotel, a shared economy establishment such as Air B&B, or a luxury resort, all require housekeeping.

Stringham (2010), Hovey (2002), and Woods (2001) agree that a chief threat to the sustainability and growth of the resort industry is the availability and commitment of human capital at all levels. Brien, Thomas, and Brown (2017) report that hotel companies often say employees are their largest and most unique asset and their largest costs through payroll and benefits. The industry will need a makeover to attract and retain talent (Brien et al., 2017). The problem of finding enough housekeepers is a trifecta: the growth of the hospitality industry, the declining availability of the labor pool, and the ability to attract and retain labor to housekeeping.

The industry is reaching a critical shortage of housekeepers. This shortage cannot be remedied by traditional human resource methods targeted for higher skilled positions. A critical review of the challenges in attracting job seekers to housekeeping, specifically the social stigma, must be studied in order to ascertain what if any modifications can and should be made to the role in order to continue to staff the industry. Previous research has explored this issue using qualitative methods. This will be a survey study to explore which factors most lead to the social stigma associated with working in housekeeping.

Methods

This study will explore the factors that contribute to the social stigma of housekeepers by exploring the constructs of perception of pay, physical condition, and sense of dignity. This will be a cross sectional exploratory factor analysis. After an exploratory factor analysis and confirmatory factor analysis the researchers will prepare a structural equational model.

The population for this study will be low skill entry level job seekers for whom a position in housekeeping at a luxury resort would be an option. A second population for this study is new to the industry leaders seeking a leadership position in a resort setting. The social stigma for line level employees in housekeeping is hypothesized to also be present for leadership positions in housekeeping.

The sample for this study will be low skill job seekers collected at a job fair for resort positions. The second sample for this study will be hospitality students who have expressed an interest in resort leadership positions.

Results/Discussion/Implication

While some qualitative work has been done, this study will begin to prepare a structural equational model to better understand the factors that contribute to this phenomenon. Studying the factors and corresponding loadings will provide suggestions for where change to the industry can be most meaningfully applied.

#71 EXPLORING THE ASYMMETRIC EFFECTS OF WELLNESS ATTRIBUTES ON CUSTOMER SATISFACTION IN THE LODGING INDUSTRY: TESTING A TWO-FACTOR THEORY THROUGH BIG DATA ANALYTICS

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Introduction

Wellness is one of the emerging trends that play a critical role in customers' purchase decision-making in the hospitality industry (Deloitte, 2018). Due to the importance, hotel operators offer various wellness-related services and products to attract customers (Mueller & Kaufmann, 2001). Despite rapid changes in the market, few studies focus on wellness by developing industry cases (Mueller & Kaufmann, 2001) or identifying wellness service factors offered in wellness-focused hotels (Chen, Chang, & Wu, 2013); thus there is still a lack of research conceptualizing wellness attributes and exploring their effects on customer satisfaction in the lodging industry. The present study aims to explore the underlying structure of wellness attributes through the two-factor theory and previous research and to examine the impact of the wellness attributes on hotel customer satisfaction. This study addresses three research questions: 1) what is the underlying structure of wellness attributes perceived by customers of upper-upscale and luxury hotels? 2) is there a relationship between wellness attributes and customer satisfaction/dissatisfaction? 3) what are key wellness determinants of customer satisfaction/dissatisfaction in upper-upscale and luxury hotels?

Methods

The study employs a mixed-method approach such as content analysis, text-mining, and multiple regression analysis. We first defined and conceptualized hotel wellness attributes by synthesizing previous literature and identifying contemporary hotels' wellness services and products through content analysis. Then we implemented business analytics to analyze 141,973 online reviews of upper-upscale and luxury hotels in New York City. A mixed-method approach enabled us to discover the relationship between wellness attributes and customer satisfaction and each attribute's asymmetric impact on customer satisfaction (Back, 2012; Zhang, Ye, Song, & Liu, 2015).

Results/Discussion/Implication

The research findings show the strong relationship between wellness attributes and customer satisfaction/dissatisfaction and the different roles of wellness attributes (i.e., satisfier, dissatisfier, or hybrid), in turn confirming a past two-factor theory study (Back, 2012; Zhang et al., 2015). Beauty and nutrition attributes were distinguished as dissatisfiers as they showed a significant relationship only with dissatisfaction. Rest, social/environmental, and physical attributes were categorized as hybrids; they would affect satisfaction when they were present and also affect dissatisfaction when not present (Back, 2012). However, mental attribute did not have a significant relationship with either satisfaction or dissatisfaction.

This study is one of the first studies to examine wellness attributes based on the two-factor theory, suggesting three different roles (i.e., satisfier, dissatisfiers, and hybrid) of wellness attributes. The research also has a practical implication of guiding hotel operators to implement successful strategies by understanding the roles of wellness attributes on customer satisfaction.

#72 BEAUTIFUL ORGANIC FOOD? THE BACKFIRING EFFECT OF AESTHETICS ON CONSUMER FOOD DECISION-MAKING

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Introduction

People are drawn by attractive appearances, that is the human's nature. Thus it is not surprising that the aesthetic qualities of a product can significantly influence consumers' purchase decision and marketing effectiveness (Liu et al., 2017; Nikolov, 2017). In the food decision domain, research on food aesthetics has shown that visual appearance of food influences people's appetite (Li & Sheopuri, 2015) and aesthetically presented food can lead to higher tastiness expectations and favorable attitudes toward the food (Michel et al., 2014). However, we argue that aesthetics might have a detrimental effect on consumers' purchase intention toward organic food. Specifically, the current research examines the joint effects of food aesthetics (lower vs. higher) and food type (organic vs. conventional) on consumers' purchase intention in the restaurant context and the psychological mechanism associated with processing aesthetically presented food.

Methods

This study employed a 2 (aesthetics: lower vs. higher) × 2 (food type: organic vs. conventional) between-subjects experimental design. A total of 150 participants from Amazon's Mechanical Turk consumer panel were asked to imagine that they were at a restaurant and noticed the fruit cup on the menu. And then, they were randomly assigned to one of the four experimental conditions, depending on the food type condition and the aesthetics condition. Next, participants completed a set of questions measuring their purchase intention (Sundar & Noseworhy, 2016), anticipated pleasure (Hur & Jang, 2015), and food salience (Deng & Srinivasan, 2013).

Results/Discussion/Implication

ANOVA results revealed a significant 2-way interaction between food aesthetics and food type. Specifically, in the organic food condition, lower aesthetics led to higher levels of purchase intention than higher aesthetics. In contrast, in the conventional food condition, higher aesthetics led to higher levels of purchase intention than lower aesthetics. Furthermore, anticipated pleasure and food salience were found to serially mediate the impact of food aesthetics on purchase intention in the organic food condition as well as in the conventional food condition.

The current research is the first to examine the joint effects of aesthetics and food type in food decision-making. For restaurants practitioner, whether or not to make use of aesthetics to design menus and presentations should depend on the food type. Restaurants should try to present conventional food dishes aesthetically to attract more consumers, while organic food restaurant should minimize the artificial alteration of the food's original forms and keep the rustic and authentic looks that may help highlight the freshness of the product.

References are available upon request.

#73 ZONE OF ACCEPTABLE TOLERENCE OF TOURIST RISK DURING TRAVEL PHASES

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Introduction

In the 21st century, there are many international tourism risks that have caused serious damage to tourism markets and resulted in huge losses or which influence the decisions of many travelers. from a risk perspective, previous studies do not pertain fully to all phases of the travel experience, so some practical phenomena and disputes defy existing theories. There are more disputes before travel than at the beginning of travel and the pre-trip contract termination period is a phase that previous studies do not consider. It is necessary to determine the risk that is associated with different phases of the travel experience.

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This study determines the indicators of risk and tolerance using qualitative and quantitative methods in order to determine the differences between tolerance and risk perception for different phases of the travel experience.

Methods

This study determines the perception of Taiwanese tourists in terms of the tourist risk events that affect travel intention, the tolerance to main tourist risk incidents and determines the relationship between tourist risk incidents during different phases of the tourist experience and tolerance. Unlike previous studies that use a quantitative approach (Roehl & Fesenmaier, 1992; Teng, 2005), this study uses both qualitative and quantitative methods: a free listing method and questionnaire surveys. The qualitative approach is used to determine the main tourist risk incidents for various phases of the tourist experience. The quantitative method is used to determine the tolerance for specific tourist risk incidents during different phases of the travel experience phases.

Results/Discussion/Implication

Tourists, tour leaders, and travel agency staff perceive different events as a tourist risk and have a different tolerance to risk during different phases. The most significant difference in the risk tolerance for travelers, tour leaders and travel agency staff occur during the planning travel phase and the destination experience phase. To reduce the incidence of travel disputes and travel risks, this study provides specific recommendations for the tourism industry and the Tourism Bureau. First, it needs establishing a tourism risk fund or a reserve fund. In addition to addressing the main tourism risks for every travel phase. The tourism bureau should ensure that the staff of travel service companies sign contracts and obey rules.

#74 A CONTENT ANALYSIS OF HOSPITALITY SALES RESEARCH FOR 1999-2018

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Introduction

In 21st century, sales profession has seen a shift toward relationship-based selling, creating additional sales tasks including building brand awareness, managing brands in different locations (MKG Hospitality, 2011), ensuring satisfaction of customers with ever-changing behaviors and increasing profits. These roles increased sales unit's importance in hospitality due to its complex and competitive aspects. The knowledge obtained from customers at sales encounters is valuable to understand dynamic consumer behavior and develop core competences (Tislerova, 2012). However, sales research is rare in hospitality literature and a review is necessary for determining the progress of hospitality sales research and understanding research practices and needs. Future sales research would increase hospitality academia and industry collaboration. This study is a systematic review of hospitality sales studies published between 1990-2018.

Methodology

This study employed content analysis to systematically evaluate the content of all documents based on some selected criteria that identify themes, patterns, and meanings (Kolbe & Burnett, 1991). To investigate objective research materials, only research articles were analyzed from the hospitality articles based on their impact factor: CHQ, JSM, JHMM, JHTR, IJHM, IJCHM, and TM. Journal issues between 1999-2018 were manually reviewed. The articles whose title, abstract, and data included sales related content, were selected for the analysis. This step resulted in 37 articles. Due to subjective nature of article selection task, an additional reviewer was involved in article selection and coding identification. Coding schemes were adapted from Bush & Grant (1994) and Williams& Plouffe (2007).

Discussion

CHQ was the journal with most sales publications (30 %), whereas JHTR with the least (2.7 %). 54 % of the studies were atheoretical. Psychology theories were the most adopted (47.05 %). The majority of the studies were based on marketing as subject area (70.27 %). Lodging was the dominant subject of industry segment category (62.16 %). 97.3 % of sales papers were empirical. 83.33 % of empirical papers used quantitative data. Regression was the dominant statistical method (36.11 %). Salesperson was the most analyzed unit (33.33 %). Non-probability sampling was most used (72.22 %) with judgement type (61.54 %). Sales employee wellbeing, leadership styles and work climate influence salesforce performance, sales person ethical decision making and sales person organizational citizenship behaviors positively. So, these issues deserve investigation. Also, it is necessary to base the research on a theoretical approach to increase the discipline's rigor and generate scientific knowledge. Through marketing models, researchers could develop new ideas of sales orchestration and consumer behavior. Studies about sales manager-employee relations and sales ethics could identify organizational and ethical issues. More qualitative studies could explore new sales-force and customer perspectives. Probability sampling designs would generalize research findings to various domains and increase research rigor. Analyzing sales manager and customer would provide insights to sales climate from different parties' point of view.

References are available upon request

#75 ARE HOTEL EMPLOYEES HAPPY? AN ANALYSIS OF EMPLOYEE SENTIMENT ONLINE

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Introduction

With the explosive development of technology and social media on the web, both individuals and companies are using information from social media to make decisions (Liu, 2012). Many online review platforms, such as TripAdvisor, serve as a community for people to express opinions about their hotel stays and these user-generated reviews may have an influential impact on future consumers' decision making (Lee, Law, & Murphy, 2011). Along with this trend, online employee review sites, such as Glassdoor and Indeed, have become popular places for current and former employees to anonymously leave comments about their employment experience with companies (Konsgen, Schaarschmidt, Ivens, & Munzel, 2018). Social media offers a new approach for organizations to understand and manage employees' happiness because websites such as Indeed includes employees' feelings about their employing organization. Therefore, this paper aims at employing big data from an online recruitment website, Indeed, with computational methods, such as sentiment analysis and topic modeling, to examine the underpinnings of satisfied and unsatisfied hotel employees though online reviews.

Methods

The target population is employees within the hotel industry in the United States. The empirical setting is the recruitment website, Indeed, with the information of company reviews. Indeed is one of the biggest American employment-related search engines for job searching and company reviews. The "rvest" package in R was used to webscrape employees' reviews from two multinational hotel companies based in the United States and only reviewed hotels located in the United States were used in the study. In total, 44,273 reviews from April, 2012 to August, 2019 were saved in CSV (Comma Delimited) format and analyzed in the R environment. Sentiment analysis and Latent Dirichlet Allocation (LDA) were used for data analysis.

Results/Discussion/Implication

This study can help hotel managers look beyond the hotel ratings or survey questions into the sentiments reflected by the comments on review websites with hotels as employers. The sentiment analysis shows that employees express more positive sentiments than negative sentiment. The terms that contribute to employees' positive sentiment are love, nice, benefits, enjoyable, friendly, helpful, respectful, etc. Examples of terms contributing to negative sentiment are issues, stressful, unrealistic, complaints, challenging, etc. The regression analysis shows that there is a positive relationship between employees' sentiments and the star rating they give to the hotels as employers. The LDA identified five dimensions which might influence satisfaction, including guests, coworkers, organizational culture, supervisors, and management/HR practices. The traditional work engagement or job satisfaction survey may only tell if employees are satisfied or engaged. But the unstructured text data reflects the aspects that need to be attended to or improved to increase employees' satisfaction. Besides reading comments online, hotels can design a tailored questionnaire which can reflect the key topics employees care about.

References are available upon request

#76 WORKAHOLISM AMONG HOSPITALITY MANAGERS: RECOVERY AND SUBJECTIVE CAREER SUCCESS

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Introduction

Exerting efforts at the workplace and responding to job demands exhaust individuals' resources (Sonnentag & Natter, 2004). Recovery is the process of reducing strains caused by high job demands (Sonnentag, Binnewies, & Mojza, 2008). If individuals cannot sufficiently recover, accumulative strains may occur (Sonnentag, 2001), which may influence individuals' job and career satisfaction. Research suggests that employees feel more engaged if they recover from work-related efforts (Sonnentag, 2001). This may not be the case for all employees because of individual differences. Some employees have an inner drive to work excessively not because of the external demands, but because they enjoy their work and detachment from it is hard (Schaufeli, Shimazu, & Taris, 2009). Furthermore, the work environment in the hospitality industry can result in employees' devotion to work, especially for people who are in managerial roles (Pan, 2018). According to Kilroy's (2007) study, managers made up a higher percentage of workaholics than non-managers. Therefore, workaholism may influence the relationship between recovery experience and subjective career success. This study has two research objectives: (1) To understand how the recovery experience from days off influences hospitality managers' subjective career success, and (2) To explore how workaholism influences the relationship between recovery experience and subjective career success.

Methods

Data collection was conducted twice through Amazon Mechanical Turk. The first collection period was from March to April, 2019. The second one was in May, 2019. Data was collected at two time points to avoid common method bias as suggested by Podsakoff, MacKenzie, Lee, and Podsakoff (2003). Qualification questions, workaholism, workload, recovery experience, and demographics were measured at Time 1. Job satisfaction and career satisfaction were measured at Time 2. Full-time employees in the hospitality industry in the United States were recruited. The final sample size is 302.

Results/Discussion/Implication

This study found that the positive relationship between recovery experience and job satisfaction exists only for employees who are lower in workaholism. Contrary to what was hypothesized, the positive relationship between recovery experience and career satisfaction is stronger for employees who are higher in workaholism than those are lower in workaholism. This study reveals that job and career satisfaction are not viewed the same by hospitality managers who are high in workaholism and should be considered under different timeframes. In the short term, workaholics may not need recovery to be satisfied at their work. However, in the long term, getting enough recovery from work pressure and focusing on well-being may be important for achieving overall career satisfaction. Given that workaholics may not be interested in detaching from their jobs in the short-term, programs aimed at improving workaholics' career satisfaction should be implemented to ensure recovery impacts long-term career satisfaction.

References are available upon request

#77 CHINESE TOURISTS' TRAVEL BEHAVIORAL INTENTION IN SOUTHEAST ASIAN COUNTRIES BASED ON THEORY OF PLANNED BEHAVIOR

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Introduction

Destinations in Southeast Asia have become popular short-haul tourist destinations for Chinese travelers. Since 2017, over 45% of Chinese tourists chose Southeast Asian countries to spend holidays (Liang, 2017). Chinese tourists have made up an important unit in the Southeast Asian tourism industry. Due to the significant economic impact of Chinese tourists, it is important for tourism organizations to come up with specific marketing strategies to seize this market (Keating & Kriz, 2008). One theoretical model has been adopted by tourist scholars to study tourists' travel intention and is the Theory of Planned Behavior Model (TPB). The theory states that attitude toward the behavior, subjective norm (family and friends influence), and perceived behavior control (constraints) interact with one another and influence the formation of intention for behaviors (Sirakaya & Woodside, 2005).

There are only a handful studies existing in the current literature to investigate Chinese tourists' behavior intention by adopting TPB model(Hsu & Huang, 2012; Sparks & Pan, 2009; Cheng, Lam & Hsu, 2006; Lam & Hsu, 2004), yet there is dearth of research that investigates whether variable of past behavior can moderate variables within TPB model so as to enhance its predictability. The purpose of this study is to test the predictive ability of the research framework based on the TPB model with the inclusion variable of past travel experience on Chinese tourists' visit intentions in Southeast Asia.

Methods

A quantitative analysis is selected for this study to examine the relationship between Chinese tourists' intent to visit and variables from the TPB model. For this research, a convenience, non-probability sampling technique will be used in this study. This study will employ an online survey as the data collection tool. The target sample of this study involves Chinese tourists who had previous travel experience in any Southeast Asian countries as well as travelers who have never traveled to the region. In order to measure the effectiveness of the moderating effect of past travel experiences on the variables within the TPB model, a quota of 200 will be employed to the repeat travelers and first-time travelers respectively, with total of 400 participants. Data from an online panel company will be used. Questionnaires are prepared in English then translated into simplified Chinese in order to facilitate the data collection process. Data from this study will be analyzed by using the Statistical Package for Social Science (SPSS) software and AMOS to run a structural equation modeling to test the impacts of variables of TPB model on Chinese tourists' travel intention in Southeast Asian countries.

Results/Discussion/Implication

Upon the completion of this study, it will reveal the moderating effect of past behavior on three existing variables of TPB model. Findings of the study will expect to reveal the fact that frequencies of travelers' past travel experiences could have impact on their travel decision to a destination. This study also aims to provide managerial insights for hospitality and tourism organizations in the Southeast Asian region to better understand behaviors of Chinese travelers.

#78 THE IMPACT OF AUGMENTED REALITY MOBILE APPS ON EXHIBITION VISITOR SATISFACTION

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Introduction

Today, exhibition display has become more diverse with emergence of interactive media, multimedia arts and other high-tech by technologies advancement (Wang, 2011). In particular, the multimedia tools by technologies development, such as touch screen systems, Augmented Reality (AR), Virtual Reality (VR) and Mixed Reality (MR), provide users a sense of immersion experience (Wang, 2011; Jung et al., 2015; Kassahun, M. et al., 2018). Among them, Augmented Reality (AR) is a visualization technique that combines the virtual information and the real-world information to the real world in real time, typically on top of video by using computer graphics (Siltanen, 2017; Blanco-Pons et al., 2018).

Recently, one of the trends on exhibition is the using Augmented Reality (AR) mobile applications (hereafter "AR mobile apps") through portable devices (Siltanen, 2017; Blanco-Pons et al., 2018). It is because smartphones or tablets are possible to show any virtual information on top of the screen by the device's camera in its real world on site (Siltanen, 2017; Blanco-Pons et al., 2018).

Previous researchers have paid attention to emphasize on provision of technical information, such as the AR software development or the effective usage of AR technologies. However, there are limited information of visitor's reactions by using AR mobile apps, for instance, preferred AR mobile app's experience or the satisfaction level depending on AR mobile app's experience. Therefore, this study pursues to investigate exhibition visitor's perceptions of using AR mobile apps on exhibition and its individual impact on visitor's overall satisfaction.

Methods

To achieve the overall goal of this study, exhibition visitors who attended exhibition that operates own AR mobile apps, such as representative local art galleries or museum, within the past 12 months will be selected as target samples. Target sample size is 300.

The survey data will be analyzed using a series of statistical analysis. First, descriptive statistics will be performed for respondents' demographic characteristics. Second, exploratory factor analysis (EFA) will be performed to identify underlying factors among for a set of measured AR mobile apps features. And, a series of independent t-tests and ANOVA will be conducted to find if there is any statistically significant difference between demographic groups. Lastly, multiple regression will be conducted to test the casual relationship between exhibition visitors' perceptions of using AR mobile apps and their overall show satisfaction.

Significance of the Study

The results of this empirical study will show Augmented Reality (AR) mobile apps experience affect the exhibition visitor' overall satisfaction. The findings of this research will provide both exhibition organizers and visitors with managerial implications on how to use AR mobile apps to attract potential visitors, to improve visitor's attention and engagement, and eventually make them return to the exhibition.

References are available upon request

#79 EFFECTS OF THE ORGANIZATIONAL CULTURE IN MANAGING EMPLOYEES' SERVICE PERFORMANCE: EXAMINING MODERATING ROLE OF TRAINING

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Introduction

The purpose of this research is to examine service failure (SF) based on training culture (TC) and performance appraisal (PA) theories. This work will examine employees' use of empowerment in a short course of time based on the TC and the PA theories. By considering individual (both employees and management), and organization perceptions, this study evaluated the moderating role of the training in relationship between SF, employee involvement (EI), and employee empowerment (EE) on organizational performance and employee retention (ER) among new hired guest-contact employees in the hospitality industry.

Keeping high performance in the hospitality industry is quite challenging (Kotler & Keller, 2003) for the newly hired. Internal marketing, as one of the first important steps, still attracts the attention of researchers (Lashley, 1995). Most of this attention is about frontline employees' critical role in delivering the organization's promised service (Chen, Chang, & Wang, 2019; Choi, Mohammad, & Kim, 2019). According to Lugosi and Jameson (2017), there is a discrepancy between hospitality intellectual growth and practical focus in hospitality education. Some of the necessary values are organization culture, empowerment and involvement (Lashley, 1995). Lack of excelling in one of these behavioral values will have costly outcomes for organizations generally and employees especially (Lytle & Timmerman, 2006). This study hypothesizes that a) effective training positively decreases the negative effects of SF while b) increases the EI as well as the EE. In addition, c) training has positive moderating effects on both the relationship between SF with EI and EE, and EE, organizational performance, and ER. Also, d) there is a positive relationship between EI and EE, as well as e) positive effects of EE on organizational performance and f) ER.

In summation, the purpose of this research is to examine the effects of SF on EI, EE directly, and ER and organizational performance indirectly through moderating role of training in short course of time. In addition, the two-fold relationship between EI and EE will be tested.

Methods

Data will be collected from new frontline employees of four- and five-star hotels with random sampling. This study develops the hypotheses by using PA and TC as the theoretical perception. This study will use structured-based questionnaire and distribute them between approximately 50 managers and 500 employees to test their perception. Hypotheses will be tested using structural equation modeling (SEM) under a 5-point Likert scale (1-extremely disagree to 5-strongly agree).

Implications

This inquiry contributes to the current literature due to opacity of empirical research concerning the effects of the TC on SF, EI, EE and organizational performance in the hospitality service context (Lashley, 1995). This research also fills the gap in literature by providing immediate action in facing SF and positively improving organizational performance through employing TC and PA theories. This assessment will also be beneficial and significant because the results of this study will help the industry by presenting useful implications for better business practices where retaining best frontline employees is a challenge (Mooney, 2016).

References are available upon request

#80 A LONGITUDINAL STUDY OF THE RELATIONSHIP BETWEEN ELECTRONIC TEXTBOOK USE AND COMPUTER SELF-EFFICACY: A CASE OF STUDENTS IN HIGHER EDUCATION

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Introduction

One of the challenges that professors constantly face is choosing a textbook that meets their needs and those of their students. Generally, the faculty member wants a textbook that gives the students the requisite knowledge; students want one that captures their interest, provides them with the material needed to master the course, and that is inexpensive. Since the evolution of the Internet, there has been a new factor in this equation: the electronic textbook (e-textbook). E-textbooks are available in a variety of formats and are inexpensive, but their use requires an understanding of computer technology. It is often assumed that the millennial generation and Gen Z want technology-based study resources and have essential computer skills (Grant, Malloy, & Murphy, 2009). However, it is questionable whether the use of e-textbooks in teaching is effective because students' understanding and use of computer seem to play a critical role in adopting new information technology (Paraskeva, Bouta, & Papagianni, 2008; Yang, 2012). Relatively few studies have directly examined the relationship between students' computer abilities and their use of e-textbooks; even fewer studies have examined this relationship over time. Thus, the purpose of the study is to investigate the relationship between undergraduate students' use of electronic textbook and their computer efficacy over time. More specifically, this study questions students' perceptions of computer skills and their acceptance or rejection of electronic textbooks over time.

Methods

Study population is undergraduate students who took a course using an e-textbook in their classes. A total of 176 samples in 2009 were collected in 2009 and approximately 120 samples in 2019 will be collected during the academic year of 2019. A self-administered questionnaire was developed based on the literature review and focus group interview. Frequency and descriptive analyses will be employed to provide an overview of the respondents' socio-demographic profiles, their e-textbook use, daily computer use, and CSE. An explanatory analysis will be carried out to uncover the underlying structure of the respondents' perceptions of e-textbook use and their CSE. To test the relationship between e-textbook use and CSE over time, independent samples t–tests will be conducted.

Results/Discussion/Implication

The findings of this study will be very important to academia and publishing companies because if positive significant relationship would be found between electronic text book uses and CSE, adopting an electronic textbook would be more considerable as long as a majority of students have a high CSE level in class or vice versa. The relationships between electronic textbook uses and other variables will also be revealed.

References are available upon request

#81 THE IMPACT OF TRAVEL CONSTRAINTS ON DESTINATION IMAGE FORMATION: FINDING FROM A MIXED-METHOD APPROACH

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Introduction

In recent years, the rapid growth of the independent travelers has garnered interest from travel businesses, destination marketing organizations (DMOs), and academics alike (Hottola, 2014; Tsaur, Yen, & Chen, 2010). Especially, DMOs and tourism organizations are paying more attention to these increasingly independent travelers, and are currently implementing various tourism marketing strategies (Kim, Lee, Shin, & Yang, 2017). Interestingly, despite these efforts by many nations and DMOs, the statistics of international tourist arrivals, including independent travelers, show that many travelers mainly tend to choose a few major or top locations when selecting their final destinations at the national level (UNWTO, 2018) as well as at the regional level. Although there has been an increasing demand in the industry and a call for research regarding the travel constraints of independent travelers in the destination-choice processes (Khan, Chelliah, & Ahmed, 2017), very few studies have focused on independent travelers' constraint factors in the destination-choice process and their impact on destination image, which also plays an important role in the process. The aim of this study is therefore to understand the factors that constrain independent travelers in their destination-selection process and to examine the impact of these factors on independent travelers' destination image formation.

Methods

This study employed a sequential mixed-methods approach. The main method for attaining qualitative information was semi-structured interviews with open-ended questions. In order to verify the developed research model empirically, a quantitative analysis was conducted. In total, 27 measurement items were developed from results of the interviews and the extant studies. The study's sample was foreign individuals who met the following four criteria: (1) foreign independent travelers to South Korea, (2) who visited Seoul, the capital of South Korea, (3) but didn't visit Gyeonggi Province during their stay, (4) even though they were aware of Gyeonggi Province and were travelling at 10 popular tourist attractions in Seoul. Finally, 1,016 questionnaires were collected and analyzed by using IBM SPSS Statistics 20.0 and SmartPLS 3.0.

Results/Discussion/Implication

The results of this study show that intrapersonal constraints are negatively associated with cognitive and affective image. Further, awareness constraints have a significantly negative relationship with cognitive image. In contrast, interpersonal constraints have a significantly positive relationship with destination image formation and structural constraints do not show a significant association with destination image formation. Finally, we found that cognitive and affective images are significant antecedents of conative image. Theoretically, it contributes to the comprehensive understanding of the travel constraints of independent travelers in the destination choice process by analyzing influential factors. Investigating travel constraints from the perspective of destinations that attract relatively small numbers of travelers (e.g., smaller cities or regions) compared to popular destinations, this study provides pragmatic insight for destination marketers struggling to attract more than a small number of travelers.

#82 TOURISTS' ATTITUDES TOWARD THE ACCEPTANCE OF AI SERVICE DEVICES CROSS DIFFERENT SERVICE CONTEXTS

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Introduction

AI devices have been increasingly utilized in all walks of life. In the tourism industry, both hospitality and airline service providers introduced AI service devices into their regular service operations. Despite the rapid development of AI service devices, scholars argue that many factors can influence users' acceptance of these devices in service transactions (e.g., Stock & Merkle, 2017; Tussyadiah & Park, 2018; Lu et al., 2019). However, most of these studies utilized traditional technology acceptance theories, which may not be able to provide an adequate conceptual framework for a comprehensive and context focused investigation of customers' attitudes towards the use of AI service devices (Lai, 2017; Gursoy et al., 2019). To address this issue, Gursoy, Chi, Lu, and Nunkoo (2019) proposed the model of Artificially Intelligent Device Use Acceptance (AIDUA), which explains the sequential and dynamic nature of customers' acceptance of and objection to the use of AI devices. However, this framework has only been tested in a general service context (Gursoy et al., 2019).

The tourism industry provides different types of services and some services focus more on tourists' hedonic needs while others concentrate more on tourists' utilitarian needs (Lee, 2018). Therefore, it is important to examine the differences in the factors that determine tourists' willingness to accept/oppose the use of AI devices in different service delivery contexts. Concentrating on the hospitality and airline services, this study compares these two service context in three phases: 1) validating the differences in service value seeking, 2) examining the applicability of the AIDUA model, and 3) identifying differences in tourists' willingness to accept/oppose the use of AI service devices across two service contexts.

Methods

The first phase of this study investigated differences in tourists' service value seeking across hospitality (proxied by hotel services) and airline service contexts using T-test. The second and phase validated the applicability of the AIDUA model using cross-group SEM. The third phase explored the differences in tourists' acceptance of AI service devices across two service contexts using SEM and T-test.

Results/Discussion/Implication

The results suggested that, while tourists pay similar attention to the utilitarian value of hospitality and airline services, tourists concentrate significantly more on the hedonic value of hospitality services. In addition, the results of CFA and SEM analyses suggested that the AIDUA model can explain the interrelationships among antecedents of tourists' attitudes towards the use of AI devices in service delivery in both service contexts, validating the applicability of the AIDUA model. Findings further indicated that social influence is a stronger determinant of AI device acceptance in hospitality services; individuals have higher performance expectancy toward the use of AI device in airline services; individuals' willingness to use AI devices is lower in hospitality services. This result highlights that, in hedonic services, AI devices should be used to empower rather than to replace human employees.

References are available upon request

#83 EXAMINING THE IMPACT OF EXERCISE TIMING ON THE SLEEP AND HEALTH OF SHIFT WORKERS.

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Introduction

Shift work (SW), defined as work primarily occurring outside of standard daylight hours, is crucial to hotels, casinos, and other service-centric businesses where operations are required to run 24-hours daily to accommodate customer demands (Harma & Ilmarinen, 1999; Costa, 2003). Mounting evidence suggests SW is associated with an increased risk of various conditions and non-communicable diseases including obesity, type II diabetes, cardiovascular disease, insomnia, and depression (Wang et al., 2011; Vogel et al., 2012).

Negative health outcomes as a consequence of SW are mediated by concomitant behavioral mechanisms**.** Altered light exposure, poor nutrition choices, irregular feeding patterns, inadequate sleep, low physical activity levels, as well as a higher propensity to smoke and consume alcohol have been identified as potentially damaging behaviors (Kecklund & Axelsson, 2016). These may act individually or synergistically and result in undesirable changes to the circadian-clock, sleep, and/or body composition of the shift worker.

Exercise may act as a potent countermeasure against the deleterious effects of SW. Regular exercise may elicit sleep-promoting effects and is an effective treatment for obesity and diabetes (Harma M., 1996; Youngstedt, 2005; Shapiro, et al., 1984). Moreover, harmonizing physical activity and a shift worker's circadian rhythm has the potential to maximize exercise-induced health benefits and recalibrate physiological processes. Accordingly, this research will investigate whether pre-shift exercise, compared to post-shift exercise, maximizes the benefits of exercise in relation to the sleep and health of shift workers.

Methods

A 3-arm randomized controlled trial. The study sample will comprise of hospitality industry employees engaged in SW. Participants will be randomized to one of three groups: pre-shift exercise, post-shift exercise, or a no-exercise control. The exercise protocol will include moderate- to high- intensity aerobic exercise for 20-30 minutes 3x per week, plus a weight-training protocol performed 2x per week for approximately 12-24 weeks. Physical activity and sleep will be assessed "in-the-field" by an actigraph device. The Pittsburgh Sleep Quality Index will supplement as a subjective measure of sleep. An exercise diary will measure and encourage adherence. Anthropometric measurements and blood samples will be collected at laboratory visits at baseline and post-intervention.

Results/Discussion/Implication

Approximately 29% of the US workforce undertake schedules outside of traditional working hours (Kecklund & Axelsson, 2016). Troublingly, SW is disproportionately common in the hospitality industry (McMenamin, 2007; Eurofound, 2014). Findings from this research could help inform organizational policy and employee support programs for SW to include the promotion of exercise. More specifically, results from the investigation will elucidate whether exercise before or after a shift maximizes the beneficial health effects.

References are available upon request

#84 INCORPORATING WELLNESS INTO HOTEL BRANDS: HOW DO VALUE PERCEPTIONS INFLUENCE CUSTOMER ATTITUDES?

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Introduction

Over the past few years, the notion of wellness has redefined nearly every aspect of the tourism and hospitality industry. Many hotel companies have incorporated wellness elements into their business and brands. For example, Westin is one of the pioneers of wellness with a multifaceted program covering every aspect of the guest experience from the bed to the gym. InterContinental Hotels Group launched a new wellness-focused brand in 2012, EVEN hotels, to meet travelers' holistic wellness needs. However, scant research has examined how hotel consumers respond to this emerging wellness branding trend.

Prior studies indicate that perceived brand values significantly affect consumers' decision-making processes (Keller, 1993; Kim, Kim, & Lee, 2010; Vigneron & Johnson, 1999). However, scant attention has been paid to intangible hospitality services (Yang & Mattila, 2016), and the concept of wellness has not been considered in previous brand research. When incorporating wellness into the hotel brand, will it influence consumer perceptions and attitudes toward the brand and how? Furthermore, will the impact of value perceptions on consumer attitude vary in different situations or among different consumer segments?

The present study first identifies important dimensions of perceived value of wellness brand, then examines the effect of such values on consumers' attitudes toward the brand, and further investigates whether an individual's healthy lifestyle congruency and health consciousness moderate such effects.

Methods

We developed a questionnaire to test the proposed framework. A total of 215 usable responses were received through Amazon Mechanical Turk (MTurk). All variables showed acceptable level of internal consistency with Cronbach's alpha estimates ranging from 0.849 to 0.953. Multiple regression analysis was further performed to test the proposed hypotheses. Interaction effects were analyzed following the procedures recommended by Preacher and Rucker (2003).

Results/Discussion/Implication

The results indicate that functional value and experiential value significantly influence consumers' attitude toward wellness brands, and experiential value is the strongest predictor. Furthermore, the magnitude of the influence of functional value on attitude is greater among health-conscious consumers, and that high levels of healthy lifestyle congruency diminish the effect of symbolic value.

Theoretically, the study furthers our understanding of the emerging wellness branding in the tourism and hospitality industry, it advances our knowledge of the role of wellness concept in consumers' decision-making processes, and it contributes to the literature on branding by further demonstrating that the effect of the three value dimensions are moderated by healthy lifestyle congruency and health consciousness. Practically, the findings provide insights for hotel marketers and managers by empirically investigating how consumers respond to wellness branding in the hotel industry.

#85 DISCRETE EMOTIONAL RESPONSE AND FACE-TO-FACE COMPLAINING: THE JOINT EFFECT OF SERVICE FAILURE TYPE AND CULTURE

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Introduction

Recent studies suggest that different types of service failure are associated with distinct forms of cognitive appraisal and coping strategies (Sengupta, Balaji, & Krishnan, 2015; Surachartkumtonkun, Patterson, & McColl-Kennedy, 2013), resulting in distinct responses (Fan, Wu, & Mattila, 2018; Jeon & Kim, 2016; Linyi, 2016; Tsai, Yang, & Cheng, 2014). However, research on customers' discrete emotional response and face-to-face complaining across service failure types in a cross-culture setting is lacking. To bridge such gaps, the main purpose of this study is to examine the joint effect of service failure type and culture (power distance) on two discrete negative emotions: anger and disappointment, the most common negative emotions associated with service failures (Bonifield & Cole, 2007; Gelbrich, 2010; Hossain, Oppewal, & Tojib, 2016; Mattila & Ro, 2008). Moreover, we investigate the mediating role of discrete negative emotions in driving face-to-face complaining across two cultures (The US and China).

Methods

To test the hypotheses, this study employed a 2 (power distance: high vs. low) by 2 (service failure type: outcome vs. process) between-subjects, quasi-experimental design. In this study, China represents a high-power distance culture while the US represents a low-power distance culture. Participants were randomly assigned to one of the two scenarios and asked to imagine that they went to a restaurant for a dinner. The manipulation of the service failure type was adapted from Smith, et al. (1999) and Kim and Jang (2014). For the outcome failure, participants were told that some of the dishes they ordered were so spicy that they couldn't eat them. For the process failure, participants were told that the server looked very irritated about bringing them the extra plates. Then participants answered some questions about their negative emotions, face-to-face complaining intention, manipulation checks and demographics.

Results/Discussion/Implication

Chinese participants felt higher levels of anger and disappointment following a process (vs. outcome) failure ($M_{outcome}$= 3.121, $M_{process}$= 4.515, F= 13.849, $p<0.001$ for anger; $M_{outcome}$= 4.222, $M_{process}$= 4.929, F= 4.247, $p<0.05$ for disappointment). Anger and disappointment mediate the impact of service failure type on face-to-face complaining among Chinese participants (B=.975, SE=.217, 95% CI= [.580, 1.417]). Among US participants., there is no significant difference in anger across the two failure types ($M_{outcome}$= 3.4, $M_{process}$= 3.611; F= 0.365, $p>0.05$) but mean difference is significant for disappointment ($M_{outcome}$= 5.75, $M_{process}$= 4.593; F= 13.067, $p<0.001$). It is disappointment rather than anger mediates the impact of service failure type on face-to-face complaining among US participants (disappointment: B=-.484, SE=.199, 95% CI= [-.925, -.149]; Anger: B=.148, SE=.293, 95% CI= [−.453, .700]). It's interesting to note that US participants felt higher levels of disappointment following an outcome (vs. process) failure, but they were not more likely to complain face-to-face.

This research provides insights for practitioners on how to use service failure type as situational cues to better predict customers' reactions to service failures and to train employees accordingly.

#86 IMPACTS OF CHINA FOOD DELIVERY APP'S ATTRIBUTES ON SATISFACTION AND LOYALTY: APPLICATION OF TAM AND ECSI

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Introduction

The number of mobile food delivery APP users in China using 'Ele.me', 'Meituan' and 'Baidu' has been increasing (Li, 2017). According to iiMedia Research (2018), size of the Chinese food delivery APP market reached RMB 200 billion and is expected to grow continuously. However, previous studies of the Chinese food delivery market have not focused on customer satisfaction and loyalty generated from new technology acceptance.

This research applied the technology acceptance model (TAM) to predict how information quality and information sources impact perceived usefulness and perceived ease of use and further behavioral intention. Moreover, we aim to investigate business strategies to secure customers who are loyal to their restaurants for food delivery APPs using the European Customer Satisfaction Index (ECSI) model.

Methods

As consumers consider selection attributes for their choice of products or services (Kotler & Makens, 1996), we selected economic feasibility, credibility, informativity, convenience, and security as the five selection attributes of the food delivery APP to conduct analysis.

The data were collected through a self-administered survey on social network services (SNS) toward Chinese consumers with experience in using the food delivery APP. Each item was measured on a 7-point Liker scale, and the data were tested using Smart PLS 3.0.

Results/Discussion/Implication

This research presented a research model for the empirical analysis of each selection attribute's significance by segmenting food delivery APP selection attributes. Thus, the research model proposed in this research will set a theoretical foundation for more complex predictions and explanations about the subject.

Among selection attributes, security had the most significant impact on perceived usefulness and the second highest impact on perceived ease of use, while convenience had the highest impact on perceived ease of use. Food delivery APP service providers, therefore, need to prioritize user-related security by protecting personal information and offering safe payment system. Moreover, the process of order should be improved to be more convenient to use. Credibility had negative impacts on perceived usefulness and perceived ease of use, and this indicates that Chinese food delivery APP users do not fully rely on new technologies or system. In conclusion, food delivery APP providers should enhance customer satisfaction and loyalty by applying value strategies that increase perceived usefulness and ease of use.

#87 TOURIST RESPONSES TO TOURISM EXPERIENCES IN SAUDI ARABIA

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Introduction

Vision 2030 economic diversity plan has declared that in the Kingdom of Saudi Arabia (KSA) the tourism sector will be one of the main pillars to diversify the economy and decrease the heavy dependence on oil in the coming years. According to the World Travel and Tourism Council, Travel & Tourism GDP was estimated to be 10% of the overall global GDP in 2018, due to the phenomenon called upward mobility. The Travel & Tourism sector grew to around 3.9% and generated around 319 million jobs, 10% of global employment (WTTC, 2019)..

KSA has two of the three main holy cities in the religion of Islam, Mecca and Medina, almost 1.2 billion religious tourists around the world are obliged to perform their religious duties at least once in their life time. Tourists may also be motivated to visit other cities, as the tourism sector grows in Saudi Arabia (Khan, 2014). The responses and feedback from previous visitors to KSA should be taken into consideration in order to enhance the travel and tourism sector.

The purpose of this paper is to understand the motives and experiences that tourists have while travelling through various regions in KSA, to have a transparent feedback about the experiences and services mostly adopted by tourists, and to study the feasibility of KSA Vision 2030 regarding the tourism sector.

Methods

In order to perform this research study, the method that has been optioned out is explorative study of the tourists' experiences using an open data gathering approach to examine their response. Twitter is the most usable application for Saudi's to express their opinions, with more than 9 million users; around 1/3 of the entire population. Twitter makes it easy to track topics, as there is a #Hashtag for every topic.

Social Media Analytics will be used to get the results, which will explore the responses and preferences of tourists travelling through KSA. This is an interesting and effective emerging strategy, some online analytical applications are used to collect and analyze data available on social media websites (Pantano, Priporas, & Stylos, 2017). The new Saudi tourism campaign in 2019 is called #SaudiSeasons and #RiyadhSeason, so these keywords will be searched. The results will be explored on the basis of the data collected from the respondents (tourists) on the basis of their prior tourism experience in KSA. The data will be transferred to the SPSS (Statistical Package for Social Science), for getting results while knowing about their experiences (Pantano, Priporas, & Stylos, 2017). All related responses would be considered to draw a comprehensive and reliable overview of the visitor experience.

Implication

This research will anticipate three scenarios; first, the tourism sector in KSA is not yet mature enough to host international tourists. Second, KSA is ready to expand its capacity to provide a unique tourist experience for religious and non-religious visitors. Third, the research indicates that KSA efforts to attract international tourists are not as efficient as focusing on targeting religious tourists. After the data collection and applying the methods to get the acquired results, implications will be drawn from the data to analyze the tourist experience and their behavior towards KSA, which could enable decision makers to make the necessary adjustments and improvements to develop the tourism sector in the country.

#88 THE RELATIONSHIPS BETWEEN LMXSC, ENVY, AND PSYCHOLOGICAL CAPITAL OF HOTEL EMPLOYEES.

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Introduction

Recently, some studies have demonstrated the necessity to examine employees' subjective perceptions of the differentiation of LMX quality within a team (i.e., LMXSC) related to their work-related outcomes such as negative emotions and destructive work behaviors in the hospitality industry (Kim et al., 2010). In spite of some evidence-supported findings related to LMXSC's impact on hotel employees' attitudes and behaviors at work, it still remains unclear how low LMXSC influences psychological mechanisms of workplace envy. Moreover, leadership scholars have suggested that the positive psychological capital (PsyCap) was a personal resource for development and a protective factor from adverse circumstances at work (Luthans et al., 2007). However, previous studies have not yet thoroughly explained the role of PsyCap in the psychological mechanisms for envy under the unfavorable work circumstances like low LMXSC. Thus, this study aimed to elucidate the psychological mechanisms for "envy" of the out-group members based on LMXSC and the role of PsyCap as a psychological adjustment resource. Specifically, we examined how perceived LMXSC of out-group members was related to their psychological states in a hotel setting and how the PsyCap of hotel employees was related to their perceived LMXSC and psychological mechanisms for envy.

Methods

A quantitative experimental research design was used by applying the scenario method to test the proposed research model. The sample was non-managerial hotel employees in the USA and 321 valid responses were collected via TurkPrime. Two scenarios were designed based on previous studies and they consisted of low LMXSC as a treatment group and same LMXSC situation as a control group (Tse et al., 2018). Manipulation check was conducted to ensure the reality and appropriateness of the scenarios. The measurement items were adopted from the previous studies (e.g., Hallak et al., 2018; Vidyarthi et al., 2010). This study used SEM to test the proposed model and multigroup analysis for testing the possible differences in the proposed model between low and same LMXSC groups.

Results/Discussion/Implication

The results showed that individuals considered the perceived difference in the LMXSC condition as a threat or risk and they would experience malicious envy as a hostile manifestation of negative emotions. However, malicious envy was able to be alleviated by utilizing the person's PsyCap. Furthermore, people would positively respond toward the perceived low LMXSC despite feeling negative emotions through PsyCap since they considered the condition as a chance of improvement and possibility of controlling it. Therefore, their PsyCap would increase for handling the situation and the individuals would be motivated to improve their current states (benign envy) as a positive sign of the emotion of envy through PsyCap. The findings suggest the necessity of developing PsyCap for handling employees' stressors and improving their work motivation and work-related outcomes.

#89 PERCEPTION OF BEHAVIORAL INTENTION FOR CHINESE CRUISE TRAVELERS: EXTENTION OF THE TPB MODEL

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Introduction

The cruise business is one of the most dynamic and fastest-growing segments of the international hospitality and tourism industries (Dwyer and Forsyth, 1998). With one-third of the world's population and rapid economic growth, the Asia Pacific area devotes full energy into tourism development and shows the highest demand in cruise tourism (Zhao, 2018). As a matter of fact, the Asian market has grown the fastest in the world recently and has the most significant potential to develop in the world cruise industry (CLIA, 2018). this study investigated the cruise preferences and travel intentions in China by using the TPB model. Although cruise companies developed quickly in the past decade in China, the marketing efficiency and the number of consumers are still lower than other areas. With the fast growth in the cruise industry, limited academic research has been conducted on the topic, especially the cruise travel intentions of Chinese people. To address this research gap and develop the cruise tourism market in China, this research focused on exploring factors that are affecting Chinese cruise travel intentions and reported how cruise companies will attract more consumers in China.

Methods

A quantitative approach with survey technique was applied to this study. Survey is a popular way for measuring attitudes and orientations in a large population and it was used most frequently in the past studies with the TPB model (Ajzen, 1991 & 2006; Chien et al., 2012; Cheng & Lam, 2008). The questionnaire was constructed by following Ajzen's comments (1991, 2006), and combined with minor changes based on Fan & Hsu (2014), Cheng et al. (2015), Liu (2019), Hsu & Huang (2012). This survey (395) was distributed in mainland China through Wenjuanxing platform and 384 completed questionnaires were collected, which giving a response rate of 97.22 percent. Data were analyzed using descriptive statistics to provide a cruise preferences and demographics profile of the respondents. Exploratory factor analysis (EFA) was applied to reduce the measurement items of attitude towards behavior, subjective norm, perceived behavioral control, and behavioral intention. Confirmatory factor analysis (CFA) was used to test the model fit and finally the model and hypotheses were tested by using AMOS to do structural equation modelling.

Results/Discussion/Implication

The result shows the demographic profile of the respondents, and 72.7 percent of respondents without cruise experience. Over one half of respondents were female with bachelor's degree. The majority of respondents chose Europe as the most preferred cruise destination and online travel agencies (OTA) as the most preferred cruise booking channel. A variety of cruise travel planning time horizons were reported, with 1-2 months in advance being the most popular. Regarding favorite cruise duration, most people chose 4-6 days. The index proved the proposed structural model is well-fitted and all hypotheses are supported ($p<.05$). Moreover, the results proved that people who have high level income consider cruise travel more as a vacation option. The results showed a high intention to cruise on a special day, and cruise companies could consider developing diverse cruise products. There are plenty of traditional holidays in China, and cruise companies can set up celebration events on board to engage consumers' needs.

#90 NON-LOYALTY PROGRAM MEMBERS' RESPONSES TO EXCLUSIVE BENEIFTS OF LOYALTY PROGRAMS: REACTANCE THEORY PERSPECTIVES

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Introduction

The purpose of this study is to investigate how non-member customers perceive exclusive loyalty member benefits and to explain what emotions, attitudes, and behavioral intentions they might be engaged. The current research tests reactance theory to analyze and explain the non-member customers' psychological responses toward exclusive benefits and the underlying mechanisms of the behavioral responses. Specifically, we suggest that when receiving the loyalty-program benefits is important, non-member customers who perceive a high threat to receiving the benefits (compared to low threat) have lower intention to revisit. Moreover, there is a moderated serial mediation effect of non-member customers' perceived threat to receiving the benefits on intention to revisit through level of anger and attitude towards the company.

Methods

This study used a 2 (perceived threat to receiving the benefits: low, high) × 2 (importance of receiving the benefits: important, not important) between-subjects experimental design. Data were collected from Amazon MTurk and a total of 172 usable responses were received after the screening process. ANOVA was conducted to test the interaction effect of perceived threat and importance on intention to revisit. The SPSS Process model was used to examine the moderated serial mediation process.

Results/Discussion/Implication

As expected, a significant 2 × 2 interaction effect on customer's intention to revisit was observed when receiving the loyalty-program benefits was important. The results also suggested a significant moderated serial mediation process. Specifically, a greater serial mediating leveraging power of anger and attitude towards the company was observed on the relationship between perceived threat to receiving the loyalty-program benefits and intention to revisit, when it was important for customers to receive to loyalty-program benefits as opposed to not important.
The present study extends the existing service marketing literature by suggesting the underlying mechanism that explains the negative effect of loyalty programs on non-member customers. Our findings also extend the literature of reactance theory by introducing the importance as a moderator and tested its validity.
The findings of our research have important managerial implications to fussiness firms who offer loyalty programs. In order to prevent the arousal of non-member customers' reactance, business operators can avoid framing certain benefits in a restrictive perspective. Hotel managers can also choose to hide certain exclusive benefits in public area so that they become invisible to non-member customers. Furthermore, certain benefits that are important to all guests should not be included in loyalty programs as exclusive benefits. Instead, hotel managers can provide basic benefits to all hotel guests, while offering their loyalty-program members more hedonic benefits that are not very important to all the customers but can enhance the staying experience of members.

References are available upon request

#92 HOSPITALITY EMPLOYEES SENSEMAKING OF WORKPLACE INCIVILITY

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Introduction

Incivility refers to rude and discourteous behaviors (Andersson & Pearson, 1999; Zauderer, 2002), such as ignoring, showing little respect, insulting, and belittling (Gonthier & Morrissey, 2002; Hershcovis, 2011). It violates the norms for social respect in the workplace (Davenport, Schwartz, & Elliot, 2002). At a glance, the topic may not seem to be a serious problem because it is not categorized as a threatening behavior. However, workplace incivility can spiral and develop into intense forms of aggressive behaviors (Andersson & Pearson, 1999). The targets of workplace incivility suffered from higher levels of stress, anxiety, irritation, and depression, a lower level of self-esteem (Cooper, Hoel, & Faragher, 2004; Cortina, Magley, Williams, & Langhout, 2001; Mikkelsen & Einarsen, 2001; Yamada, 2008). Incivility, furthermore, is associated with a decrease in job satisfaction and an increase in intention to leave (Lim et al., 2008). The prevalence of workplace incivility and its adverse effects explicitly contend that the issues should not be neglected (Bunk & Magley, 2013). The hospitality industry in particular deserves substantial attention on issues of incivility from researchers and practitioners. Frontline employees in the industry have multiple interactions with numerous customers who can be demanding, unsatisfied, unpleasant, and exasperated. Furthermore, internal members of an organization, such as managers or coworkers, are also active sources of incivility in the industry (Alexander, MacLaren, & Taheri, 2012). However, relying primarily on the frequency of recalled incivility, literature on the topic has not sufficiently discussed employees' process of interpretation and response to uncivil behaviors they encounter at work. Granted, this qualitative investigation is anticipated to yield greater insight into how the industry employees assign meaning to their experience of workplace incivility from various sources.

Methods

Sensemaking grants a sound framework for the current study because it is ongoing processes through which circumstances become explicitly comprehended events in narratives that would serve as grounds for action (Bean & Hamilton, 2006; Weick, Sutcliffe, & Obstfeld, 2005). The primary source of the data will be semi-structured one-on-one interviews with employees in hotels and restaurants. By adopting the responsive interviewing model (Rubin & Rubin, 2012), we will take advantage of the flexibility of adjustable questions and approaches in data collection. Transcribed data will be analyzed through open, axial, and selective processes (Strauss & Corbin, 1990). Any potential biases will be addressed through peer debriefing; codes and emerged categories will be thoroughly analyzed in this stage until a consensus is achieved among the investigators (Merriam, 1988), which will enhance the validity of the study (Creswell, 2002).

Anticipated Contribution

The findings of the current study are anticipated to expand the understanding of the prevalent forms and sources of workplace incivility that employees encounter on a daily basis in the hospitality industry. Via analyzing the way employees construe uncivil behaviors from different instigators, we will understand how incivility pervades an organization and how members reside in the environment. The study will help the industry move a step forward in seeking alternatives to disrupt the vicious cycle of workplace incivility.

#94 HOW BRAND PAGE PRACTICES CREATE VALUE WITH CUSTOMERS

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Introduction

Despite excessive integration of brand pages into contemporary marketing practice in many hospitality companies, theory-based explanations for how such practice creates value with engaged customers are scarce to find. Drawing upon motivation, opportunity, and ability (MOA) theory (Maclnnis & Jaworski, 1989), this research aimed to fill this gap in the literature. Specifically, we investigated how goal-directed motivations, social interaction opportunity, and brand knowledge alter the degree to which customers engage with brand page activities. Furthermore, considering that (a) people tend to develop relationships both with the brand and community members as a result of active engagement, and (b) building customer relationship is an ultimate goal of any brand community practice, we also investigated if such enhanced relationships influence the process from which customer engagement behavior (CEB; required, in-role co-creation behavior) forms customer citizenship behavior (CCB; altruistic, extra-role co-creation behavior). In so doing, we examine what promotes customer co-creation behaviors in the context of brand pages. In addition, to see the psychological mechanism, we also tested mediating effects of customer-brand relationship and customer-community relationship on two different types and level of customer co-creation behaviors (i.e., CEB and CCB).

Methods

Data were collected through an online survey using a convenience sampling approach via Amazon Mechanical Turk (MTurk). Measurement items were developed through a comprehensive review of the relevant literature (e.g., Tsai & Men, 2013). 535 valid sample was collected which met the required sample size criterion for this study (Hair et al., 2016). For data analysis, this work used partial least squares structural equation modeling (PLS-SEM) analysis via a bootstrapping method in SmartPLS 3.0.

Results/Discussion/Implication

We found that customers can be prompted to participate in value co-creation activities via brand pages by not only some goal-directed motivations but also by perceived social presence and existing brand knowledge. These findings help us gain a better understanding of the principle antecedents that are likely to drive active customer co-creation behaviors within brand pages. The results showed, however, that CEB was motivated by diversion and seeking assistance but not by community benefit; this latter factor is also often regarded as the key motivation of brand community engagement (e.g., Jung et al., 2014). We also found that customers who perceived high social presence (meaning a sense of more human communication) on brand pages and who possess more brand knowledge invest more time and effort into engaging in brand page activities, thereby co-creating value with the firm. Lastly, we found support for the mediating role of customer identification with the brand and the brand page. While CBI served as a mediator between the two levels and types of customer co-creation behaviors, CI did not play such a role. This result specifically suggests that relationship quality with brands should be strategically considered to improve the level of CEB in order to cultivate customer co-creation behaviors.

References are available upon request

#95 DOES ATTENDING A FESTIVAL WITH CHILDREN MODERATE THE RELATIONSHIP BETWEEN FESTIVAL INVOLVEMENT AND FAMILY QUALITY OF LIFE?

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Introduction

Festivals are a rapidly growing field of research (Getz, 2010). Family members attend leisure events (e.g., festivals), which benefit family life satisfaction in terms of emotional bonding/communicating. It is important to understand the role of attending festivals on family quality of life (FQOL). Many event studies focus on the economic perspective (e.g., employment, economic impact) and some from social/cultural perspective (e.g., visitor's motivation, relationship with local communities) (Backman, 2018). Children play an important role in FQOL. However, limited leisure studies have been conducted from a perspective of children as an influencer between festivals and FQOL.

The purpose of this proposed study is two-fold. First, the study will assess the differences among festival involvement (i.e., frequency of attending festivals, types of festivals attended, duration stayed at festivals) on FQOL. Second, the study will explore the moderating role of children between festival involvement and FQOL.

Methods

This study proposes to use a survey-based method through an online panel. Participants (over 18-years-old) who attended festivals within the two past years will be invited. The goal is to have over 500 participants.

The questionnaire will include items of different domains of festivals on different levels (e.g., frequency of attending festivals, types of festivals attended, duration stayed in festivals). Also, it will include a modified FQOL scale. The questionnaire will also include demographic variables (e.g., age, education, income, with/without children).

Discussions/Implications

Attending festivals, as a family leisure activity, provides an opportunity for family emotional interactions that may influence personal perceptions about FQOL. A family is a social unit that includes different types of emotions, family members, and family activities. Children are part of the family and also contribute to FQOL. There are limited studies that examine the role of children on FQOL associated with attending festivals. However, it is important to know whether a family that attends festivals with children have different levels of FQOL.

#96 THE IMPACT OF BRAND-ALIGNED SOCIAL SERVICESCAPE ON CUSTOMER PERCEPTIONS OF THE HOSPITALITY BRAND

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Introduction

Consumers draw on the servicescape/environment, personnel, as well as the processes that facilitate these interactions, to inform their perceptions and overall evaluation of the service brand (Grace & O'Cass, 2005). In seeking to understand the social phenomena that influence brand success, prior studies (e.g., Sirianni et al., 2013; Wentzel, 2009) have looked at employee's brand-aligned behaviors. However, a more comprehensive investigation, one that includes other social actors in the service encounter, is needed to understand the synergistic impact of brand-consistent social cues on customer's brand perceptions and evaluations. Grace, et al. (2017) suggested that three sets of social observations (namely, employee-customer, customer-customer and employee-employee interactions) have an impact on customer responses towards the service organization. We examine the relationship between brand-aligned employee-customer interaction and brand-related outcomes as well as the moderating role of brand-alignment in employee-employee interactions. We also examine the brand building effects of customer-customer interactions. The intervening role of conceptual fluency as a mediating factor is also explored.

Methods

We conducted 3 studies (upscale hotel, upscale restaurant and limited service hotel contexts) and administered a 2 (employee-customer interaction cues: brand aligned vs. not aligned) by 2 (employee-employee interaction cues: brand aligned vs. not aligned) by 2 (customer-customer interaction cues: brand aligned vs. not aligned) scenario-based design for each study. For Study 1(upscale hotel context), for example, the experimental scenario provided information about the brand as promising a superior quality experience that is characterized by sophistication and uniqueness in an upscale environment. The scenario then featured a story about staying at the hotel with experiences of three sets of social cues encountered in the service environment.

Results/Discussion/Implication

The results demonstrate that brand-aligned employee-customer interactions lead to higher brand personality perceptions and higher overall brand evaluations. Findings suggest that even when employee-customer interaction is not aligned with the brand, brand-aligned employee-employee interactions buffer the negative effects. Customer-customer interaction was shown to have direct effect on brand-related outcomes. Conceptual fluency was shown to have a mediation effect. The findings explain how observing social cues may help position brands by increasing conceptual fluency of the brand's meaning. In addition to the necessity of brand-alignment in employee-customer interactions, interactions among employees also should be aligned with brand values through means of building a brand-aligned organizational culture. This is specifically important for hospitality organizations where their internal interactions are more salient and observable to customers and thus, employee-employee interactions are a major part of "living the brand. Customer characteristics could also be influenced through means of customer portfolio management and thus exhibit higher levels of brand-alignment.

#98 ROLE OF EMOTIONS DURING A SHORT SERVICE ENCOUNTER

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Introduction

The hotel check-in process is a short service encounter (SSE) with low levels of customer involvement due to its transactional exchange and prescribed service delivery (Mohr & Bitner, 1991). However, as a gateway encounter, the check-in process may promote extended, engaged experiences (Arnould & Price, 1993) that develop affinity (Hwang & Kandampully, 2012), and subsequent loyalty and trust (Chandon, Leo, & Philippe, 1997).

Scholars have examined the influence of emotion on the evaluation of customer experiences, and evaluation of service encounters explored customer emotional displays and mood states. However, the examination of how consumptive emotions affect future customer engagement remains unexplored (Blasco-Arcas, Hernandez-Ortega, & Jimenez-Martinez, 2016).

Based on appraisal theory of emotions, this study aimed to understand the role of emotions in the short service encounter (SSE) on future customer emotional engagement and the long-term relational outcome of trust through an integrated model.

Methods

The study used a structured intercept survey in a hotel resort check-in area (Zikmund et al., 2010). Guests at four mega-resorts of different market segments participated immediately after check-in. Trained student researchers, from a well-known university conducted the study using ipads and Qualtrics online survey application. Out of 429 respondents who started the survey, 327 finished, yielding a 76.22% response rate. To test the hypotheses, moderated-moderated mediation (model 12 of PROCESS macro) was used.

Results/Discussion/Implication

This study examined the role of emotions in SSEs through appraisal theory. Positive customer emotion following the check-in SSE increased customer inclination to re-engage the service employees. Results also supported SSE research within the customer experience journey (Halvorsrud, Kvale, & Følstad, 2016) that emphasized the customer-employee relationship's influence on both satisfaction and loyalty (Bujisic, Wu, Mattila, & Bilgihan, 2014). Moreover, emotion was positively related to the interaction of a-priori loyalty and satisfaction. However, emotion was negatively related to a-priori loyalty, emphasizing the importance of customer satisfaction with the SSE. Emotional engagement fully mediated the relationship between a-priori loyalty and trust, through moderating interactions of emotion and satisfaction, affirming earlier studies (Vivek, Beatty, & Morgan, 2012).

This study contributes to the theoretical development of SSE in the hospitality industry, and extends the appraisal theory of emotions with the a-priori condition of pre-arrival loyalty that influences how customers experience emotions at check-in. From a managerial perspective, the results of the study highlight the importance of the check in experience as a gateway service encounter.

References are available upon request

#99 AN EMPIRICAL EXAMINATION OF THE IMPACT OF ENVIRONMENTAL MANAGEMENT ON FIRM PERFORMANCE IN THE U.S. LODGING INDUSTRY

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Introduction

The growth of environmental awareness has led to the implementation of various green initiatives to slow down environmental degradation (Ho et al., 2013). With the concern about the environment, many executives in the industries that caused direct pollution to the environment began thinking about the necessity of environmental management.

Among the factors that influence environmental issues, buildings have played an important role since buildings account for nearly 40 percent of global energy consumption (U.S EIA, 2011). Therefore, there has been a significant stimulus for green buildings in the past decade (Sah et al., 2013). The real estate industry sector is of particular interest as buildings play a significant role in affecting the environment. One of the significant accelerations for environmental management among REITs can be represented by environmental certifications on their properties. Energy Star label and Leadership in Energy and Environmental Design (LEED) certification are nationally recognized certifications and have significantly contributed to sustainable building construction and management (Simons et al., 2014). However, due to some specific requirements for these certificates, a green movement adopting these certifications often comes with high costs and time-consuming efforts.

In this regard, identifying the relationship between environmental management and financial performance has gained importance. The current study is to analyze the impact of environmental management on firms' performance, providing insights into the net benefits of green properties in the lodging REITs context. This study also hypothesizes that board independence, the proportion of outside board members, moderates this relationship based on resource dependence theory (Pfeffer & Salancik, 2003).

Methods

This study will use the green building certification data from the US Green Building Council's (USGBC) and the Environmental Protection Agency (EPA). This study will use an annual financial and property-level data available in the SNL REIT and COMPUSTAT database.

The current study will employ Tobin's q (Q) and return on asset (ROA) as dependent variables to examine a lodging REIT's value performance and profitability. Besides, this study constructs a dynamic indicator called "portfolio greenness" as an independent variable, which represents a proxy for environmental management of each firm in a particular year. The current study includes board independence as a moderating variable and considers three control variables in the model: firm size, firm age, and leverage.

Results/Discussion/Implication

Based on the increasing significance of sustainability, the current study aims to fill the gap by examining the impact of environmental management in the context of sustainability on the firm performance in the lodging REITs context. With the case of REITs, the expected findings suggest that a firm's environmental management represents a worthwhile strategy when combined with an appropriate level of board independence

#100 THE IMPACT OF MACRO ENVIRONMENTS ON SME OWNERS' FINANCING DECISIONS IN THE RESTAURANT INDUSTRY

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Introduction

Small and medium sized enterprises (SMEs) play an important role in the growth of various industries (Zettelmeyer, 2006). The hospitality sector is not an exception to this phenomenon. (Jessica Hwang & Lockwood, 2006). Access to capital is regarded as one of the most critical concerns for determining the survival and success of SMEs. Due to the fierce competition within markets and high operational risks from external economic factors, hospitality SME owners and managers have to make prudent business decisions to effectively react to business environments (Singal, 2015). While entrepreneurship research has investigated the influence of macro environments on entrepreneurship activities including financing decisions (Stenholm et al., 2013; Grilo & Thurik, 2005), financing decisions of hospitality SME owners affected by macro environments remain understudied (Sharma, 2007). Moreover, although SME owners have various sources of financing (Berger & Udell, 2006), previous SME researchers have mainly focused on the access to formal credit, such as bank credit (Cole & Dietrich, 2017; Degryse et al., 2018) with limited focus on other financing sources including informal credit, such as family members and friends (Sharma, 2006).

Therefore, the purpose of this study is to examine the relationship between macro business environments and financing decisions of hospitality SME owners, specifically in the restaurant context where SMEs are prevalent. In specific, the current study explores the impact of macro business environments on formal and informal credit. This study grounds this investigation in agency theory that explain how information asymmetry between SMEs and lenders might influence SMEs' financing decisions.

Methods

This study conducted multinomial logistic regressions to analyze the data from the Global Entrepreneurship Monitor (GEM) and the World Bank. This study obtained 1,033 observations from 37 countries for the main analyses. In the main analyses, the models include variables of financial infrastructure, tax regulations, and institutional development, controlling the effects of firm characteristics and countries' macro-economic attributes.

Results/Discussion/Implication

The results indicated that financial infrastructure and tax regulations could significantly increase the odds of choosing formal credits and decrease the odds of choosing informal credits. Given that this is the first attempt to examine the SMEs' financing decisions incorporating both formal and informal financing, findings of the current study contribute to the extant literature by extending the understanding of the impact of macro business environments on financing decisions of SMEs in the restaurant industry through the lens of the agency theory. Furthermore, results of this study also provide meaningful implications to industry practitioners and inform policy decisions that will ensure SMEs' financial sustainability and success.

References are available upon request

#101 INVESTIGATING SIGNIFICANT FACTORS INFLUENCING SNOWBIRDS' INTENTION TO RESIDE IN SANYA, CHINA

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Introduction

Seasonal mobility has been a popular phenomenon in China (Salazar & Zhang, 2013; Wu et al., 2018). It is one of the options for Chinese senior citizens to improve their quality of life while aging (Kou et al., 2018). Senior citizens that move seasonally are referred to as snowbirds because they move from northern cities to southern coastal cities to pursue warmer weather and natural environments during the winter and then return to their hometown when summer comes (King et al., 2000).

As Kuang and Huang (2016) pointed out, many Chinese senior citizens choose Sanya as their snowbird destination. Sanya, the southernmost prefecture-level city of Hainan Province in Southeast China is known as "China's Florida". Sanya is considered the most famous and largest snowbird destination in China not only because of its warmer climate, coastal environment, and well-equipped infrastructures, but also because of its beneficial policy. A friendly policy was enacted to ease the barriers of the static Household Registration System (HRS) which classifies each Chinese as a rural or an urban resident, confines population mobility, and determines qualifications for local benefits and welfare. Thus, snowbirds can receive benefits from local services and welfare agencies. Sanya is one of the first cities in China to implement this policy for snowbirds (Kou et al., 2018; Hainan Province CPPCC, 2019). According to Moon and Han (2018), destination attributes have a positive relationship with tourist experiences and their intention for a longer stay at a destination. Therefore, the purpose of this study is to examine how destination attributes and the reformed HRS influence snowbirds' well-being and their intention to reside in Sanya.

Methods

This is a quantitative research study that intends to use the probabilistic sampling method to survey 400 snowbirds in Sanya snowbirds' communities from February to March in 2020. The Elderly Association of "Snowbirds" in Sanya is helping deliver questionnaires to snowbirds. The questionnaires are measured by using a seven-point Likert scale and are translated from an English version to Chinese. In order to examine each factor's reliability and validity, confirmatory factor analysis (CFA) will be utilized. A structural equation model (SEM) will be applied to test the relationships of each measurement item.

Implication

The significance of this study is to improve living experiences of snowbirds in Sanya and to ease problems of the aging population in China. In addition, this research is one of the few studies pertaining to the effect of the reformed HRS on Chinese snowbirds' intention to reside in Sanya. This can not only provide managerial implications for local governments, policy makers, and other stakeholders to enhance better services for snowbirds but also propose theoretical implications for future study. Sanya can also be a model for other snowbird destinations in China on how to attract and retain snowbirds through destination attributes and ease barriers of the current HRS.

#102 I WANT TO GO TO HEAVEN, BUT I DO NOT WANT TO DIE NEGATIVE ONLINE REVIEWS OF UTILIZING HOTEL GREEN PRACTICES AND ITS IMPACT ON CONSUMERS PURCHASE INTENTION

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Introduction

The Internet world provides a large amount of information for potential travelers for their pre-trip, during the trip, and after travel decisions (Liu & Park, 2015). One of the main types of data is User Generated Content (UGC), which includes comments, consumer profiles, and photographs that are created and posted by consumers that already traveled to a place (Blackshaw & Nazzaro, 2006). Based on the intangible characteristics of hospitality and travel services, many prospective travelers rely profoundly on suggestions and information from content generated by other tourists, especially when planning travels to an unknown place or one that is a high-risk destination (Cox, Burgess, Sellitto, & Buultjens, 2009; Litvin, Goldsmith, & Pan, 2008).

A green hotel is an environmentally friendly place that follows green practices standards (Han, Hsu, & Sheu, 2010). Based on Rahman, Reynolds, and Svaren (2012), green hotels are eco-friendly and run in a way that reduces waste, improves environmental well-being, and saves energy.

Green hotels are the ultimate trend for buyers to decrease polluting emissions in the tourism and hospitality industry (Siti-Nabiha, George, Wahid, Amran, Mahadi, & Abustan, 2014). Though all consumers are not familiar with the benefits and the mechanisms of green hotels, most consumers have heard about green hotels. When consumers are traveling, non-green hotels are their first option, because they do not have much information about green hotels (Choi, Jang, & Kandampully, 2015). However, green practices may also evoke consumer complaints (Yu et al, 2017). Based on signal theory (Morris, 1987), the purpose of this study is to investigate the impact of negative green comments and their impacts on consumer attitudes and purchase intentions.

Methods

For testing the research model, an online questionnaire will be distributed among a sample of guests who their age range is more than 18 years old. Participants should have experienced staying in a hotel in the past 12 months. Four scenarios will be developed. Followed by the demographic questions. The data will be analyzed using an analysis of variances (ANOVA) and Structural Equation Modeling.

Results/Discussion/Implication

Knowing the impact of hospitality and tourism online review (HTOR) in this industry is crucial since there is plenty of information in the tourism industry. This research is different from other studies since we focused on the role of technology (website and its characteristics), its usage, and its impact on a consumer's decision to display signals in different scenarios. The results can contribute hotel managers to present better responses, meanwhile encouraging the consumers to purchase from the hotel more by providing other signals (such as photo(s) from the guest or other guests to mitigate the impact of negative green comments.

#103 TOURISTS' SELF-EVALUATION OF ENVIRONMENTALLY SUSTAINABLE BEHAVIORS IN THE CARIBBEAN ISLANDS

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Introduction

In the light of increased threats to the environment, destinations are presented with the necessity of designing and implementing environmentally sustainable tourism practices (Ngo, Lohmann, & Hales, 2018). The environmental quality influences tourists' choices of a destination (Braun et al., 1999), and impacts their revisit intentions (Sadat & Chang, 2016). Tourists themselves are an important stakeholder for achieving sustainable tourism (Byrd, 2007).

Exploring tourists' perceptions of tourism impacts serves as a starting point for engaging them to reflect on their behavior and act to minimize their negative impacts in the environment (Burns & Howard, 2003; Diamantopoulou & Voudouris, 2008). Understanding tourists' perceptions of their own impacts can help destinations to design tailored proactive environment-focused management strategies (Zhang & Buhalis, 2018). These strategies can help the tourists lower their ecological footprint in the destination (Zhang, 2017). The purpose of this study was to investigate tourists' types and the association with their reported environmentally sustainable behaviors. The Caribbean islands were selected as the macro destination of interest due to the high dependency on tourism activities (Séraphin, 2018).

Methods

A self-administered web survey design was employed. The population for this study were U.S. residents, who have vacationed in any of Caribbean islands in the last two years. Three scales were used that complement each other in the overall understanding of tourists' environmentally sustainable behavior: 1) the environmentally friendly tourism behavior (EFTB) scale (Song et al., 2012), 2) the tourism citizenship behavior (TCB) scale (Liu & Tsaur, 2014), and 3) the pro environmental index (PEI) (Bissing-Olson et al., 2016). The categories of environmentally sustainable tourists were adopted from Puhakka (2011) study: environmentally responsible tourists, environmentally concerned tourists, environmentally aware tourists, and environmentally unconcerned tourists. Multi-line measures were rated on a 5-point Likert scale with response categories ranging from strongly disagree (1) to strongly agree (5). A total of 403 valid responses was collected through Amazon Mechanical Turk (MTurk) platform. Chi-squared (χ^2) test was used to analyze the data.

Results/Discussion/Implication

Results from chi square test revealed association between types of tourists and environmental behavioral scales tested in this study respectively: environmentally friendly/sustainable tourism behaviors, χ^2 (12, N = 403) = 96.09, $p <0.001$, tourism citizenship behaviors, χ^2 (12, N = 403) =80.07, $p <0.001$, and pro-environmental index, χ^2 (6, N = 398) = 29.639, $p <0.001$. The findings of this study can provide insights to Caribbean Island and comparable destinations on tourists' types and their reported environmentally sustainable behaviors. Also, the findings of this study can be utilized to design tailored engagement-strategies for tourists based on their association with environmentally sustainable behaviors.

References are available upon request

#104 RETHINKING THE CUSTOMER EXPERIENCE: AN EMPIRICAL COMPARISON OF AIRBNB AND HOTELS

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Introduction

Emerging as a disruptive innovation, Airbnb has now become as the hotel industry's largest competitor (Mody, Suess, & Lehto, 2017) and is taking more and more market share from hotels (Airbnb & Hotel Performance, 2019; Mody & Hanks, 2019; Mody et al., 2019). For consumers, Airbnb is attractive because it offers lower prices, better accessibility, greater flexibility, and ease of use, which stimulate customers' utilitarian emotions (Lee & Kim, 2018; Tussyadiah & Pesonen, 2016; Prebensen & Rosengren, 2016). Airbnb also provides transparency and interactive communication opportunities between customers and hosts (Lin, Fan, Zhang, & Lau, 2019; Lyu, Li, & Law, 2018). These social interactions and unique experiences appeal to customers "hedonic emotions" (Lee & Kim, 2018). The social and economic appeals of this new phenomenon have an apparent impact on destinations (Tussyadiah & Pesonen, 2016). Customer experiences with Airbnb represent a central factor to evaluate a destination (Mody et al., 2017; Shi et al., 2019) and has been found to lead to customer satisfaction and loyalty with the overall trips and the destinations (Crosby & Johnson, 2007; Voss, Spangenberg, & Grohmann, 2003; Yang, Tan, & Li, 2019), constituting a powerful driver of future behavioral intentions such as attachment and loyalty toward destinations and brands (Crosby & Johnson, 2007; Yuksel, Yuskel, & Bilim, 2010). However, existing research has paid little attention to the mechanisms that link customers' Airbnb experiences to their attachment to a destination and a brand (McIntosh & Siggs, 2005).

Methods

Based on the proposed hypotheses, the target population included adult customers (i.e. individuals over the age of 18) who had stayed with an Airbnb or a hotel during their most recent trips in the United States in the past six months. A survey was designed to measure all the variables. To ensure the reliability and validity, all items were adopted from existing literature and modified to suit this study. All the items were measured on a 7-point Likert scale.

Results/Discussion/Implication

After dropping multiple items, the results of the first-order CFA, second-order CFA and SEM indicated a moderate model fit for both Airbnb and hotel samples. Consistent with previous studies (Song et al., 2015; Su et al., 2016), results of this study show that customer experience has a positive effect on their emotions. It should be noted that this study is amongst the first to assess the influence of the four customer experience dimensions on customer positive emotions.

Although the current study provides an understanding of the relationship between experience and emotions, future research should seek to assess any potential influence on negative emotions. This study is also the first to model customers' lodging experience and their attachment toward brands and destinations. This study also provides significant practical implications. Airbnb and hotel providers should keep focusing on creating comfortable, clean, and attractive lodging attributes, along with providing personalized services and access to unique local community and cultures.

#105 ARE SAN FRANCISCO CONSUMER'S MORE OPEN MINDED WHEN IT COMES TO NICHE ALCOHOLC OFFERINGS?

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Introduction

Sake roots are embedded in Japanese culture and customs, with the rise of tourism and travel, consumers have taken an interest in the rice wine. An increase in Japan's sake exporting sales to countries such as; Hong Kong, Korea, Taiwan, and The United States (USA), has highlighted the impact it holds in the alcoholic world ("Sake Exports Sparkle, Setting New Record in 2018," 2019). USA is responsible for almost 30% of all sake export shipments making the nation the top importer of Japanese sake and yielded ¥6.313 billion in sales during 2018 (Kim, 2019). Companies in California such as Tippsy Sake have launched an online sake delivery service to exploit the growing demand for Japanese sake (Hirano, 2019). San Francisco, California, USA (SF) is one of the most culturally diverse cities in the world and alcoholic beverages are no exception in terms of assortment. SF is a Japanese American hub which allows for easier influence of the SF sake market (U.S. Census, 2010). California has established itself to be above the US average when it comes to accepting cultures, as economies generally fare better when they openly embrace new ideas. The state has 5 cities out of the top 30 listed in Wallet-hub Most Diverse Cities in the United States with metrics relating to socioeconomic diversity, cultural diversity, and economic diversity (Adam McCann, 2019).

Methods

This study looks to compare F&B hotel consumers for Japanese sake in Hong Kong, S.A.R. (Hong Kong) and SF. The questionnaire was designed to ask guests in the lobby restaurant about the drinking habits, drinking preferences, to assess three sakes (one sake was sampled twice), and to gather demographic information. Measurement items were taken from a previous study (Song, Gartner, & Marlowe, 2016) and adapted after consultation with two Sake Samurais, a title given by the Japan Sake Brewers Association Japanese for ambassadors of sake to only about 70 persons in the world.

Respondents first answered their tasting habits and preferences prior to the tasting. Respondents were given a card that stated that sake 1 and sake 2 are to be tasted without any information (blind). For, Sake 3 and sake 4 respondents were given the name of sake, producer, type of sake, type of rice used, the rice polishing rate, alcohol percentage and a tasting note provided by the sake brewer. Respondents were unaware that sake 2 and sake 4 were the same sake.

Results/Discussion/Implication

The SF sample will be collected in an upscale hotel comparable to the hotel in Hong Kong in October 2019. SPSS 25® will be used for analysis. T-test difference testing will be used comparing the measurement items between samples. In addition, regression analysis will be used for the two samples and hypothesis testing will be used comparing the two regression coefficients. The results will help to explain to both hotel markets how to better market sake beverages to their consumers and how to change their tactics for different consumers.

#106 DRIVERS OF CUSTOMER ENGAGEMENT IN TRAVEL VLOGS

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Introduction

Real-life stories are influential in people's decision-making. Nearly half of the travel subscriptions are to vlogs (video blogs) that feature personal travel experiences (Crowel, Gribben, & Loo, 2014). Travel vlogs, as the most popular type of travel videos watched on YouTube (Henderson, 2018), have garnered increasing public interest in recent years. Different from other forms of travel marketing, travel vlogs receive four times more social engagement from the audience (Crowel et al., 2014). Prior research has identified that online travel videos can provide mental pleasure to viewers (Tussyadiah & Fesenmaier, 2009) and inspire them to travel (Lodha & Philip, 2019). However, it remains less understood on why and how users participate and consume information on various travel vlog websites (Khan, 2017). Thus, the objectives of this research are to examine (1) audiences' assessments of the functional (information acquisition, vlogger-viewer' congruence) and experiential (entertainment, inspiration, and escapism) aspects of their experiences with travel vlogs and (2) their impact on audiences' engagement in travel vlogs and travel behavioral intentions.

Proposed Methods

Approximately 450 travel vlog audiences (anyone at or over 18 and have viewed travel vlogs in the past 12 months) have been recruited through Amazon Mechanical Turk (MTurk) and instructed to fill out an online survey. Established measurement scales from prior literature were adopted to measure information acquisition (4 items; Khan, 2017; Narangajavana, 2017), vloggers-viewers' congruence (4 items; Ahn, Ekinci, & Li, 2013), entertainment (4 items; Khan, 2017; Loureiro, 2014), inspiration (3 items; Tussyadiah, 2009), and escapism (5 items; Boo & Busser, 2018; Marasco et al., 2018). Online customer engagement was measured by customers' actions (Khan, 2017) including "liking" (2 items; Hausman, Kabadayi, & Price, 2014), "commenting" (3 items; Hausman et al.; Nikou, Mezei, & Brännback, 2018), and "sharing" (3 items; Chu & Kim, 2011). Travel behavioral intention was measured by 4 items adopted from Mohammed Abubakar (2016) including "I will visit this destination in the vlog"; "I would visit the destination in the vlog rather than other tourist destinations"; "If I could take a vacation, I will visit the destination in the vlog"; and "I am interested in visiting the destination in the vlog". Seven-point Likert Scales were used (from 1 = strongly disagree to 7 = strongly agree). Multiple regression analysis will be performed to analyze data.

Expected Contributions

The growing popularity of travel vlogs present both researchers and practitioners in tourism and hospitality industry with opportunities and challenges to grasp the drivers of consumer engagement in this novel marketing channel. Theoretically, this research will extend the literature on customer engagement, information technology, and marketing, by applying them to the context of travel vlogs. Practically, findings of this research will provide valuable guidance to travel vloggers, micro-celebrities, and destination marketers.

#107 DO EMPLOYEE ASSISTANCE PROGRAMS REALLY ASSIST: AN EXPLORATORY STUDY OF HOSPITALITY EMPLOYEES

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Abstract

Hospitality employees report high levels of burnout, emotional labor, and job stress which have been linked to the industry's high turnover rate. Employee wellness or employee assistance programs (EAPs) are commonly used as a human resource tool to assist employees with behavioral health issues, personal concerns, and work-related problems. This study will use an exploratory sequential mixed-methods design to test the relationship between EAPs and job stress, emotional labor, and burnout among hospitality industry employees. The first phase will consist of semi-structured interviews with hospitality workers about their experiences with EAPs. The results will then be used to quantitatively analyze the relationship between EAPs and burnout, emotional labor, and job stress among hospitality industry employees. Based on the findings, recommendations can be made to better tailor elements of EAPs to meet the needs of hospitality employees.

#108 RESCUING THE UNUSUAL: CONSUMER PERCEPTION AND ACCEPTANCE OF UNFAMILIAR FOODS

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Introduction

The restaurant industry has faced growing customer demands for sustainable food production and consumption practices in recent years (Filimonau, Lemmer, Marshall, & Bejjani, 2017). Although some progress has been made in an attempt to supply and consume food more sustainably, there is a wide range of problem areas in the hospitality industry that need more restauranteurs' attention (Gössling, Garrod, Aall, Hille, & Peeters, 2011). Among many, one of the major problems is related to animal-based meat consumption, which comes with significant environmental impact (Mekonnen & Hoekstra, 2012). Not to mention, only half of the slaughtered animal weight is considered marketable meat (e.g., steaks and chops) (Mullen et al., 2017). At the core of this problem, there is customers' rejection of unfamiliar food such as variety meats. Although restauranteurs hope to incorporate variety meats in the menu, considering customer rejection and sales, adopting these ingredients is still challenging (Estabrook, 2011; Schaefer & Arp, 2017).

Humans are naturally cautious about unfamiliar foods (Rozin & Vollmecke, 1986), referred as neophobia (Raudenbush & Frank, 1999), and this risk perception negatively impacts willingness to try new food products (Siegrist, 2008; Baker, Shin, & Kim, 2016). However, persuasion and information processing theories explain that customers would try unfamiliar food products, if product information is strategically described (Baker et al., 2016) and communicated. In the restaurant setting, customers receive product information in three ways – external, interpersonal, and experiential (Keaveney & Parthasarathy, 2001).

Methods

This study will be operationalized in the context of diners' perception of and willingness to try unfamiliar menu items. Key service factors that show persuasive effects from external, interpersonal, and experiential information sources will be identified through interviews with twenty professional chefs and restauranteurs, with over ten years of experience (Horng, Liu, Chou, & Tsai, 2013; Yoo, 2018). These industry experts will be invited to share their experience of persuading customers to try unfamiliar foods. Service factors that contributed to successful sales will be identified and categorized under different information sources. With these results and under the guidance of persuasion theory, consumer-based experimental design studies will be conducted to identify the types of information source that can impact customers' willingness to try, and intention to purchase unusual menu items at restaurants.

Results/Discussion/Implication

This study aims to propose meaningful customer persuasion strategies via different information sources, to increase variety meat-based menu sales for restaurateurs. To fulfill the goal of this research, expert interviews will be conducted and key persuasive service factors will be identified. From their experience of persuading customers to try unusual foods, insights about how to alleviate new food aversion will be obtained. In sum, this study explores the importance of persuasive tactics that restauranteurs can use to promote innovative and unfamiliar foods. The study also aims to add to the hospitality literature gap of consumer attitude towards unusual but sustainable food sources.

#109 THE IMPACT OF INTERACTIVE MOBILE APPLICATIONS ON GUESTS' INTENTION TO USE IN HOTELS

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Introduction

Along with the rapid growth of advanced mobile technology, interactive mobile applications have been receiving more attention. Dick and Burrill (2016) defined interactive technology as a "two-way flow of information through an interface between the user and the technology." In the context of hotels using two-way communication, interactive mobile applications can be explained that hotel technology or operators consistently connects with their guests during their stay to provide a quality service conveniently using mobile applications. While one-way communication of mobile applications is limited to collecting information scattered on mobile web browser or mobile applications, two-way communication continuously offers personal and customized outcomes of a certain request to the guests during their hotel stay (e.g., entering guest rooms without a physical room key, checking-in/out, requesting amenities by sending a message). Since interactive mobile applications are created to utilize transactions and increase the quality of consumer experience in hotels, it provides an interesting development of technology amenities to the guests when they stay at hotels (Zhu & Morosan, 2014).

There have been, however, insufficient studies to find the impact of interactive mobile technology in the lodging industry in spite of its popularity and importance. This study aims to explore the importance of offering interactive service using mobile devices for hotel guests. Hotel operators have to be aware of the use of interactive mobile applications in order to attract hotel consumers with innovative strategies. Thus, the objectives of this study are to comprehend 1) hotel guests' expectations and perceptions of interactive mobile applications used specifically during their stay, and 2) antecedents of consumers' intention to use them.

Methods

The current study is conducted using quantitative methods. All the questions measuring the five variables are developed using the online survey software. The pilot test is employed in order to check clarity and efficacy. Qualified sample will be people who stayed in a hotel at least once within the past 12 months in the United States.

The data will be analyzed by the Confirmatory Factor Analysis (CFA) in order to identify underlying factors among the variables. Moreover, structural equation modeling will be performed in order to evaluate causal relationships among the five variables.

Results/Discussion/Implication

Results of the study will be expected to 1) identify hotel guests' perceptions (usefulness, ease of use, enjoyment) using interactive mobile applications, and 2) consumers' intention to use the applications. Overall, exploring interactive mobile applications will make a great contribution for driving guest loyalty and optimize the time providing quality services. By examining attitudes and behavioral intentions to use the applications, the results will encourage hotel operators to build competitive advantages for their business.

References are available upon request

#110 KEY PERFORMANCE INDICATORS IN NASHVILLE HOTELS: MANAGEMENT CHOICES AND COMPANY PROFILES.

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Introduction

"Nashville is known as the 'Songwriting Capital of the World', songwriters from all over the world come to Music city to learn the art and share their passion of songwriting" (Nashville Convention & Visitors Corp., 2019). The increase in tourism and business-related activities in the past few decades have resulted in the growth of national and international hotel chains in Nashville (Nashville Convention & Visitors Corp., 2019).There is an increase in competition, and to adopt a strategy general manager's need to measure their hotel performance based on performance indicators namely occupancy% ADR and RevPAR to maintain the competitive edge (STR, 2019).

Major hotel chains refer to STR (Smith Travel Research) reports, to compare with other hotel chains, occupancy and RevPAR %, and are used as a benchmark (Assaff & Magnini, 2012).

After analyzing the data from Smith Travel Research reports (STR, 2019), it was found that in Nashville, the OCC (occupancy), ADR (average daily rate) and RevPAR (revenue per available room) % changes are decreasing steadily from 2015 till 2018 at 2.20%. Furthermore, RevPAR was at its highest peak at 18.40% in 2014 but from 2014-2018, there was a fall in RevPAR growth.

The purpose of this research is to understand if general managers in Nashville will accept innovative performance measures, and the non- monetary measures of performance which have unique value and strengths, which are not measured using the traditional performance indicators.

Methods

The first stage of the research was to conduct a thorough market study using STR reports. The second stage of the research is to answer questions regarding what are the alternative performance evaluations used by general managers for performance evaluations? What decisions do general managers make based on financial and non-financial indicators?

The second stage will involve taking a web-based surveys of general managers from various hotels in Nashville. A follow up face- to- face interview with the general managers will provide an in-depth analysis to the responses provided in the web-based survey. The questionnaire will ask about the frequency of using the report which provide data related to KPI's, and the action taken when their expectation does not match the numbers reported. The adoption or ideas of new performance measures will be identified from the general manager interviews and will be used for data analysis.

Results/Discussion/Implication

The results of the first stage suggest that total number of properties in the Nashville submarkets are divided into six, the largest submarket is Nashville Airport at 21.60%. Nashville has a great supply of upper midscale at 30.81% of hotel properties. The OCC, ADR and RevPAR % changes are decreasing steadily from 2015 till 2018 at 2.20% (STR, 2019). Saturday and Sunday outperform other days in terms of OCC, ADR and RevPAR due to music festivals. It is recommended to capitalize on this market during peak season. However, during slower weekdays, adjust rates accordingly as many food and wine festivals are held during the week. Nashville Convention and Visitors corporation are working to increase curious tourists from Europe to Nashville.

References are available upon request

#111 "SHOULD I SPOIL MYSELF WITH A DESSERT?" THE INFLUENCE OF SERVERS' USE OF VERBIAGE ON CUSTOMERS' FOOD CHOICES AT FINE-DINING RESTAURANTS

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Introduction

Healthy lifestyle choices and nutrition awareness have become increasingly widespread over the course of the past few decades (National Restaurant Association, 2019). According to World Health Organization; following a balanced, nutritionally rich and additive-free diet promotes high energy levels as well as a prolonged healthy life (World Health Organization, 2018). The prevalence of health-consciousness yielded positive responses from consumers and more individuals started to watch their diets in order to maintain and/or enhance their health statuses and lose weight (Loebnitz & Grunert, 2018; National Restaurant Association, 2019).

Fine-dining restaurant settings provide restaurateurs with numerous options to customize the service experience due to the engaging nature of the environment (Harrington et al., 2011). Customers tend to "linger" in luxurious settings more than they normally do in other types of settings, due to the hedonic value of the experience (Sulek & Hensley, 2004; Yang & Mattila, 2016) and the uniqueness of the service being provided (Prahalad & Ramaswamy, 2004). Under such promising circumstances, restaurateurs can take advantage of the specialty items (i.e. specialty desserts) since the perceived luxury value of specialty offerings at fine-dining restaurants is not negligible (Chen & Peng, 2018).

Accordingly, the current study seeks to explore the effects of (a) the social interaction (solo versus non/solo), (b) the nature of the visit (business versus leisure), (c) servers' use of verbiage (tasty versus healthy framing) when promoting a specialty dessert and (d) customers' dietary goals on customers' willingness to order in fine-dining restaurant settings. Implications are included in the following sections.

Methods

The present study will employ 2 (social interaction: solo vs. non/solo) x 2 (nature of the visit: business vs. leisure) x 2 (server's use of verbiage: tasty framing vs. healthy framing) between-subjects, scenario based quasi-experimental design. Eight distinct scenarios that take place in fine-dining restaurant settings will be developed in order to examine their effects on the dependent variable. In order to distinguish the guests, a screening question (with yes/no option) "Are you currently on a diet that requires calorie restriction?" will be provided in the beginning of the survey.

Results/Discussion/Implication

The current study anticipates to provide significant managerial implications that will guide practitioners to adjust their "think on your feet" marketing strategies for their specialties depending on various circumstantial factors. From theoretical implications standpoint; the current study expects to contribute to the solo vs. non/solo, business vs. leisure and consumer well-being literature by specifically focusing on fine-dining restaurant settings.

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#112 "MISBEHAVING NEIGHBORS": THE GUEST REACTIONS TO OTHER-CUSTOMER RELATED INCIDENTS AND THE ROLE OF GENUINE EMPLOYEE STANCE IN BUILDING CUSTOMER CITIZENSHIP BEHAVIOR AND REPEAT PATRONAGE INTENTIONS"

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Introduction

The nature of the product and service consumption in the hospitality industry oftentimes involves interactions with others. Customers who "co-consume" with strangers are susceptible to encounter situations that generate a displeasing atmosphere within the environment (Miao, 2014). Previous studies have shown that customers have tendency to consider other-customer related disruptive incidents service failures, hold the organization accountable and expect compensation for the recovery from their unsatisfactory experiences (Huang, 2008).

Previous studies focused on underlying aspects of other guest-related service failures and subsequent guest responses based on various notions such as intrapersonal and interpersonal qualities (Wei et al., 2012), service recovery expectations (Hess et al., 2003), cultural differences (Mueller et al., 2003), severity of failure (McQuilken & Robertson, 2011) and perceived fairness of various compensation types (Shin et al., 2018) in order to examine consequent customer behaviors.

The current study focuses on disruptive incidents caused by other customers, combining three distinct factors (severity level of the incident, focal customer involvement and employee stance) and raises the following research questions: (a) In the event of a disruptive, other customer-related incident, how do assorted combinations of incident severity level (major vs. minor), focal customer involvement (direct vs. indirect) and employee response type (genuine vs. scripted) affect customer citizenship behavior and repeat patronage intentions and (b) how significantly does customer forgiveness mediate the relationships among the independent and dependent variables? Implications are included in the following sections.

Methods

The present study will employ 2 (incident severity level: major vs. minor) x 2 (focal customer involvement: direct vs. indirect) x 2 (employee response type: genuine vs. scripted) scenario based, between-subjects experimental design. Restaurant setting is found to be proper for this study due to its representative hospitality business related features. Manipulation checks will be employed in order to assess the validity of the scenarios and the most reliable scenarios will be utilized in the study according to the results of two-way analysis of variance (ANOVA) procedure.

Results/Discussion/Implication

The current study anticipates to provide significant managerial implications that will guide practitioners to transform disadvantageous incidents into relationship enhancement opportunities. From theoretical implications standpoint; the current study expects to contribute to the service failure literature by specifically focusing on the severity of the incident, focal guest involvement, employee stance and the mediating effect of customer forgiveness as a result of disruptive behaviors of "neighbors" in hospitality settings.

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#113 PREDICTION OF RESTAURANT HYGIENE SCORE ON YELP: DO EMOTIONAL CONTENT AND LINGUISTIC STYLE MATCHING MATTER?

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Introduction

Online reviews play an important role in the customer's purchasing intention in the restaurant industry (Han & Hyun, 2017). In the restaurant businesses, several platforms (e.g., Yelp and TripAdvisor) provide online review services to both customers and restaurant owners, and in return, businesses develop market insights through comprehending customer behaviors (Gao et al., 2018). Since Jan 2013, Yelp started to make the hygiene score history available on the majority of restaurants through cooperating with City of San Francisco and City of New York to develop the Local Inspector Value-Entry Specification (LIVES). The language feature of textual reviews is addressed in the present study, including emotions and linguistic style matching (LSM). The specific purpose of the research are 1) whether eight emotional dimensions (anger, anticipation, disgust, fear, joy, sadness, surprise, and trust) proposed by Plutchik (1994)'s emotional wheel have positive influence on the prediction of variation of hygiene score 2) whether LSM has a positive influence on the prediction of variation of hygiene score.

Methods

A total 127,656 pieces of customer reviews were collected during April 8 – 14, 2019 on Yelp from five large cities in the US, including Dallas, San Antonio, San Francisco, and San Jose (White, 2019). A majority of restaurants in the five cities have the history of hygiene scores available on Yelp. Independent variables were consisted by LSM score and eight emotional dimensions. Additionally, the present study considered restaurant information including overall rating, total review number, price level, and original hygiene score and UGC factors as control variables. Ordinary leas squares (OLS) was used to conduct the data analysis in the present study by using R 3.6, and textual data pre-processed according to the text mining method developed.

Results/Discussion/Implication

The control variables including restaurant review number (β=0.0007), original hygiene score (β=0.4769), review elapsed days (β=0.0021), and review "useful" voting number (β=0.0631) showed hygiene score prediction, but restaurant overall rating (β=-2.5190), price level (β=-0.9908), customer Elite status (β=-0.3217), and customer rating (β=-0.0863) showed negative effects on hygiene score prediction, while review "funny" and "cool" voting number were not indicated as significant effects in the regression. Eight emotional dimensions embedded in customer review contents on the hygiene score prediction, five out of eight emotions showed significant effects. Two emotions including fear (β=0.2131) and trust (β=0.0752) showed positive effects on hygiene score prediction; while three emotions including anticipation (β=-0.0437), disgust (β=-0.0609), and surprise (β=-0.0429) showed negative effects on hygiene score prediction. The three emotional dimensions of anger, joy, and sadness were not proved with significant effect in the regression. The study has academic and practical contributions in the hospitality field since it takes the leading role in academia to investigate restaurant hygiene scores on review websites, and at the same time explores potential factors that have effects on evaluating and predicting hygiene scores of restaurant businesses from customers' perspective.

References are available upon request

#114 WHICH MATTER MOST? A COMPARISON OF THE EFFECT OF MOTIVATORS FOR AIRBNB ON REPURCHASE INTENTION

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Introduction

The rapid growth of Airbnb has attracted the attention of scholars on Airbnb (Dann et al., 2019). There is a growing interest in understanding why guests keep repurchasing from Airbnb (Birinci et al., 2018). Despite the usefulness, the rapid development of the Airbnb literature has three limitations. First, with researchers using different terms to address similar concepts, there is several ambiguities in terminology. Accordingly, researchers have difficulties to communicate their results or conduct meta-analysis of the findings. Second, although it is commonly agreed that guests' repurchase intention was driven by multiple factors (e.g., Guttentag et al., 2018; Ju et al., 2019), it remains unknown which factors matter most to guests' repurchase intention when all factors are considered. Third, although some studies have used structural equation modeling to show that Airbnb motivators are related to satisfaction and repurchase intention (Tussyadish, 2016; Birinci et al., 2018), there is a lack of formal mediation test. To address the above-mentioned problems, this study developed an Airbnb motivators scale based on previous studies, examined the scale validity across two studies, and tested the effect of motivators on repurchase intention via satisfaction.

Methods

A pilot study was conducted to test the validity of the questionnaire with a sample of 78 Airbnb customers who were enrolled in a public university in the Southwestern United States. Principal component analysis provided support to the 13 motivators factors structure. In the main study, we recruited a sample of 729 Airbnb customers through Qualtrics. To ensure the generalizability of the findings, we sampled participants with age and gender distribution similar to the Airbnb users' population (iPROPERTY MANAGEMENT, 2019; Morgan Stanley, 2016). Structure equation modeling and relative weight analysis provided support showing that financial, online review, neighborhood, and technology function were the most important factors affecting guests' repurchase intention.

Discussion

By comparing the total effect of Airbnb motivators on repurchase intention via satisfaction, this study sheds light on the question of "which motivators matter most." The results of the study show that four utilitarian motivators (financial, online review, neighborhood, and technology function) had a total effect on repurchase intention. The findings can provide important practical implications for Airbnb hosts/ investors, who have limited resources and cannot cater to all motivators.

Reference Available Upon Requests

#115 DETERMINANT FACTORS FOR INTERNATIONAL AND NON-INTERNATIONAL STUDENTS AS APPLIED TO THE SCHOOL-TO-WORK TRANSITIONS

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Introduction

As the economy continues to build, unemployment rates for the hospitality industry have steadily declined with the number of job openings outpacing the number of employees (Hcareers, 2018). Human Resources must focus their resources on attracting skilled employees who will deliver excellent customer service and develop programs that keep these individuals with the company for a long-term. Studies show salary is just one of many factors that a potential hire takes into consideration when evaluating their job prospects (HBR, 2019). This encourages companies to effectively communicate their mission, objectives, and values as early on in the recruitment process as possible.

Since both international and non-international students apply for jobs in the hospitality industry, this study was conducted to explore whether these groups place the same level of importance on certain determinant factors during their job search. The study is an attempt to determine the factors that receive the highest consideration by international and non-international students.

Methods

Primary data was collected using survey forms. The survey included demographic information (independent variables) of respondents and dependent variables included hypothetical factors that impact their decision in job selection. Since the sample included more than 30 respondents in each category, the Central Limit Theorem was satisfied. Since the study aimed to make comparison between means from two samples, since the sample size was greater than 30 and the population standard deviation was not known, a Student's t-test was the appropriate method to use.

Results/Discussion/Implication

The results of the study revealed that international and non-international students place the same level of importance on industry segments, opportunity for advancement, company reputation, company size, and work environment when searching for a job. Nevertheless, they seem to perceive differently the following determinant factors: location, salary and benefits, visa sponsorship and workforce diversity when looking for a job. On the other hand, this research finally showed that both international and non-international students seem to have different priorities in the process of job selection since the results indicate that they value certain factors more than others.

This study will help to better understand the student's mindset when in the job selection process. The study serves as a guideline to industry organizations as it gives an insight to the student perspective in the job selection process. Employers can use this information to strategize the recruitment and selection process within their organization to target successful future employers. Hospitality schools' career development departments in the United States can use these findings to direct students toward the proper company.

#116 AT A GLANCE OF CHINA'S MIDDLE CLASS: A COMPARISON BETWEEN LUXURY GOODS AND LUXURY HOTEL SERVICES

Abstract

Today, luxury products are no longer accessible only to the wealthy, as a growing middle class shows that more and more people are materially more comfortable than ever before. This has resulted in a tendency today for people to seek personal happiness and satisfaction via experiences. A consumer revolution has occurred as the number of rich people has grown, with a concomitant increase in the size of the luxury market, which his shown steady expansion since the end of the 1980s. Moreover, the middle classes have increased in number across the developing world. All of these factors have fueled a rise in demand for luxury. In particular, as the middle classes trade up in their purchasing, understanding their desires could be highly profitable. China is a powerful example of all of these trends, and the economic recovery since 2017 demonstrates this. The growing Chinese middle class like to consume luxury goods and services to enhance their social status via conspicuous consumption.

Driven by these latest trends, middle class tourists from source markets in the developing world demand luxury material goods, but this has resulted in luxury becoming less exclusive since so many more people can afford to participate. Furthermore, as consumers' age, there is a shift towards experiences over material goods. It can thus be inferred that individuals show differences in their independent or interdependent self-concepts. The importance of these changes in luxury consumption have drawn notable academic attention, but to date, very little research has been conducted to examine the influences of customer self-concept, the luxury values dimension, and the resulting actions and decisions of luxury consumers. This study seeks to address this area by examining the independent and interdependent self-concept in the context of luxury consumption of goods and hotel services, focusing in particular on the middle classes in China. The aim is to construct a conceptual framework to support an understanding of the influence of the independent and interdependent self-concepts on behavioral intentions in the luxury sector. Given that China is vast and diverse, with the different cities and regions exhibiting contrasting sub-cultures, this research study makes use of data gathered in the following four cities as representatives of different Chinese regions: Beijing, Shanghai, Tianjin, and Chengdu. Prior to the data gathering phase, a pilot study is used to develop a suitable questionnaire. In the data analysis stage, structural equation modelling is used. 3

Keywords: Luxury, Middle class, Chinese, Goods and Hotel Services

#117 EMPLOYEE MOTIVATION IN THE HOSPITALITY INDUSTRY: A CROSS-CULTURAL RESEARCH

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Introduction

Employee behavior is recognized as a strategic tool for improving organizational performance (Kong, Jiang, Chan, & Zhou, 2018). Customer service, in turn, is an issue that is growing in its strategic importance, and employees play an essential role in ensuring its quality. Several researchers argue that employees must be motivated in their daily tasks to improve performance and achieve customer satisfaction (Cai, Huo, Lan, Chen, & Lam, 2019).

Herzberg (1959) argued that there are two groups of motivation factors, named motivators and hygiene. The first is the issues driven by the enjoyment of the job itself, arising from intrinsic conditions. The second factor is motivations that come from outside of the individual, such as money or rewards, extrinsic to the work itself. According to Kovach (1987), sometimes non-monetary incentives are the better choice and relatively cheaper to implement than monetary ones.

The current investigation aimed to execute a comparative study of employee motivation between Brazilian and English hotels. Thus, it was possible to identify differences among six touristic destinations with some similarities, from two different countries, one collectivist (Brazil) and the other individualist (England), according to the research by Hofstede (1980).

Methods

Surveys were distributed to frontline employees from hotels located in Brazil, and England. The six destinations were chosen through a convenience sample. In a population of 277 hotels across both countries, data were collected from 154 hotels (return of 55.6%), 96 from Brazil, and 58 from England. The employee motivation questionnaire had 10 questions on a five-point Likert scale and was replicated from the study of Dipietro et al. (2014). These authors used the model proposed by Kovach (1987). The importance-performance analysis (IPA) was used to examine the data collected.

Results/Discussion/Implication

In Brazilian hotels, intrinsic motivation was the most important for employees, and also the one that obtained the highest difference between importance and performance. It means that Brazilian hoteliers must focus their strategical efforts to improve these motivations. However, for English hotels, intrinsic motivation was the least important and showed no statistical differences between importance and performance. For English hotel employees, extrinsic motivation is the most important as well as most accomplished, highlighted as the best motivation for employees.

This investigation provided theoretical and practical information of great relevance. It is the first paper to conduct a comparative study for hotel employee motivation in Brazil and England. According to Hofstede (1980), Brazil is a collectivist country, whereas England an individualist, which may explain the differences between the results obtained in this research. This study also used a different approach (extrinsic vs. intrinsic) from Kovach's (1987) model to analyze employee motivation.

References are available upon request

#118 THE INFLUENCE OF HIGHER EDUCATION ON THE STUDENT-MANAGER RELATIONSHIP IN THE HOSPITALITY AND TOURISM INDUSTRY

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Introduction

In the lodging industry, many successful managers hold a Bachelor's degree. Thus, some of them might not see the value of a higher degree, and may not especially favor an employee with a higher education such. Hands-on experience might be more taken into account by managers before considering the educational level. While many industries seem to recognize the added value of higher education, its importance is still unclear among hospitality professionals, especially in operations. Many students investing in higher education believe that school will make them grow faster considering the great amount of knowledge that they acquire during their studies. However, a research found that some students experience disappointments because of having higher employment expectation in the hospitality industry compared to the job opportunities they are offered with (Pui-Keung Kong, 2015).

The purpose of this study is to look at whether hospitality students feel that their degree is valued by managers at the workplace. This study will explore how undergraduate and graduate students perceive the level of support given by their manager for pursuing their degree. Also, this research aims to explore how the level of education influences the relationship between students and managers in the hospitality industry.

Methods

This research will be quantitative in nature and conducted thanks to the collection of primary data. A survey will be designed on Google forms. The sample will be composed of both undergraduate and graduate students pursuing a hospitality degree at a university in the Southeast of the United States while working at the same time. This will be an inferiential study having a large sample enough to assume a 5% sampling error. A Student's t-test will be used to compare the means of the two different samples which are undergraduate and graduate students.

Results/Discussion/Implication

The results will indicate whether undergraduate and graduate students have different perception in terms of the interest that their managers put into their education. It will also show how they consider their relationships with their managers. In addition, it will give an idea about how both samples perceive their managers value their education and support them in completing their degree. Another important finding will be whether students believe their managers value more their experience than their educational background. It will also discuss the relationship that undergraduate and graduate students have with their managers, and if their level of education has an impact on it.

This study may serve as a guide to hospitality managers who will discover whether students feel supported to pursue a higher degree while working at the same time. In this way, managers might be more prepared to manage and motivate an employee in a similar situation. This research could also be useful for hospitality students in that it may inform them of potential challenges they may face with their managers while enrolled in a degree, and thus better handle their relationship with their supervisors.

#119 EFFECTS OF TRAVEL VLOGGER'S POPULARITY AND GENDER ON PERCEIVED CREDIBILITY AND USER ENGAGEMENT INTENTION

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Introduction

The social media allows users not only consume and generate online content but also transmit the information to their social network (Malinen, 2018). When a message becomes viral, it can reach to a massive audience without effort. Moreover, due to the excessive amount of online information, consumers tend to rely on number of views and shares to reduce uncertainty (Hill, Troshani, & Chandrasekar, 2017). Therefore, the effectiveness of a social media advertising can be measured by how much it diffuses to online community.

Prior literature indicates that source credibility reduces audience suspicion of information accuracy, enhancing their involvement in communication (Scoble & Israel, 2006). Meanwhile, other studies show that credibility is predicted by source's popularity (Hill et al., 2017) and gender congruence between source and receiver (Hahn & Cummins, 2014). Hence, the study aims to use Uncertainty Reduction Theory to examine the mediating role of perceived credibility towards the vlogger in effects of travel vlogger's popularity and gender on user engagement intention.

Methods

A 2 (high vs. low vlogger's popularity) x 2 (male vs. female vlogger) experiment will be designed to test the hypotheses. In order to manipulate vlogger's gender and popularity, a video of a male and another of a female vlogger with similarly high numbers of subscribers which represents how popular a vlogger is (Hill et al., 2017) will be selected. These two videos will be re-uploaded in other two mock accounts of the male and female vlogger with low number of subscribers. Two vlogs selected will have similar content to eliminate the extraneous effects. A screening question will be asked to see if the vloggers are known by participants, directing them to the appropriate treatment accordingly. A survey with items adopted from studies of Johnson and Kaye (2004) and Tsai and Men (2013) will be provided to participants to examine perceived credibility and engagement intention after video played. Another screening question will be given to ensure participants never watch the video before. A pilot test will be conducted in which the participants will evaluate their perceived popularity of vloggers from the list of "Top 15 travel vloggers on Youtube" (Dave & Deb, 2019). Another pilot test will be also conducted to check the similarity in content of two videos selected. The data will be collected via Amazon Mechanical Turk and analyzed by using SPSS software.

Results/Discussion/Implication

The research finding of mediating role of perceived credibility towards the vlogger in the relationship of travel vlogger's popularity and gender with user engagement intention will explain how a travel vlog is diffused in online community. Another theoretical implication is to apply Uncertainty Reduction Theory in the online tourism context. Practically, exploring the interaction effect of travel vlogger's popularity and gender will suggest better choices of travel vloggers in product endorsing and consumer relation managing.

References are available upon request

#120 RESPONSES WITH EMOTICONS: WARMTH AND COMPETENCE IN LUXURY ACCOMMODATIONS

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Introduction

Emoticons are textual (eg., :)) or pictorial (eg., 😃) non-verbal graphic cues that are used to convey the emotions (Dresner & Herring, 2010; Hsieh &Tseng, 2017). Prior studies identified emoticons as a valuable communication method that benefit personal interaction and enhance enjoyment, playfulness, and information richness (Huang et al., 2008). The use of emoticons has been increasing in workplace communication on platforms like Slack (Litt, 2018). While existing research explored the role of emoticons in personal communication (Derks et al., 2008; Oleszkiewicz et al., 2017), little is known about its use in commercial relationships. To bridge this gap, the current research examines the influence of emoticons on consumers' negative word-of-mouth intentions in the context of management responses to online reviews in luxury accommodations and propose the accommodation choice (Airbnb Luxe vs. Luxury hotel) as a moderator of emoticons effects. We further argue that warmth (competence) is the underlying mechanism explaining these effects.

Method

This study will employ a 2 (Emoticons: with vs. without) × 2 (accommodation choice: Airbnb Luxe vs. Luxury hotel) between-subjects experimental design. First, the participants will be asked to imagine a scenario of receiving a response from the management or the Airbnb host after writing a negative online review about their stay. Next, they will be randomly assigned to one of four experimental conditions, depending on the emotions condition and the accommodation choice condition. Finally, participants will respond to measures capturing their negative word-of-mouth (Sinha & Lu, 2016), warmth (Liu et al., 2018), competence (Liu et al., 2018), manipulation checks and demographics.

Results/Discussion/Implication

We expect to detect a significant 2-way interaction between emoticons and accommodation choice. Specifically, responses to reviews from Airbnb Luxe that contain emoticons will result in lower negative word-of-mouth than the responses without emoticons In contrast, consumers will display lower negative word-of-mouth when receiving online review responses without (vs. with) emoticons from a luxury hotel. Perceived warmth and competence will mediate the impacts of emoticons and accommodation choice on negative word-of-mouth. This research is among the first studies to examine the role of emoticons in management responses to online reviews in the hospitality. The results contribute to customer relationship management literature (Payne & Frow, 2005) by suggesting Airbnb hosts to consider incorporating emoticons in their feedback to reviews to signal warmth, while advising luxury hotels against using the emoticons to signal competence.

References are available upon request

#121 OFF-PREMISE RESTAURANT DINING: THE IMPACTS OF DINING SOCIAL CONTEXT AND SELF-DETERMINATION ON DINERS' INTENTIONS

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Introduction

Today, consumers order restaurant food through carryout and delivery (58%) more frequently than dine-in (43%; Technomic, 2018). In casual dining restaurants, the proliferation of curbside pickup and third-party as well as in-house deliveries is noticeable (Blackiston, 2014; Romeo, 2019). Nevertheless, research has not yet understood when and why consumers would prefer carryout and delivery over dine-in. Thus, this study addresses the question. The social baseline theory (Beckes & Coan, 2011) and the concept of social facilitation (Herman, 2015) suggest that solitary consumers (vs. consumers with dining partners) may prefer off-premise dining due to a stronger convenience seeking tendency in meals. Also, based on the relatively utilitarian consumption orientation (Her & Almanza, 2018) and innate loneliness or boredom of solo meals, we propose that solo (vs. group) diners may show a stronger polychronicity (so-called multitasking) seeking tendency, leading to off-premise dining intentions. Finally, based on the self-determination theory (Ryan & Deci, 2000), we further propose that the differences will be attenuated when solo or group dining decisions are made externally, rather than internally.

Methods

Using a 2 (alone vs. with others) × 2 (self-determined vs. context-determined), between-subjects, experimental design, a scenario-based online survey was created in Qualtrics. A pre-test (n = 80) was conducted to ensure the manipulations and realism. Participants (n = 399) were recruited from an online crowdsourcing platform (Amazon M-Turk) validated for its data quality for consumer studies (Buhrmester, Talaifar, & Gosling, 2018). Four scenarios described a typical working/studying day around mealtime, in which participants order food from a local, casual dining restaurant with both on- and off-premise dining options; either by themselves vs. with others; and either due to their internal desires vs. external contexts. All constructs were measured with 7-point, multiple-item scales modified from the literature (α's > .83). Two-way ANCOVAs and the PROCESS macro (multiple regressions and bootstrapping; Hayes, 2013; model 8) tested the hypothesized interaction effects and the moderated, parallel mediations.

Results/Discussion/Implication

Findings show that, because of solo (vs. group) consumers' stronger pursuit of convenience and polychronicity in meals (p's < .001), solo diners are more likely to select carryout or delivery over dine-in (95% bootstrap confidence intervals not containing zero). Furthermore, the differences between solo and group diners were less salient in the context-determined (vs. self-determined) condition (p's < .01 and significant indices of moderated mediation). The findings enhance the knowledge of the influential role of consumption partners in the decision-making process, and particularly the factors contributing to restaurant diners' off-premise dining decisions. Also, the findings suggest that restauranteurs may boost off-premise business sales considering the convenience needs of solo consumers in their carryout or delivery orders.

References are available upon request

#122 A SMILE SAYS MORE THAN WORDS: HOW ADVERTISEMENTS WITH EMOTICONS MOTIVATE SOLO TRAVELERS'S PATRONAGE INTENTION

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Introduction

Solo consumption has become a trend in the hospitality and tourism industries (Her & Seo, 2018; Waugh, 2019). Although solo travel is on the rise, the existing research lacks understanding of the advertising strategies that can be used to attract solo travelers to patron local businesses. Emoticons are gaining popularity in advertising on websites and social media (Das, Wiener, & Kareklas, 2019). However, the benefits of using emoticons in digital advertisements is not yet clear for hospitality and tourism marketers.

To bridge these gaps, this research proposes a creative advertising strategy of adding emoticons to advertisements that target solo travelers in the digital marketing context. Specifically, we expect that solo travelers will show stronger emotional attachment and patronage intention to the advertised restaurant when they are exposed to an advertisement with (vs. without) emoticons. In contrast, these differences are expected to be mitigated among group travelers.

Methods

A 2 (advertisement type: emoticons vs. control) × 2 (traveler type: solo vs. group) between-subject experimental design will be conducted to test the hypotheses. First, participants will be asked to imagine themselves in a scenario of seeing a pop-up advertisement on their smartphones while searching for a restaurant to dine in during their travels. Participants will be randomly assigned to one of the four experimental conditions. Advertisement type will be manipulated by including (vs. omitting) emoticons, whereas traveler type variable will be manipulated by asking participants to imagine that they are traveling alone (solo travelers) or with friends (group travelers). Next, participants will answer questions capturing their patronage intention (Steinhart, Kamins, Mazursky, & Noy, 2014), emotional attachment (Thomson et al., 2005), demographics, manipulation checks, and scenario realism.

Results/Discussion/Implication

This research expects that an ad with (vs. without) emoticons will elicit higher levels of patronage intention among solo travelers. However, the positive effect of emoticons will not occur among group travelers. Consumers' emotional attachment to the advertised restaurant is expected to be the underlying mechanism explaining why solo travelers respond more favorably to an ad with (vs. without) emoticons. Our work will offer marketers important insights regarding how to attract solo travelers through a digital advertisement with emoticons.

References are available upon request

#123 APPLYING A MIXED-METHODS DESIGN TO UNDERSTAND THE IMPACT OF ARTIFICIAL INTELLIGENCE ON HOTEL EMPLOYEES

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Introduction

Today, artificial intelligence (AI), which is the intelligence demonstrated by machine, is one of the major sources of innovation and rapidly proliferated in various service sections (Rust & Huang, 2014). AI is a growing trend in the hospitality industry. AI can tailor customers' expectations and identify their needs by aggregating data from booking, transactions, satisfaction surveys, or third-party providers (Muthumanicam, 2018). Although AI becomes an inevitable aspect of innovation, it is obviously undeniable that human's jobs are threatened by AI (Huang & Rust, 2018). Thus, it is evident that as AI continues to develop, there will be an impact on the hotel industry and employees (Granger, 2017). Despite the criticality of AI technologies in the hospitality industry, little research has focused on the impact of AI in the hotel context. For these reasons, this study applies the theory of job insecurity to address the impact of AI on hotel employees.

Methods

In this study, we applied a mixed-methods design to strengthen the research by offsetting the weakness of both quantitative and qualitative research (Creswell & Clark, 2006). Specifically, this study attempted to identify the relationship between the introduction of AI and employees' perception on job insecurity, job engagement, and intention to seek a new job in the hotel industry. The qualitative phase, interviews were conducted at the hotels where the interviewees work and the interview lasted approximately 40-50 minutes, respectively. The quantitative phase, the proposed research model was tested by a structural equation model with maximum likelihood estimation based on cross-sectional survey data. The questionnaire was developed with items based on previous studies (Ashford, et al, 1989; Rich, Lepine, & Crawford, 2010; Zopiatis, Constanti, & Theocharous, 2014).

Results/Discussion/Implication

In terms of the qualitative results, the majority of employees have recognized how AI is going to be utilized, and they have anticipated that AI technology will soon impact the hotel industry. Concerning its impact on their workplace, they have perceived that many jobs will be affected by AI. Employees also indicated that although AI will arouse an uncertain environment in the workplace, they are still willing to devote a lot of attention to their job and full effort. The quantitative results, perceived job engagement is strongly affected by perceived job insecurity, and perceived job engagement is not associated with intention to seek a new job. However, the results of the indirect effect indicate that perceived job engagement has a mediating role in the relationship between perceived job insecurity and intention to seek a new job.

This study provides evidence that AI will have an impact on the workplace and employees' insecurity about their future. In this regard, hotel management should endorse AI to create new customer satisfaction and continue supporting hotel employees to incorporate essential skills into their job so that they can be accustomed to today's technology-driven world (Duke et al., 2009).

References are available upon request

#124 ETHNIC RESTAURANTS: CONVEYING AUTHENTICITY THROUGH HANDWRITING

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Introduction

Today's Americans of all backgrounds continue to expand their plates through trying ethnic flavors, looking for authentic cuisines that are different from what they used to eat (Sweeney, 2019). Handwritten menus—defined as menus with texts written by hand—are pervasively used in the marketplace (Dean, 2014). However, the role of menu format (handwritten vs. printed) has been largely neglected in the existing hospitality literature. In this research, we argue that ethnic restaurant using a handwritten (vs. printed) menu can enhance perceived authenticity among prevention-focused consumers, and subsequently, trigger higher levels of purchase intention. In contrast, the handwritten menu effect will be mitigated among promotion-focused consumers.

Methods

This study used a 2 (menu format: handwritten vs. printed) □ 2 regulatory focus quasi-experimental design. The online survey included two parts. First, participants were asked to complete a "Psychology Study" which captured demographic information and regulatory focus. In the second part, they were asked to imagine themselves in a hypothetical scenario where they patronized a Chinese restaurant with friends. Participants were randomly assigned to one of two menu format conditions. The handwritten menu was written by hand, whereas the printed menu used the Times New Roman to print the same menu information. Participants indicated their purchase intention, perceived authenticity, and completed manipulation check questions.

Results/Discussion/Implication

The current research investigates the joint effects of menu format (handwritten vs. printed) and consumers' regulatory focus on their purchase intention in the ethnic dining context. Results show that consumers with a prevention focus perceive the promoted dishes as more authenticity and exhibit higher levels of purchase intention when a handwritten (vs. printed) menu is displayed, while promotion-focused consumers respond indifferently towards the two types of menu formats. Furthermore, results from the moderated mediation analysis reveal that perceived authenticity is the underlying mechanism explaining why a handwritten menu leads to higher purchase intention among prevention-focused consumers.

This research extends the literature on ethnic dining and menu design by demonstrating how ethnic menus presented in handwriting versus print affect perceived authenticity, and the downstream impact on consumers' purchase intentions. These findings are of great value for restaurants striving for an authentic image.

References are available upon request

#125 MEASURING THE DIFFERENCE IN CO-CREATED VALUE BETWEEN SOCIAL AND CONVENTIONAL ENTERPRISES: URBAN CAFES AS A CONTEXT

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Introduction

Customers of hospitality and tourism frequently engage in co-created value (CCV) as customer roles continue to evolve from passive to active (Zhang et. al., 2019, Busser & Shulga, 2017). Co-created value, according to Gronroos is a united evolution on a platform of continuous interactions, where the service provider's production and the customer's consumption and value creation unite into one cooperative dialogical process (2008). Vargo and Lusch, further expound upon the production within the service industry, as they state, products do not have value alone, value is instead co-created in participation with the customer (2008).

Our study on social enterprises (SE) cafes offers a prime opportunity to build on the literature by extending the theory of CCV to SE. The theory of CCV looks at the value created between the consumer and the organization. SEs offer a third stakeholder component, social benefactor, which is believed to have a positive moderating effect on the strength of CCV. We believe that when comparing independent conventional enterprise (CE) cafes to SE cafes, constructs such as social benefactors and the SE mission will produce a positive moderating effect on the strength on the five dimensions of CCV, meaningfulness, collaboration, contribution, recognition, and affective response. We further believe that if the dimensions CCV are stronger in SEs, it will yield stronger consumer return intentions than CE cafes.

Methods

Based upon a comprehensive literature review, Busser & Shulga presented meaningfulness, collaboration, contribution, recognition, and affective response as the five important dimensions within their scale development on CCV (2017). Using a 7-point likert scale customers of five SE Chicago based cafes will be surveyed and compared to five independent CE cafes with 5-mile radius of an SE café. The data collected from these surveys will be analyzed using SEM Confirmation Factor Analysis to confirm the fit of the hypothesized factor structures of the observed data.

Results/Discussion/Implication

The implication behind our research are both practical and theoretical. Busser & Shulga CCV 5-dimentional scale requires additional testing, which our study looks to achieve. Our study will also contribute to the growing literature on SE, as CCV will be provide another rationale for this growing phenomenon. Pragmatically, if our hypothesis is confirmed, it will show that consumers will have a great affinity and positive return intentions SE cafes verses conventional cafes, and we will argue that these consumer behaviors should be explored in other industries. Conventional organizations are developing more purpose driven goals, and we believe that this will positively impact their profit goals.

References are available upon request

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#126 THE DYNAMIC COMPETITION OF THE TOP FIVE BUDGET HOTEL CHAINS IN BEIJING: 2009 - 2018

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Introduction

Budget hotels, with emphasis on price and largely standardized package of basic services, face fiercer competition and are easier to substitute than upscale and luxury hotels (Tavitiyaman et al., 2011). Facing a rapid growth of the accommodation sector, budget hotel chains have to deal with the problem of optimal allocation of their new units given their existing networks. Hotel chains must consider not only the geographical distribution of their competitors, but also evaluate their own business network given the existing hotel units (Heung et al., 2008; Luo & Yang, 2013). In an ongoing expansion process of tourism in Mainland China, budget hotel chains strive to find the optimum between high-speed domestic market penetration and potentially imbalanced geographically allocation of hotel units (Gross & Huang, 2013).

This study operationalizes competition using spatial metrics and applies network analysis to examine the dynamics of the intra- and inter-firm competition among the Top Five budget hotels chains in Beijing, China for the period of 2009 to 2018. This study will contribute to the pertinent and under-researched topic of how budget hotel chains compete within the firm and with their competitors, with the implications of how to avoid the encroachment effect but still enjoy the agglomeration effect in hotel placement decisions.

Methods

This study collected the geolocation of 870 hotel units affiliated to the top five budget hotel chains in Beijing from AutoNavi.com and their established year from Ctrip.com by two customized python scripts. This study established a competition network based on the geographical distance among hotel units in the Organizational Risk Analyzer (ORA) statistical package. This study measured the network by the centrality and cohesion statistics, examined the level of intra- and inter-competition by the Moran's I and Geary's C similarity measures, and further evaluated the dynamics of competition network from the year of 2009 to 2018.

Results

The results indicate that significant differences between the chains exist with regard to the nature of their intra- and inter-firm competition in any given point in time as well as in the temporal competition dynamics. Generally, Green Tree Hotels had fewer competitors and were more likely to locate in less densified competition and connected to the competition hubs. Hotel chains Day 7, Hanting, and Home Inns had tendency to compete more with other chained hotels instead of their own hotel units, while hotel chains Super 8 and Green Tree suffered from the encroachment effect. The situation of Green Tree to compete more with same branded hotels got worse over years. The method, quantifying competition based on the geographical distance between hotels, has a potential to become a convenient management tool for decision making regarding spatial allocation of new business units in the period of business expansion.

References are available upon request

#127 A THEMATIC ANALYSIS OF CRISIS MANAGEMENT IN HOSPITALITY AND TOURISM.

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Introduction

The complex structure of the tourism industry that is expressed in the high level of mutual dependence and interconnection between its stakeholders makes it extremely prone to crises and disasters of various origins and scopes. When crisis hits a certain tourism business, its adverse effects can spill over to other related organizations causing reduction in tourist arrivals and receipts for the whole destination (Henderson, 2007; Paraskevas, et al., 2013; Paraskevas & Quek, 2019; Santana, 2003). In a modern reality, crisis management is no longer something extra but rather a principal and crucial function for tourism destinations and organizations.

It is not surprising that there is an extensive literature on crisis management in hospitality and tourism. Research on crises cover different topics and address different theoretical and methodological approaches. This study aims to analyze how the research in crisis management in tourism and hospitality evolved over the past three decades; what main themes emerged in the literature; what methodological and theoretical approaches were the most prominent and how other theoretical perspectives can enhance our understanding of tourism crisis and consequently improve the effectiveness of crisis management efforts.

Methods

The study employs a qualitative approach to give a rich and detailed picture of the studied phenomenon. The main method of inquiry is thematic analysis. Thematic analysis as a qualitative research method has not been widely used in tourism research. It is a powerful tool in analyzing the available empirical and conceptual studies and interpreting patterns of meaning within qualitative data (Braun & Clarke, 2006; Higham & Cohen, 2011). The final pool of academic papers was narrowed down to 207 publications from 1986 to 2019. The software used for thematic analysis was NVivo 12.

Results/Discussion/Implication

The findings of the study can be divided into three sections. First, the paper identifies three main stages of research development and research topics corresponding to them. We also provide a comprehensive profile of existing research and identify the most common methodological and theoretical approaches in studying crisis management. Second, thematic analysis further elicits eight main themes in the literature that crisis managers should focus on: travel and tourism industry's vulnerability and resilience to crises; crises and disasters' consequences; tourists' risk perceptions and attitudes; crisis management models and approaches; crisis marketing; crisis communication; the role of media; dark tourism. As we discuss the most prominent themes in the crisis management literature, we simultaneously discover some key research gaps for future researchers. Finally, the study identifies a shortage of scholarly attempts to conceptualize crisis management and thus explores the theoretical possibility of a sensemaking perspective to be applied in crisis management in tourism and hospitality. We develop a conceptual framework based on sensemaking perspective and formulate propositions to be empirically tested.

#128 EGYPTIAN FOOD EXPERIENCE AS AN ANTECEDENT OF DESTINATION BRANDING: A MULTIDIMENSIONAL APPROACH

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Introduction

Egypt has a distinct food culture that dates back to 5000 years ago (Goody, 1982; Mohamed et al., 2019). Despite having a rich food culture, Egypt is less-known for its cuisines. Tourism literature, however, has emphasized the effective role a local cuisine can play in building and enhancing destination image (Lai et al., 2017; Quan & Wang, 2004). A knowledge gap exists in clarifying how the various aspects of a food experience contribute to the formation of a destination image when a destination already has a dominant cultural iconic image as is the case for Egypt. For measuring destination food image itself, most existing studies have dealt with destination food experience as a single-dimensional phenomenon. Brakus et al., (2009) conversely proposed the concept of brand experience, defining it to include the benefits gained from subjective perceptions of four experiences: sensory, intellectual, affective, and behavioral experience. This research intends to understand how the various dimensions of a food experience may impact on tourists' perceptions of the travel destination itself.

The purpose of this study, therefore, is to determine whether Brakus et al., (2009) model of brand experience is a significant determinant of destination brand images, and to assess the effect of these images on tourists' behavioral intention.

Methods

Convenience sampling was applied to survey international tourists who were engaged in local food-related activities. The data were collected in two popular attractions in Cairo (pyramids and Egyptian national museum areas) from December 2018 to April 2019. In total, 302 valid questionnaires were received with a 75.5% usable response rate. Tourists' food experience in Cairo was measured via a four-dimension scale of 20 items; Egyptian brand images were measured using 16 items (12 items for cognitive image and four for affective image); behavioral intention was measured using seven items. All the measures were adopted from the previous studies. The obtained data were analyzed using WarpPLS version 6.

Results/Discussion/Implication

As predicted, sensory, intellectual, and affective food experiences were positively related to Egypt's cognitive and affective images. Sensory food experience demonstrated a superior influence on destination images suggesting that when it comes to food, sensory evaluation plays a crucial role in tourist experience evaluation. These results also conceptualize food experience as a "cultural experience" and "knowledge acquisition opportunity", especially for a country with a well-established culture like Egypt (Kim et al., 2009). The results also confirm previous studies' findings that tourists put more weight on the feelings and emotions they perceive during a destination experience (Lee et al., 2011) as well as during food experience (Choe & Kim, 2018). Finally, the study found that only cognitive destination image has a positive impact on tourists' behavioral intention, suggesting that tourists may depend on their cognitive evaluations when they take their decision about Egypt and Egyptian food experience.

Theoretically, this study overcomes the food-centric approach adopted by the mainstream of food and destination image studies by applying a holistic approach to study food experience impacts and outcomes, arguably for the first time. Practically, the study results open up opportunities for DMOs to identify and use the experiential values of Egyptian food experience in differentiating, distinguishing, and positioning the Egyptian brand image.

#129 RE-DESIGNING "HOSPITAL"ITY SERVICE FOR HEALTH AND WELLNESS HOTEL CUSTOMERS

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Introduction

While customer satisfaction is the ultimate goal of the service providers, service design of the service provider site has an impact on customer satisfaction and outcomes (Suess & Mody, 2018). It was found that hospitals can implement hotel service attributes to improve service quality. Likewise, hotels can adopt hospital service attributes to improve their services for customer satisfaction.

Hospitals and hotels share many fundamental features. Adopting and adapting hotel services in hospitals improve patient approval and satisfaction (Zygourakis, et. al., 2014). Some hotels, such as hospital hotels, are providing patient healthcare services as peripheral of hospitals. The peripheral services offered by hospitals and hotels during and after the visit is the supporting services. Satisfaction is dependent on combination of core and peripheral service quality (Hume, 2008). Unlike core service quality variables, attributes of support services can be controlled in many aspects (Byon et. al., 2013) and they can also be shared to increase customer satisfaction. Revisit intention of customers is the response from different satisfaction levels of services. Revisit intention is considered as one of the most important behavioral outcome variables. When customer is satisfied with the service, they are most likely to repurchase the service.

By applying Stimulus-Organism-Response (S-O-R) theory, this study aims to measure service attributes of hotels and hospitals as the stimuli. These stimuli motivate organism, and response as the effects, reactions, replies, and answers from customers. The findings of this study will contribute to the current service literature. The study also will benefit the hospitality and healthcare industry by improving the understanding of customer needs and helping identify service factors that are likely to enhance customer satisfaction, and positive behavioral outcomes.

Methods

An on-site survey will be conducted in hospitals and hotels. Service attribute, satisfaction, and response constructs will be adopted from existing wellness and hospitality elements in hotel and healthcare service literature. Thereafter, exploratory factor analysis (EFA), confirmatory factor analysis (CFA) and structural equation modeling (SEM) will be used to determine the underlying relationships between measured variables. Hotels adopting wellness attributes and hospitals adopting hotel attributes are hypothesized to have a positive influence on customer satisfaction. Customer satisfaction is hypothesized to have a significantly positive influence on revisit intention.

Conclusion

This study aims to develop an instrument that explores the hospital and hotel services in non-medical service settings. This paper intends to investigate the distinctive hotel and hospital attributes, yet, sharing common anatomy for customer service. This study proposes that hotels and hospitals sharing healthcare attributes have positive influence on customer satisfaction. Satisfied customers are likely to revisit the site. This holistic view of hospital-hotel service would enable hotels and hospitals to systematically plan, design, and manage the service attributes to provide better service.

#130 AN EXPLORATORY STUDY ON EXAMINING GENERATIONAL DIFFERENCES IN DIGITAL SERVICE ENCOUNTERS

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Introduction

In recent years, hospitality organizations have increasingly invested in information technology (IT) applications to increase the efficiency of the service delivery process. The delivery of service used to depend on employees heavily (Heinonen, 2008), but nowadays, guests are increasingly engaging in digital service encounters (DSEs), such as mobile-app booking and chatbots to request room service. Due to the ever-increasing DSEs in the hospitality industry, it is critical for businesses to understand guests' perception of the service experience delivered solely by technology (Cobanoglu, Berezina, Kasavana, & Erdem, 2011; Erdem, Atadil, & Nasoz, 2019). When guests form opinions about the quality of service, their decision is often based on the overall experience (Groth, 2001). However, every aspect of a service encounter could positively or negatively impact guests' perception of the overall experience, including DSEs.

Guests' preferences for service or satisfaction with service could differ based on demographics and various socio-behavioral tendencies. For example, a study focusing on generational differences of line-level hospitality employees identified significant differences in work values and attitudes (Gursoy, Chi, & Karadag, 2013). People who belong to the same generation tend to have similar comparative values, convictions, and perspectives (Pendergast, 2009). However, a study on consumer behaviors by Pitta and Gurău (2012) concluded that different generations demonstrate similar patterns of brand loyalty behavior. Despite the increases in DSEs over the past several years, a thorough review of related literature, did not reveal any information about the potential differences across generations when it comes to DSEs.

Given the above-mentioned increases in DSEs across hospitality services and the apparent lack of information on potential generational differences in service encounters, this proposed study aims to further explore the issue in the context of hotel guests.

Methods

This study is exploratory in nature and the research questions are based on related previous studies. The study population will be hotel guests over the age of 18, who have stayed at a hotel at least two times in the last 12 months. A nationwide panel of respondents will be purchased from Qualtrics. Lemon and Verhoef (2016) posited that assessing customer satisfaction is a primary way to measure customer experience. Thus, the proposed study will measure guest satisfaction and perceptions regarding DSEs using well-established consumer behavior scales.

Results/Discussion/Implication

The findings of this study could help the hoteliers get a better understanding of how the rise of DSEs are being perceived by guests and the DSEs potential impact on the guest experience. If generational differences are identified in terms of satisfaction with DSEs, the result could be used to enhance customization of DSEs based on the generational cohort of guests.

References are available upon request

#131 INVESTIGATING MILLENIALS' PERCEPTION OF HOTEL BATHROOM AMENITIES: AN APPLICATION OF THE THEORY OF PLANNED BEHAVIOR

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Introduction

Hotels are big consumers of goods and its operations have a detrimental impact on the environment. In this regard, it has become a global trend for the hotel industry to reduce the use of resources and pollution to the global environment through environmental protection (Lee & Heo, 2009). Consistent with this phenomenon, customers have recognized serious environmental issues (Laroche, Bergeron & Barbaro-Forleo, 2001). Especially, millennials who are emerging large customer segment to the hotel industry are conscious of the problems associated with wasteful consumption and pollution. Millennials have adopted environmentally responsible consumption habits, which translate into lodging choices (Emanuel & Adams, 2011).

Despite these facts, many hotels are hesitant to meet the environmentally-friendly demands of the millennials, (i.e replace single-use disposable bathroom amenities) because guests are accustomed to use those (Pirani & Arafat, 2014). Furthermore, it is still unknown whether the preference for convenience overrides millennials environmental concerns. Therefore, hotels need to evaluate what kind of response they can expect from each environmentally-friendly activity if they aim at millennials' market. Thus, this study aims to investigate how millennials perceive environmentally-friendly activities and whether there are differences in their attitudes, image and behavioral intentions when it comes to environmentally-friendly bathroom amenities in hotel.

Methods

This study is designed to examine the proposed relationships based on the quantitative approach. Specifically, this study adopted a scenario-based questionnaire to assess millennials' perception of environmentally-friendly activities. Before conducting main study, pilot testing was conducted to evaluate the feasibility of conducting the main study. Researchers approached one hundred and fourteen millennials at Southwestern University in the U.S. in Spring 2019 and two different surveys, which includes a scenario, either scenario 1, describing bathroom amenities with single-use items or scenario 2, depicting bathroom amenities with refillable dispensers, were randomly distributed. All measurement scales were adopted from previous studies (Han & Chan, 2013; Han, Hsu & Sheu, 2010; Lee, Hsu, Han, & Kim, 2010). The final sample size was eighty-eight, forty-six for scenario 1 and forty-two for scenario 2. The data was evaluated by using statistical analysis, such as descriptive analysis, multivariate normality test, reliability/validity analysis, confirmatory factor analysis and measurement invariance test.

Implications

These findings will provide new knowledge whether millennials' perceptions and attitudes, and intentions to stay in the hotel will be impacted by refillable bathroom amenities or bulk dispensers. Hotel practitioners may use such information to design their strategy to attract millennials.

References are available upon request

#132 UNDERSTANDING THE SPATIAL DISTRIBUTION OF AIRBNB IN TENNESSEE

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Introduction

The Airbnb properties' distribution indicates that the spatial factors may affect their geographic location in the specific areas, such as the distance from Airbnb property to tourism resources, the distribution of hotels nearby, and the spatial pattern of crimes in the vicinity. Previous research has revealed that Airbnb properties prefer the location close to the city center and attractiveness (Dudás, Boros, Kovalcsik, & Kovalcsik, 2017). However, in certain areas such as natural areas, the distance from the city center and attractiveness cannot be evaluated as a critical factor influencing the distribution of Airbnb properties. The purpose of this study is to use spatial models to investigate the effects of different spatial factors that influence the distribution of Airbnb properties across different areas.

This study focuses on the three main geographic areas of Tennessee – Memphis, Nashville, and the Great Smoky Mountain National Park. The study areas are selected because of the population size distribution, which is one of the key determinants for Airbnb property location (EugenioMartin, Cazorla-Artiles, & González-Martel, 2019). For example, Nashville and Memphis are the two largest cities in Tennessee, and their combined population is approximately 70% of the total population of Tennessee (United States Census Bureau, 2017). Tennessee attracted over 119.37 million domestic person-stays in 2018, leading to the rapid growth of Airbnb in these areas (Tennessee Department of Tourist Development, 2019). The Great Smoky Mountains National Park is America's most visited national park, with over 11.3 million recreational visits in 2016 (National Park Service, 2017).

Methods

This study area focuses on the three very active Airbnb geographic locations in Tennessee: Memphis and Shelby County, Nashville and Davidson County, and the Great Smoky Mountain National Park. By using census data, all variables were organized by the census tract. The research initially utilized Ordinary Least Squares (OLS) linear regression to explore the relationships between Airbnb location and the spatial factors, then used Geographically weighted regression (GWR) models to estimate spatial patterns.

Results/Discussion/Implication

Preliminary results showed that the relationship between crime and Airbnb location was different across different cities. In Memphis, the more crimes, the less Airbnb properties. However, Nashville did not show a significant pattern between crime and Airbnb property locations, and the distance from the city center and locale attractiveness demonstrated more impacts. Meanwhile, transportation had a noticeable influence on the Airbnb properties' distribution in Great Smoky Mountain National Park. The results of the study are useful to governments in finding a balance between regulating and expanding Airbnb for economic development. For Airbnb investors and owners, this study will provide strategies for potential marketing plans.

References are available upon request

#133 CEO HUMAN CAPITAL AND CSR: THE MODERATING ROLE OF CEO CAREER HORIZON

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Introduction

According to upper echelons theory, organizations are reflections of their top executives (Hambrick & Mason, 1984). Because the restaurant industry is relatively high in managerial discretion (Finkelstein, Hambrick, & Cannella, 2009), this "CEO stamp" on the organization is more prominent than in other industries, and understanding a CEO's impact on the organization is an essential component in understanding organizational outcomes. In the restaurant industry, CSR is an essential organizational outcome and is becoming increasingly important to business success (Guillet & Mattila, 2010) due to the industry's hedonic nature, heavy dependence on consumer's discretionary income, and high level of interaction with local communities. Little is known about CEO traits and how they are related to restaurant CSR, despite their relevance in the industry. To fill this gap in the literature, this study investigates how CEO human capital including educational experience, firm-specific knowledge and autonomy (as they relate to CEO tenure), and corporate pay schemes affect CSR engagement as well as the moderating role of CEO career horizon.

Methods

Using NAICS codes of 722511 for full-service restaurants and 722513 for limited-service restaurants, the sample publicly traded U.S. restaurant firms are identified. The sample period covers the fiscal years 2000 to 2017 to include various economic conditions. The dependent variable is CSR score and the key variables are MBA education, long-term compensation, tenure and age. Due to possible sample selection bias engendered from using MSCI KLD database for CSR data, we first incorporate Heckman's two-stage model. Then in testing our hypotheses, two-way random-effects model by panel (CEO*Firm) and year has been used.

Results/ Implication

The empirical results of the current study show that CEO characteristics affect organizational CSR engagement. In specific, while MBA training can negatively affect CSR initiative, long-term equity-based compensation and longer tenure can encourage CSR engagement. In addition, CEO career horizon set a boundary condition that on CSR, the effect of MBA education is further strengthened while the impact of CEO tenure is weakened.

The findings of this study inform restaurant boards of directors including compensation committees. Depending on corporate vision and strategic direction regarding CSR, boards of directors may moderate the proportion of equity-based long-term compensation of CEOs and consider CEO age, tenure and MBA background when hiring and evaluating CEOs. Shareholders who seek higher levels of CSR engagement for a given firm should be aware that CEOs with longer tenure but with longer career horizon and CEOs with higher proportion of equity compensation are more likely to pursue CSR when they make investment decisions.

References are available upon request

#134 AN ANALYSIS OF THE CHANGES IN MEDIA DISCOURSE ON SOUTH-NORTH KOREAN TOURISM COOPERATION: USING SEMANTIC NETWORK ANALYSIS

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Introduction

Over the past decades, there has been a great effort to promote South-North Korean tourism cooperation as a means of securing peace as well as promoting tourism business. In retrospect, however, the relationship between South and North Korea in tourism went through various hardships. Since June 1998, South and North Korean tourism has had a period of cooperation for ten years. After that time, tourism cooperation between South and North Korea has been suspended for another ten years. Meanwhile, recently a historical attempt has been made by two Korean governments through adopting the joint declaration in the inter-Korean summit meeting (Cheongwadae, September 19, 2018).

For the resumption of inter-Korean tourism cooperation, however, it is necessary to increase public understanding of its value and justification (Lee, 2003; Park, 2005). To achieve this, many researchers have proposed the importance of mass media as a trigger device to form public opinion on the agenda (McCombs, 2018; Soroka, Stuart, et al, 2012). In particular, the role of traditional media such as newspapers is emphasized for the fact that it provides information from diverse angles.

In this context, this study attempts to analyze the changes in South Korea's media discourse on South and North Korean tourism cooperation according to the historical process. Specifically, this study focuses on analyzing the changes in the relationship between the central concepts and related concepts in South Korea's media discourse by using semantic network analysis.

Methods

This study adopts a semantic network approach to identify the association attributes of words shown in the media discourse on South-North Korean tourism cooperation. Based on the literature review, this study establishes the following research question: In the media discourse on inter-Korean tourism cooperation, how does the relationship between the central concepts and related concepts change in accordance with historical periods using criteria of analysis including frequency, density, and centrality?

In order to solve the research question, the historical process of inter-Korean tourism cooperation is divided into three stages based on the literature review: cooperation stage, suspension stage, and modification stage. Editorials in major newspapers are selected and the search for keywords such as "South-North Korean tourism cooperation" and "Mt. Geumgang tourism" is conducted according to the time stages. For the analysis, semantic network analysis in the UNICET program is employed.

Expected Results

The expected results for the study are as follows: the words that have a central influence in the media discourse on South-North Korean tourism cooperation are expected to change over time periods. Specifically, words indicating expectations for a cooperation performance, words urging accountability for the suspension of cooperation, and words representing opportunity costs for cooperation resumption are expected to have the central influence over time.

#136 COULD RISK INFORMATION MITIGATE MARKDOWNS-INDUCED INCENTIVES TO PARTICIPATE IN HOTEL ROOM RESALE SCHEMES?

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Introduction

Hotel price-discrimination policies aim to sell all available rooms at the highest possible price given its customers' willingness to pay (WTP). However, in some markets, deviant reselling behavior occurs when customers who are eligible for a ***discounted*** rate sell to customers with a higher WTP. When this occurs, hotels experience revenue leakage due to a gap their price discrimination strategy. A preliminary investigation of deviant reselling behavior in China indicated that, some hotels are able to reject deviant reservations with strict regulations. In this instance, the customer bears the ***risk*** of being denied service and may deter travelers from booking at the deviant rate. The relationship between price and risk follows the structure of prospect theory, in that, monetary decisions involving risk impact decision making.

This study aims to test interaction of the two variables (***risk and discount***), on a hotel customers' reservation decision. The following three hypothesizes are proposed:

1) The smaller the price discount in the deviant rate, the less likely consumers will book a (deviant) discounted price;

2) The smaller the risk level of being refused service by the hotel, the greater the likelihood that consumers would book a (deviant) discounted price;

3) The booking pattern of consumers for such (deviant) discounted price will change significantly with regards to the price discount and risk level (interaction effect).

Methods

A treatment test was conducted to identify adequate discount and risk levels. That is, rate information was collected for 100 randomly selected hotels on an OTA that had deviant reselling discounts in China. The differences between the discount rate and hotel's BAR rate, were sorted using quartile 1 (8% discount) and quartile 3 (20% discount) as low and high ***discount*** levels. The risk categories were adopted from an article published in the American Economic Review (2002) which classified risk aversion into 9 categories. This risk aversion model identified the levels for our second variable ***risk***, with 20% of deviant reservations rejected as the low-risk level and 50% of reservations rejected as the high-risk level.

A scenario was designed and sent to hotel customers in China to test their booking intentions between the four options of discounted rate (low/high discount with low/high risk) and regular hotel rate. A decision tree algorithm will be used to analyze various survey responses, listing the cost implications of mitigating the quantified risks. A logistic regression model will then estimate the impact of the two independent variables (discount and risk) and an interaction term on the customers' decision.

Expected findings

If the above three hypothesizes are supported, hotels should be able to mitigate revenue leakage by implementing strict regulations to curtail deviant reselling behavior. Hotel revenue management teams would be empowered to identify which strategies are more effective to control deviant behaviors and optimize hotel revenue.

#137 CONSUMER ATTITUDES AND PURCHASE INTENTIONS OF CRUISES IN CHINA

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Introduction

China was confirmed as the world's fastest growing major source of cruise line passengers with a 65.7% average yearly growth rate between 2012 and 2015 (CLIA, 2015). However, there is a paucity of research on Chinese consumers, their attitudes and what impacts their purchase intentions.

Hospitality research applied the theory of planned behavior (TPB) to predict purchase intentions (Han et al, 2010; Hsu, 2013; Lam & Hsu, 2006; March & Woodside, 2005). TPB concluded behavior intention (BI) as a function of attitude, subjective norm (SN), and perceived behavioral control (PBC) (Ajzen, 1998). However, Hsu (2013) found that subjective norms had no significant influence on tourists' intention of participating in sports tourism (Hsu, 2013). The inconsistent results prompt this paper to test the applicability of TPB under the context of cruise tourism.

Ajzen and Driver (1992) argued that attitude was the most influential factor in predicting leisure sports travel intentions. The leisure Attitude Scale (LAS) measures attitude through cognitive, affective and behavioral factors (Ragheb & Beard, 1982). Educational level and family income were found positively related to the awareness of cruises among the Chinese respondents (Ren & Li, 2015). Since awareness was part of the cognitive component of attitudes (Ragheb & Beard, 1982), this paper further examined the attitudes of consumers from distinct education and income groups.

This paper attempts to answer the questions: (1) How attitudes affect cruise purchase intentions? (2) What is the difference in attitude among demographic groups?

Methods and Results

Questionnaire survey was employed as the research tool. The items in the questionnaire were generated from an elicitation study, in which 20 past cruise takers were interviewed on their beliefs about cruises (Ajzen & Driver, 1992). A 7-point Likert scale was used to measure attitude, SN, PBC and purchase intentions. 205 valid responses were collected on a Chinese online survey platform named So jump. A confirmatory factor analysis (CFA) was performed to test the construct validity. The result indicated that the data failed to fit the TPB model. An exploratory factor analysis (EFA) was then performed to uncover the underlying constructs. A model comprised of attitudes, personal concerns and perceived behavioral control was discovered.

The hypotheses were tested based on the modified model through the use of multiple linear regression analysis to examine how the constructs affected cruise purchase intentions. The results of regression revealed that attitude and PBC positively affected cruise purchase intentions. One-way ANOVA found that people with high educational level tended to hold less positive attitude towards cruise. In addition, no significant differences in attitude were found among family income groups.

Discussion and Limitation

This paper investigated the influence of consumer attitudes on cruise purchase intentions. The collected data failed to fit the TPB model. The poor model fit could possibly be explained by the culture bias, since the research took the Chinese as the sample. An implication for the industry is that the market strategies could focus on improving consumers' attitude and primarily appeal to people with low educational levels. Limitations for this study include a presence of sample bias and a lack of sample size.

#138 THE ROLE OF NON-MEDICAL SERVICE ATTRIBUTES IN MEDICAL TOURISM EXPERIENCE

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Introduction

Medical tourism is a tourism form that set medical treatment as the primary purpose (de la Hoz-Correa, Muñoz-Leiva, & Bakucz, 2018). Many developing countries are currently planning legally and practically for this market since it has been regarded as a way to increase gross domestic product, improve services, and boost tourism (De Arellano, 2007). With the increasing share of medical in the world's economies, non-medical service is becoming more important in-patient satisfaction. Low non-medical service quality issues involving with long waiting time, sanitation, food quality, accessibility, accommodation, and surprise medical bill, becomes the objects of patient complaints, which may be the reason for patients to switch from their preferred hospital (Chartock, Garmon, & Schutz, 2019; Reader). According to Reader, Gillespie, and Roberts (2014) there are 64.2% of overall medical complaints (88,069) about non-medical service. However, the role of non-medical hospital service has been neglected in medical tourism research.

The present study examines the role of non-medical service on patient satisfaction and revisits intention, which is mediated by uncertainty perception in the medical service sector. In particular, the objectives of this study are to develop a non-medical service quality scale and to investigate relationships among perceived medical service, perceived non-medical service quality, uncertainty perception, and patient satisfaction. Specifically, this study aims to uncover the relative importance of medical service and non-medical service in perceived service experience and patient satisfaction using a new measurement scale and theoretical model of non-medical service quality in the medical tourism setting.

Methods

The present research adopts a mixed-method, including both qualitative and quantitative approach. First, a scale of non-medical service is developed based on content analysis of the current literature and a set of personal interviews with both patients and practitioners as well as the focus group with experts. Second, a quantitative survey will be applied to collect the patients' opinion about the perceived hospital service, uncertainty perception, and satisfaction level. Third, the structural equation modeling (SEM) analysis will be conducted to examine the relationship among the study variables.

Results/Discussion/Implication

The present study has a significant contribution to both hospital management and medical tourism research. Also, the non-medical service scale which is developed by this study can provide referential significance for the relevant research in the future. Moreover, the answers to the research questions, such as whether the disclosure of uncertainty and risk will affect patient satisfaction and their revisit intentions, how to communicate risk or uncertainty information to patients can avoid affecting patient satisfaction, will help stakeholders to recognize vital factors in medical travelers' perceived service experience quality.

#139 UNDERSTANDING BEACH TOURISTS' ENVIRONMENTALLY RESPONSIBLE BEHAVIOR: USING AN EXTENDED VALUE-ATTITUDE-BEHAVIOR MODEL

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Introduction

Beach is core resources for the development of coastal tourism. However, it is noted that environmental pollution and ecological damages are gradually eroding coastal tourism areas in many countries, negatively affecting the functions of beach ecosystems. The protection of the beach environment by tourists, that is, the environmentally responsible behavior (ERB) of tourists, plays a vital role in the beach environment. Research on the factors influencing the responsible behavior of tourists has always been the focus of tourism scholars. Although there are many variables explaining environmentally responsible behavior in different models, value and attitude are the core explanatory variables. Therefore, this paper is based on Value-Attitude-Behavior (VAB) theory and expands it to better understand the environmentally responsible behavior of beach tourists.

In addition to values and attitudes that affect people's environmentally responsible behavior, environmental concerns (EC) and perceived consumer effectiveness (PCE) are also two important factors that deserve our attention. This is because environmental concern has been thought as the fundamental to environmental research and perceived consumer effectiveness for environmental issues has also been proved to make a unique contribution to the prediction of environmentally conscious behaviors. So, these two important variables have also been explored in the extended VAB model. In addition, this study has also explored the regulatory role of policy regulation between behavioral intentions and behaviors.

Methods

According to the previous research, a total of 27 items of questionnaires were designed for field research. A total of 295 valid questionnaires were obtained through field research on Qingdao Beach. To analyze the data, we used SPSS 24 and AMOS 24. In the first step, the proposed measurement model was tested by the confirmatory factor analysis (CFA) to verify the measurement model, followed by an examination of the proposed intervariable relationships. In the second step, utilizing the structural equation modeling (SEM) to assess the overall fit of the proposed model and test all hypotheses.

Results/Discussion/Implication

This paper uses the extended VAB model to understand the environmentally responsible behavior of beach tourists, and the results show that in addition to the two core variables of value and attitude will affect the environmentally responsible behavior of tourists, the perceived consumer effectiveness is also an important variable that affect their environmentally responsible behavior. In addition, environmental regulation will further strengthen the transformation of beach tourists from environmentally responsible behavioral intention to environmentally responsible behavior. This suggests that beach managers should focus on two major aspects. First, they must pay attention to improving the perceived effectiveness of tourists. Second, they should increase the use of environmental regulations and take some measures to guide beach tourists from environmentally responsible behavioral intention to real environmentally responsible behavior.

#140 CONSUMER BROWSING, SERVICE PROVIDERS, AND SERVICE ATTENTIVENESS

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Introduction

While online shoppers have been used to customized advertisement on online shopping sites, brick-and-mortar retailers are trying to attract customers back to their stores by setting up self-service kiosks that provide general information and screens displaying personalized advertisements with facial recognition technologies. Optimal interaction between employees and customers may also distinguishes a brick-and-mortar retailer from its online competitors. This study will study both employees and machines as service providers.

Although the interaction between employees and consumers are important, previous studies do not always show clear indications on how the interaction should be. A study supports that when there is no interaction between salespeople and customers or when customers are forced to initiate contact with salespeople, customers' value perception of the retailer is lower. (Naylor & Frank, 2000). However, consumers might not always appreciate too much interaction with employees. For instance, a study supports that the strength of salespeople's message and customers' levels of suspicion will interact to affect customers' response such as attitudes towards salesperson: if salience of salespeople's motive is high, customers' level of suspicion is higher and the perceptions towards salespeople are lower when presented with strong salespeople message(DeCarlo, 2005). This study will examine consumer interactions with employees.

Besides admission fees as an important profit generator, theme parks make profits by selling products that are related to the theme park in stores within their theme parks. (Rajaram & Ahmadi, 2003). This study will be based on the context of retail stores in theme parks.

The objectives of the proposed study is to examine how consumer browsing behavior, types of service providers, and service attentiveness affect customer purchase intention.

Methods

The researchers will conduct three studies. The first study will be a 2 (browsing behavior: browser vs. non-browser) × 2 (service attentiveness of employees: high vs. low) between-subject experiment. 200 participants will be recruited on Amazon Mechanical Turk and be randomly assigned to read one of the 4 written scenarios and respond to survey questions that measure their purchase intention. The second study will be a 2 (browsing behavior: browser vs. non-browser) × 2 (service attentiveness of machines: high vs. low) between-subject experiment. 200 participants will be randomly assigned to read one of the 4 written scenarios and respond to survey questions that measure their purchase intention. The third study will be a 2 (browsing behavior: browser vs. non-browser) × 2 (service provider: employees. vs. machines) between-subject experiment. 200 participants will be randomly assigned to read one of the 4 written scenarios and respond to survey questions that measure their purchase intention. The context of all of the studies will be stores in a theme park.

Results/Discussion/Implication

Results of the proposed studies will add to the literature on service attentiveness and consumer behavior.

#142 THE INFLUENCE OF MERE VIRTUAL PRESENCE OF OTHER CUSTOMERS ON WILLINGNESS TO BOOK: THE MODERATING ROLE OF SELF-CONSTRUAL

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Introduction

Social influence situations in consumption are not limited only to interactive situations but also include those that occur without an interaction such as mere presence of others. Although there is wide consensus that the mere presence of others influences one's decision-making process, little research is done to understand whether the effect of the presence of others in an online context plays a role in ways similar to what they do offline (Naylor, Lamberton, & West, 2012). To that end, this study proposes that mere virtual presence (MVP), depicting photographs of other customers in hotel booking image, will provide social clues to the customer and influence customer's willingness to book (WTB). Specifically, the current study examines whether the effect of MVP on WTB is moderated by self-construal. Previous research suggests that individuals who perceive themselves as interdependent tend to value connectiveness with others and likely put emphasis on being a part of a large group while independent individuals are likely to distinguish themselves from others (Markus & Kitayama, 1991). Rooted in this notion, we propose that interdependent individuals have higher WTB when other customers are depicted in the hotel booking image compared to when there are no other customers in the image. On the other hand, no difference in WTB is expected among independent individuals regardless of the presence or absence of other customers in the hotel booking image.

Methods

The research employed a 2 (MVP) x 2 (self-construal) between subjects experimental design. A total of 233 participants were recruited. A word-search priming task was used to manipulate self-construal. Participants were told to read a short descriptive paragraph with instructions to write all the pronouns that appeared in the paragraph. In the independent priming condition, the pronouns represent self-orientation (e.g., I, me, mine), while the pronouns represent other-orientation (e.g., we, ours, us) in the interdependent priming condition. The MVP was operationalized by projecting other customers in the hotel image. We measured customers willingness to book (dependent variable).

Results/Discussion/Implication

The research extends the social impact theory (Latané, 1981) by examining the effect of the mere presence of others in an online context. The findings of this study indicate that interdependent individuals show higher levels of WTB when other customers are depicted in the hotel booking image versus when other customers are not displayed in the image. Conversely, no significant differences in WTB were found among independent individuals. From a managerial perspective, findings of current study bring to the attention of online travel agencies (OTAs) and hotels the need to emphasize understanding how customers respond to the mere presence of other customers in online contexts.

References are available upon request

#143 DOES SOCIAL CLASS MATTER IN RECOVERING SELF-SERVICE TECHNOLOGY FAILURES?

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Introduction

Coupled with minimum wage increase and technological advancement, more and more service operations are adopting self-service technologies to save labor costs and meet the needs of tech-savvy customers. Although self-service technology (SST) reduces error-prone human interactions, service failures are still inevitable. However, would every individual feel the same toward SST service failures? Specifically, would consumers expect the same service recovery from low level service operations to luxury operations? To answer these questions, this study focused on individual differences related to customers' social class and the moderating role of service level and recovery strategy. This study proposed that social class differences could be present in service failure contexts because customers may deem the negative feelings they experience as a *loss of respect* (Kraus et al., 2012; Piff et al., 2010). Likewise, the service level of the operation could act as a *source of dejection*. Based on the above conceptualization, the objectives of this study were (1) to provide an understanding on the social class differences on post-SST failure evaluations; (2) to explore social class differences by service level of the hotel; and (3) to identify social class differences in response to SST recovery strategies.

Methods

This study employed a between-subject 2 (Social Class) x 2 (Service type) x 3 (Recovery strategy) factorial design using a survey method. Respondents were recruited through Amazon Mturk. All of the manipulations and measurements were adopted from previous studies (Adler et al., 2000; Collier et al., 2017; Dong et al., 2008; Lee, 2018) and used a 7-point scale. After removing the responses that failed to pass the attention check, a total of 454 responses were used for analyses.

Results/Discussion/Implication

Utilizing two service settings, mid-scale and luxury level hotels, the results confirmed that high SES individuals are more likely to respond negatively to SST service failures. Especially in the mid-scale hotel setting, individuals who perceived themselves to be in a high SES evaluated the SST device more negatively when the recovery involved an employee's help. They tended to evaluate the SST more favorably when the recovery was achieved solely by the customer themselves. However, such differences in evaluation did not spill over to recovery evaluations or future behavioral levels. Moreover, low SES individuals were not found to evaluate the SST differently, but showed differences in recovery evaluations and willingness-to-spread WOM by recovery strategy, especially in the mid-scale hotel setting. Overall, they showed more favorable responses when service employees were involved in the recovery.

The results of this study may contribute to academia by providing evidence of social class differences in post-SST service recovery evaluations. Managerially, the results of this study could guide practitioners who are considering adopting SST devices set recovery strategies by their level of service and restore customers' positive evaluations.

References are available upon request

#144 AIRBNB GUESTS' DECISION-MAKING POINTS: SPATIAL ANALYSIS APPROACH

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Introduction

With more than 4 million listings competing across 192 countries in the Airbnb platform (DMR, 2018), it is imperative that individual hosts should effectively advertise their units for maximized financial performance. It is vital for hosts to precisely understand what information guests value during the decision-making process. Although prior literature has identified factors to affect financial performance in the peer-to-peer accommodation context (e.g. photos, review, physical attributes), scant research investigated the role of the listing titles on Airbnb webpage despite that listing title is one of the main features showcased on the website. Drawing on the Language Expectancy Theory, this study aims to fill the gap by investigating the impact of linguistics characteristics of Airbnb listings' titles on their financial performance.

Effective mix of linguistic characteristics of Airbnb title can be different based on location, though. Therefore, this study detects hot spots (i.e. area that contains more properties than others) and cold spots (i.e. area that contains less properties than others), and further investigates how guests value information differently between those two distinctive areas. The study focuses on Phuket, Thailand, as it is one of the top Asian destinations in Airbnb with distinctive beach destinations so that hot spot analysis could be performed clearly.

Methods

A total of 5,688 property-level data were utilized. The data were collected from Phuket, Thailand on December 18, 2017. First, linguistic styles of Airbnb titles were identified with Linguistic Inquiries and Word Count (LIWC). Second, hot spot analysis was employed to identify the clusters of spatial phenomena (Prasannakumar et al., 2011) so that the entire dataset was divided into two groups: properties in hot spots and ones in cold spots. Lastly, based on those two categories (hot spot and cold spot), geographically weighted regression (GWR) was performed as a robustness test to control for spatial autocorrelation issues (Anselin and Bera, 1998).

Results/Discussion/Implication

Findings of the study reveals that using social words (e.g. family, together, etc) on Airbnb title was negatively associated with RevPAR for Phuket, Thailand. Affective, Cognitive and Perceptive words were not significantly associated with RevPAR.

Hot spot analysis showed distinctive hot spots and cold spots exist. Further investigation about different spatial dependency of the two geo-spatatil groups reveals that message framing of the titles of properties in hot spots significantly affects the financial performances of the Airbnb units while no such effect was found for ones in cold spots. In the hot spots, using affective language and perceptive language in the title has a positive and significant effect on financial performance while using cognitive language in the title has the opposite effect.

The results of this study contribute to the existing literature by demonstrating that hosts' linguistic style significantly affects their financial performances differently based on their spatial patterns along with traditional attributes. Properties in hot spots need to consider appealing titles to attract guests. On the other hand, the guests choosing Airbnb in cold spots pay more attention to function-oriented information and/or photos rather than titles.

#145 URBAN PLANNING IN TOURISM: PERSPECTIVES FROM ACADEMIA

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Introduction

With the ability to bring social opportunity, vitality, and development, cities are essential elements of people's everyday life (UNWTO, 2012). As projected by the United Nations (2016), by 2030, urban areas are to house over 60% of the world's population (UN, 2016). Along with the rising mobility of the traveling public and the increasing trend of globalization, cities have become interconnected nodes of information exchange and some of the most popular destinations around the world (UNWTO, 2012).1.8 trillion tourists are expected to be traveling internationally by 2030 (UNWTO, 2017), which creates an increasing influx of tourists into local communities. Some popular destinations have been exposed to serious issues including overtourism and environmental degradation. The preparedness to manage the expanding trend of tourism on the part of destinations directly impacts the quality of life for both the local residents and the guests, especially at urban areas which tend to have a more diverse population to begin with. Especially for popular urban destinations, integrating tourism related issues into urban planning practices, could help city planners prevent or solve problems in the tourism industry through planning policies.

Methods

The database Hospitality & Tourism Complete serves as the data source for this study. Topic modeling and semantic network analysis were used as the two major methods to summarize the popular planning themes discussed among tourism academic literatures and explore the connections between different concepts and topics occurred in academic journals.

Results/Discussion/Implication

Globally popular destinations tend to be the context for urban planning focused research within the tourism context. Traditionally well-recognized destinations such as the United States, United Kingdom, Canada, Australia, and other popular destinations in Europe have been taking the lead in seeking urban planning solutions in the tourism industry. Emerging tourism market in Asia such as China and South Korea have also been actively participating in academia investigating the intersection between planning and tourism in urban areas. There has been a clear lack of focus on tourism planning in the urban context in academia.

In terms of well-discussed concepts, topics regarding development, sustainable community, local resident, and tourist behaviors are the most commonly discussed issues regarding urban planning in the tourism context. The scientific and sustainable utilization of urban spaces has been another popular topic that has been explored from both the physical design and social development aspects. However, little is known about the diverse forms and participants as well as the equality issues among various stakeholders in the tourism industry in existing literatures.

The findings of this study provide insights of future research on tourism planning. Despite the rising trend, there has been a clear lack of studies that connect urban planning issues with the tourism industry. More unique insights are needed in academia to seek potential solutions to urban planning issues caused by local tourism development.

#146 THE LEVERAGED SHARE REPURCHASE CRAZE: INVESTIGATING REASONS FOR THIS WEIRD PHENOMENON

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Introduction

leveraged buybacks are becoming more prevalent in the restaurant industry (Roosevelt, 2018). For example, Yum! Brands increased its indebtedness from about $4 billion to approximately $10 billion. The proceeds from this debt were mainly used to return capital to shareholders through stock buybacks and dividends (AARONALLEN, 2019). However, the concern is that restaurants' long-term success could be negatively influenced by leveraged share repurchases. Due to expensive borrowing costs and the high capital intensity nature of the industry (Lee, 2010; Mao and Gu, 2008), when restaurants use debt to repurchase shares rather than spend it on profitable investment opportunities, the credit market perceives this negatively and firms' debt ratings are downgraded (Wolf, 2017)

Despite the potential negative impact of leveraged share repurchases on firms' long-term performance, firms, especially restaurants, have presented several common practices regarding leveraged share repurchases, which is a strange phenomenon. Unfortunately, little effort has been made in academia to understand why restaurants choose to conduct leveraged share repurchases and which factors could influence restaurants' leveraged share repurchase behaviors. Therefore, the objective of this study was to explore the determinants of restaurants' leveraged share repurchases.

Methods

In order to collect data that fits the research purpose, the majority of data for this study were drawn from the Compustat database of Wharton Research Data Services. This study also referred to 10-K annual reports to classify the sampled restaurants as franchise or non-franchise businesses and for the dates and amounts of open-market share repurchases. 592 firm-year observations covering the years 1996 to 2018 were used for analysis.

This study used the following variables. Leveraged share repurchases, the dependent variable, was measured as a dummy variable: 1 if the ratio of buybacks to free cash flow exceeds 1 and 0 otherwise. For independent variables, this study used an earnings reduction dummy: 1 if a firm experience a reduction in earnings in the current year, 0 otherwise, growth opportunity: firm market value divided by book value of total assets, and firm size: natural log of total assets.

Results/Discussion/Implication

The major objective of this study was to examine factors that determine restaurants' leveraged share repurchase behaviors. The results showed that for restaurants, managers' decisions to conduct leveraged share repurchases are explained by a reduction in earnings, growth opportunity, and firm size. However, the magnitude of the impacts of these factors on leveraged share repurchases were found to differ across franchise and non-franchise restaurants.

References are available upon request

#147 THE EFFECTS OF SOCIALLY-ENHANCED SERVICES VERSUS TECHNOLOGY-ENHANCED SERVICES LEADING TO PERCEIVED VALUE IN HOTEL INDUSTRY

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Introduction

The hospitality industry is an industry that factors intangible aspects into whether the consumer had a pleasurable experience or not. Socially enhanced services have always been a term that categorized the importance of social elements within the hospitality industry. These services are enhanced by the warmth of employees (Brunner-Sperdin and Peters, 2009), reliability (Cobanoglu, Berezina, Kasavana, and Erdem, 2011) and the customization of services.

In recent years, there has been a rise in technology enhanced services, which replace a human employee with a technological or artificial intelligence employee, reducing the need for social elements (Buhalis and Amaranggana, 2015).

Service speed is another factor that plays into whether or not a customer has had a perceived pleasurable experience. When in a hurry, consumers are more likely to choose the service that can be done the quickest (Yavas and Babakus, 2005). Based on this evidence, the purpose of this study is to investigate which enhanced service leads to higher perceived value, while taking service speed into account as a potential determining factor as well.

Methods

To gain a further understanding of which enhanced service brings the highest sense of perceived customer value to the consumer, a quantitative approach will be conducted. The research will consist of a quantitative questionnaire that includes 500 questionnaire distributions to both domestic business and leisure travelers. By using stratified random sampling, needs for accuracy and efficiency will be met.

To meet the criteria, participants will have to have spent at least one night in a hotel where both social and technology enhanced services were offered, within the past 12 months. Customers' preferences will be measured using a five-point Likert scale, where (5) meant strongly agree and (1) meant strongly disagree.

Study variables in the research questionnaire will include: socially enhanced services, technology enhanced services, and service speed, perceived value. Measurement items for perceived value and service speed will be adopted from Ryu, Kim, Lee 2010 and focus on offering value. Measurement items for technology enhanced services will be adopted from Kim, Park, Morrison 2008 and are focused on usefulness. Measurement items for social enhanced services will be adopted from Oh, 1999 and will be focused on quality of service.

Results/Discussions/Implications

This study will test the relationships between perceived value and it's motivating factors. Based off findings from Gumussoy and Koseoglu 2016 and Cobanoglu and Erdem, 2011, the expected outcome from this study is that both enhanced services will have a combining effect and create higher sense of perceived value. It is important to help the hotel industry with this study because with the rise of technology enhanced services, it is vital to know how the effect of these combined service would bring more value in providing customer service in the industry.

References are available upon request

#148 BETTER COMMUNICATION OF FOOD WASTE MESSAGES: THE EFFECTS OF COMMUNICATION MODALITY, PRESENTATION ORDER, AND LANGUAGE ON FOOD WASTE REDUCTION INTENTION.

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Introduction

According to the Food and Agriculture Organization, about 1.3 billion tons of food is wasted every year around the world. Production and consumption of food requires significant resources, yet 40 percent of food, from farm to fork is lost or wasted — amounting to $165 billion every year, in the US. Foodservice operations are estimated to be responsible for $86 billion. By performing further research on consumer level food waste, theoretical insights about human psychology can be unraveled.

To induce general sustainable customer behavior, many studies approached the problem from environmental nudging perspectives. However, these studies examine the impact of messages and cues on customers' food waste reduction behavior, rather than how the message is delivered to customers. Such literature gap creates an important theoretical and practical problem, as the methods of communication such as communication modality influence the customers' recall of the environmental nudges. Moreover, despite previous literature findings, in a real-life situation, the reminder about food waste could be made prior to or during the service and previous studies identified the link between presentation order, choice, and behavior. Also, the linguistic category model explains that different types of language (e.g., concrete vs. abstract language) can influence the persuasiveness of the message. However, the linguistic aspect has largely been forgotten in hospitality and business literature.

Important practical implications can be drawn by identifying how variations in message design can affect customers' willingness to participate in the restaurant's efforts to reduce food waste. The findings gathered by this study could help restaurant managers in designing more effective communications that will persuade consumers to support their pro-environmental efforts. Similarly, theoretical implications include the applicability to other areas in hospitality outside of the food service environment. This research predicts there will be a significant interaction effect between communication modality, presentation order and language type (concrete vs. abstract), and customers' intention to participate on restaurants' food waste initiatives.

Methodology

This study will follow a 2 x 2 x 2 between-subjects experimental design model. The study aims to determine whether presenting restaurant guests with communication cues (written vs. verbal) with varying levels of language abstractness regarding food waste practices after they consume their meal (vs. before) affects their willingness to participate in the restaurant's food waste reduction policies. Six scenarios will be developed and a sample of 400 participants will be recruited through the Qualtrics platform to complete a survey about their behavior when attending food service establishments and regarding food waste practices. A blocking variable will be used to make sure that respondents are people who already go to restaurants and food service establishments. Participants will be randomly assigned to each condition and will be compensated for their participation.

References are available upon request

#149 HOW DO CUSTOMERS RESPOND TO DIFFERENT TYPES OF CORPORATE SOCIAL RESPONSIBILITY ACTIVITIES AND COMMUNICATION STRATEGIES ON TWITTER? EVIDENCE FROM THE U.S. RESTAURANT FIRMS

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Introduction

Corporate social responsibility (CSR) related messages can often be confronted with skepticism by stakeholders who question the motives of the company when CSR communication occurs online (Cho & Hong, 2009). Although hospitality companies disseminate information on social media and permit users to post reviews, using one-way communication channel (vs. two-way) may result in negative consumer responses (Zizka, 2017). Moreover, the effectiveness of CSR activities rests on the type of industry and the related stakeholders (Sweeney & Coughlan, 2008). Therefore, it is important to distinguish different types of CSR activities and understand which CSR activity leads to more positive reactions.

While the hospitality industry uses Twitter very frequently (Philander & Zhong, 2016), a recent review of the CSR literature showed that consumer responses to CSR communications remains understudied (Serra-Cantallops, Peña-Miranda, Ramón-Cardona, & Martorell-Cunill, 2018). To address the void in the extant literature, this research aims to (1) examine the relationship between different types of CSR activities and customers' attitudinal responses, (2) investigate the impact of CSR communication strategies on customers' attitudinal responses, and (3) assess the effect of different types of CSR communication strategies on customers' sentiments on Twitter.

Methods

The study collected 136 CSR related postings and 3,408 stakeholders' replies from four restaurant firms' Twitter accounts (i.e., Starbucks, McDonald's, Yum! Brands, and Darden Restaurants) according to the "Green Rankings 2017" index.

The four dimensions of CSR activities were used as the measurement indicators to determine a company's CSR activity on Twitter (Li et al., 2019). To identify the CSR communication strategy, each CSR related tweet was categorized as to whether it used the *engagement*, *reacting*, or *broadcasting* strategy. ANOVA and sentiment analysis were applied to assess responses to each CSR activity and communication strategy.

Results/Discussion/Implication

Our findings revealed that restaurant firms' CSR activity of the "local community and society" is as much important as of the "environment." Moreover, establishing "engagement" CSR communication strategy is substantial for restaurant firms to reduce stakeholders' skepticism and strengthen their consumers' favorable emotions.

Restaurant marketers should understand the importance of CSR activities regarding "local community and society" and "environment" issues and actively utilize "engagement" CSR communication strategy to make their social media followers voluntarily diffuse the restaurant's CSR related postings and create positive emotions.

References are available upon request

#150 INFLUENCE OF NATURAL RESOURCES: DO ENVIRONMENTAL FACTOR AND BEACH RESOURCE AFFECT HOTEL PERFORMANCE?

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Introduction

According to the resource-based view (Wernerfelt, 1984), natural resources such as landscape and beach are regarded as one of the most fundamental attractions of a tourist destination. Therefore, within a beach tourist destination, the distance from hotels to the nearest beach can influence the customer's perceived value of a hotel (Pompe & Rinehart, 1995). Meanwhile, due to tourism industry is a resource-intensive industry, other environment factors such as temperature change (Belen & Martin, 2005), visibility (Singh & Dey, 2012), air quality (Saenz-de-Miera & Rosselló, 2014), and water pollution (Hall, 2001) also play a vital role in local business performance (Segarra-Oña et al., 2012) and affect tourists' behaviors (Matzarakis, Endler, & Nastos, 2014). Although previous literature has explored factors influenced hotel performance such as hotel inherent features, management, customer relationship, and even macroeconomic condition, limited studies investigated their effect on hotel financial performance in a holistic approach. Therefore, the main purpose of this study is to investigate the impact of beach resource and four natural environment factors on the hotel financial performance.

Methods/Results

To analyze the effect of natural resource and environment on the hotel performance, two key performance indicators revenue and revenue per available room (RevPAR) were selected as dependent variables (Sainaghi, 2010), while economic variables (GDP, CPI), and seasonality were controlled in regressions as well. Data were obtained and combined by zip code from several channels. The final sample contained a total of 4,689 observations from 139 unique locations in five beach destinations including Honolulu, Maui, Houston, Miami, and San Diego. An ordinary least squares (OLS) regression was applied to analyze the effects of one natural resource and four environmental factors on both revenue and RevPAR. Results of two regression models were significant, where temperature and visibility showed positive effects on financial performance, while air pollution, water pollution, and distance to the beach showed negative influences on financial performance.

Discussion/Implication

This study bridges the research gap of effects of natural resources and hotel location on hotel performance. It empirically investigates how valuable natural environmental factors including temperature, visibility, air pollution, and water pollution affect hotel financial performance based on the resource-based view, and provides a guide to the future tourism and hospitality research on natural resources. Although the present study analyzes financial performance, the underlying logic is applicable to many other dependent variables generally relevant to business performance (e.g., productivity, efficiency, satisfaction). On the other hand, findings of this study can be practically taken into consideration by hotel stakeholders to understand the financial impact of natural resources, and also contribute to hotel businesses knowing consumer's decision patterns according to available natural resources when they select tourist destinations and hotels among thousands of choices.

#151 DIVERSITY AND INCLUSION IN TOURISM: PEOPLE WITH DISABILITIES

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Introduction

The discussion on issues faced with tourism diversity and inclusion in U.S. regarding people with disabilities is currently rudimentary with potential for further development. The opportunity for more accessible, diverse, and inclusive tourism practices will come with further research and experimentation. The objective of this research is to investigate the existing state of diversity and inclusion affairs of those with disabilities associated with host and guest relations at the top urban destinations. The findings will serve to inform and enable policymakers, community leaders, and tourism organizations to improve the urban environment for positive interactions between residents and tourists. Through text mining, this research is designed to find the current policies and standings of diversity and inclusion related to accessible tourism in the industry. The results of this research are designed to improve the lives of guests and hosts in the tourism and hospitality industry and to promote further studies on the topic. This research also serves as an opportunity for development in the understanding of diversity and inclusion issues faced from people with disabilities, tourism and hospitality management, human development, and urban studies.

Methods

To dive into the subject of tourism diversity and inclusion in the context of accessibility, results were drawn from a series of text-based resources for information. There are vast amounts of data from all different mediums today including data retrieved from social media, commercial networks, customer reviews, product information, etc. Similar research on the topic has used a text-based approach focusing on inclusion through legislation, marketing and imagery, and representations of people with disabilities as consumers (Cloquet, Palomino, Shaw, Stephen & Taylor, 2018). Furthermore, previous studies focusing on tourism accessibility used experiments and surveys to determine the accommodation needs of different types of disabilities and the attitudes of those who are disabled. This study will be conducted using a meta-synthesis research approach to draw and compare information on accessible tourism from sources including online news and magazine articles, peer-reviewed studies, and reports from official websites.

Results/Discussion/Implication

The results of this ongoing research will describe several issues faced within the hospitality and tourism industry regarding diversity and inclusion specifically with the inclusion of people with disabilities. Policy makers and institutions can use the information from research studies to improve their current work environment contributing to a more diverse and inclusive future for the industry. The exact solutions and how to apply them to real world settings will be revealed with further research. Increasing positive diverse interactions within tourism and hospitality companies by integrated inclusion practices and raising awareness among managers and employees can be one of the most effective ways to improving host and guest relations.

#152 ARE MEAL KITS A WAY TO PROMOTE HOME COOKING AND COOKING SKILLS? AN EXPLORATORY STUDY OF CONSUMERS' PERCEPTIONS ABOUT THE MEAL KIT CONCEPT

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Introduction

Consumers who lack food knowledge and cooking skills experience difficulty in planning, selecting and preparing food at home, resulting in a decline in home-cooked meal preparation and an increase in the use of convenience foods (Soliah, Walter, & Jones, 2012). Meal Kits are a service concept designed to deliver fresh, pre-portioned and partially prepared food ingredients with recipe cards to customers. They have been introduced as a convenience product that eliminates much of the meal planning and shopping, while still maintaining the cooking step. This service allows customers to follow cooking instructions that come either within the package or through an online source (Halkier, 2017; Hill & Maddock, 2019). Because most of the cooking methods used in the meal kits do not require sophisticated equipment and are easy to follow (Packaged Facts, 2017, 2018), the structure of this service might be viewed as a resource that enables consumers with limited cooking knowledge to learn cooking skills and enhance their intentions to cook at home. Therefore, it would be beneficial to extensively explore consumers' perceptions about meal kits to build a better understanding of how these may affect home cooking intention and cooking skills. This study aims to explore how the cooking experiences that occur as a result of using meal kits service influence and facilitate consumer's cooking skills and home cooking using a grounded theory approach.

Methods

This exploratory study will utilize a qualitative approach to explore and illustrate the consumer's cooking experiences using meal kits. A qualitative approach was selected to acquire the participant's perspectives about meal kits and to generate information that might be used as the drivers to promote home cooking and cooking skills improvement. Focus group interviews will be conducted to get thoughts and insights from the participants. A list of open-ended questions will be developed based on previous relevant studies and research questions to direct the conversation. A purposive sampling approach will be used to recruit the participants who have experience with or are currently using meal kits services. All data will be coded and analyzed based on a method for a grounded theory approach suggested by Tie et al. (2019) to build and confirm the emerging themes. The categories of cooking experience from meal kits and possible facilitators to promote home cooking and cooking skills will be identified.

Results/Discussion/Implication

The findings of this study will broaden the horizon of the limited research on meal kits and the understanding of consumer perceptions about the meal kits concept, as well as the potential ability of meal kits to be a motivator for home cooking intention and the practicing of cooking skills. Health educators could utilize the themes and theory of this study to develop new strategies to teach and improve cooking skills. For the food service industry, this study will provide useful information for promoting this service to consumers who have an interest in cooking, but limited time for selecting, purchasing, and preparing food.

#153 ATTITUDE TOWARDS TRADITION, OPERATION MOTIVATION AND STRATEGIES —— A COMPARATIVE STUDY OF B&BS IN THE NETHERLANDS AND TAIWAN

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Introduction

Bed and Breakfast is known as a private home where a guest is provided a place to stay for the night. It is an important sector within the hospitality industry (Arneson, 2014). Originating from Europe, Bed and Breakfast has been very popular in Netherlands and Taiwan, China as the core industries. Today, Bed and Breakfast operations are considered not only a unique business models, but also can serve as platforms for cultural exchanges between hosts and guests. However, the similarities and differences of Bed and Breakfast industries between the two destinations are remained unknown. Yet such an investigation is important due to the following reasons. First, the operators and the industries in the Netherlands and Taiwan are relatively mature (Hall, 2005). In addition, the Chinese and Taiwanese travelers contribute considerably to the tourism industry in the Netherlands. On the other hand, the number of European tourists to Asia is also growing (NTBC, 2016). Yet there is still limited research attention to look into the operational philosophy of both areas. This research aims to identify the similarities and the differences between both areas, with a specific focus on the motivations of operators, operational marketing strategies and cultural background. Furthermore, the results of the study can also provide empirical recommendations for the tourists in Taiwan, China and the Netherlands.

Methods

For this study, a qualitative research designed with in-depths interviews of owners of B&Bs both in Taiwan, China and the Netherlands is applied. Qualitative research takes an open and explorative approach with the aim to discover patterns and or theories (Bryman & Bell, 2003). Due to the scarcity of literature on comparation of B&Bs industry, particularly on the operators' perspective, a comparative case study approach with B&B operations is deemed an appropriate starting point.

Results/Discussion/Implication

Taking Leeuwarden in the Netherlands and Jiufen in Taiwan as representatives, the researcher aims to uncover the operational philosophy via in-depth interviews focusing on the operators' perspective. The data and results intent to make theoretical contributions to the tourism industry and serve as available sources for the operators in both area for improving clients' accommodations and potential future collaborations. This study was the first research on the operational comparison of B&Bs in the Netherlands and Taiwan, China. On one hand, this study found the similarities and differences between both areas; also, this study collected a great amount of first-hand data which could serve for future research. In this study, the researcher intended to build a commercial bridge between the Netherlands and Taiwan so that the operators could get accesses to the up-to-date information in both areas for optimal marketing strategy decisions, customers accommodations and collaboration.

References are available upon request

#154 A PARADOX IN AUTHENTICITY THROUGH EXPERIENCING SOMEONE ELSE'S LIFE: A QUALITATIVE APPROACH

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Introduction

In modern society, a sense of authenticity becomes blurry as communities have been less differentiated by collapsing the physical and cultural barriers between them (Cohen, 2012). Ironically, this vague boundary of authenticity in the present time seems to cause an "appetite" for authenticity, rather than destroying it (Cobb, 2014). In the tourism industry, tourists can feel authenticity of their experiences in a destination by doing what the locals do and observing the locals living their everyday lives (Maitland, 2010). Such experiences of being engaged with the lives of others can create a distinctive sense of authenticity for people. To this end, the objective of this study is to explore the underlying factors of authenticity experienced through participating in another's everyday life.

Methods

To achieve the objective of this study, focus group interviews were conducted to seek diverse perspectives of a topic of interest from multiple participants (Patton, 2015), using a semi-structured interview style. The purposive sampling method was taken to obtain core information by "selecting information-rich cases for in-depth study" (Patton, 2015, p. 264), targeting both the general public and professionals in the hospitality and tourism industry. In total, 6 rounds of group interviews with 29 participants were conducted in central Oklahoma State in the United States, taking approximately 52 minutes on average. The interviews were recorded utilizing multiple types of devices and transcribed for content analysis.

Results and Implications

The data analysis uncovered that the interviewees participated in the lives of others by acting as one of the locals as well as observing their lives. They often intended to "do what the locals do" and "see the bad parts" as well as positive parts of the others' lives. While being embodied and involved in a variety of activities, the interviewees experienced the paradoxical sense, coined as dual liminality from lives and universalistic communitas, which leads to the authenticity of their own experiences. The interviewees often felt distant from both their own life and the other's life, labeled as dual liminality from lives (133 out of 334), in which the concept of liminality refers to "any condition outside or on the peripheries of everyday life" (Turner, 1974, p. 47). In the meantime, most interviewees felt universal connections with others across different backgrounds due to their similarities in personal lives. This sense was labeled as universalistic communitas (201 out of 334), built on relationships spontaneously generated among equal individuals in which they felt solidarity with the others (Turner, 1974; 1995).

While authenticity is considered object-originated (objective authenticity) or self-originated (constructed and existential authenticity), this study captures a distinctive sense of authenticity derived from participation in the authentic lives of others, which entails the sense of being liminal from both one's and other's life, at the same time, feeling connection to the other. Regarding practical implications, tourism practitioners should strategically manage the life environment of a destination by offering both touristic and everyday activities. Professionals can also trigger tourists' solidarity with the locals by facilitating human-to-human interactions.

References are available upon request

#156 ANTECEDENTS, MANIFESTATIONS, AND CONSEQUENCES: AN EXPLORATORY STUDY OF CHINESE HOTEL GUESTS' DISTRUST

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Introduction

Consumer distrust can have a salient, negative impact on customer behaviors (Chang & Fang, 2013; Darke & Ritchie, 2007), and the effect of distrust on certain negative behavioral intentions is more significant than that of trust, such as lowering self-disclosure and lowering relationship commitment (Cho, 2006). While the concept of customer trust has been widely examined in the field of marketing, management, economics, psychology, and hospitality and tourism (e.g., Martinez & Bosque, 2013; Sparks & Browning, 2010; Valenzuela & Parraga, 2006), research on the concept of customer distrust lags behind. To fill in the research void and to advance to knowledgebase of consumer distrust in hotels, this research is to, using a Chinese hotel guest sample, explore (1) where hotel guests' sense of distrust originates from; (2) how such distrust is manifested in guests' hotel experience; and (3) how guests respond accordingly.

Methods

This research adopted a mixed-method approach. During the qualitative phase. twenty semi-structured interviews were conducted with people who had domestic travels and hotel-stay experience in the past month. Content analysis and thematic analysis (King & Horrocks, 2010) were performed on the transcribed interview data.

During the quantitative phase, a questionnaire which consists of five sections was utilized for measuring main constructs. A total of 613 online survey invitations were sent to a professional market panel, and 499 valid responses were returned, resulting in a valid return rate of 81.4%. Only Chinese hotel guests who had traveled to a domestic destination in the past month and stayed in a commercial accommodation facility for at least one night were invited to participate in this study.

Results/Discussions/Implications

The results of this research provide empirical support for the proposed mechanism of "Distrust (Origin)→Defensiveness (Attitude)→Coping". They suggest that sanitation and safety distrust in hotels are caused by intrinsic factors and negative media coverage. In addition, there is no correlation between customer's previous experience and sanitation and safety distrust. Need to talk about the impacts of consumer distrust on coping behaviors.

Theoretically, this research presents and validates a conceptual model explaining the relationships of customer distrust and defensive behavior in a hotel context. Practically, the findings of this research can assist hotel managers in developing more proactive strategies to lower and prevent consumer distrust.

#157 HOW LOCAL'S ATTITUDE CONTRIBUTES TO TOURIST'S PLACE ATTACHMENT AND WELL-BEING?

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Introduction

Staying socially connected is becoming increasingly important for people even when they are en route (Gössling, Cohen, & Hibbert, 2018). As a universal need (Heinrich & Gullone, 2006), social connectedness or belonging influences people's thoughts, emotions, and behaviors (Strayhorn, 2012). However, in the extant literature, tourists' needs for social connectedness with local residents in the destination as well as its influence on tourists are largely under-studied. Therefore, this study aims to explore the effect of social connectedness with local residents on tourists' affective attachment to the destination and their subjective well-being.

Methods

Two experiment studies were conducted, using the same setting of tourists dining in a local restaurant in a destination and their interaction with the local residents there (including the owner, server and other local customers as a whole). A 2 (social connectedness: high vs. low) x 3 (travel companion: individual vs. low cohesive group vs. high cohesive group) between-subjects, factorial design was utilized in study 1, while study 2 utilized a 2 (social connectedness: high vs. low) × 2 (pre-consumption mood: positive vs. negative) between-subjects factorial design. A total of 305 and 208 usable, completed responses were collected through CloudResearch by TurkPrime for study 1 and study 2, respectively. Each participant was randomly assigned to one of the six scenarios in study 1 and one of the four scenarios in study 2.

Results/Discussion/Implication

Our findings suggest that tourists are more affectively attached to the destination when they feel socially connected with local residents. Furthermore, affective attachment serves as a full mediator in the relationship between social connectedness and tourists' subjective well-being. However, the moderating effects of travel companion and pre-consumption mood are insignificant.

#158 THE RISE OF CRAFT DISTILLERIES AND THEIR CONSUMER SEGMENTS

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Introduction

The distilled spirits industry as of 2018 is responsible for $27.5 billion in sales annually (Distilled Spirits Council of the U.S., 2019). Although an abundance of research on wine and beer consumer segments exists, there is no such research for distilled spirits consumers. Wine researchers have segmented their consumers on several different attributes focusing on lifestyle variables (Bruwer and Li, 2007), involvement (Aurifeille et al., 2002), motives and benefits (Dubow, 1992), and usage rate (Kelley, Hyde, Bruwer, 2015). Craft beer researchers have segmented their consumers based on involvement and variety seeking behaviors (Taylor & DiPietro, 2017), taste and brand familiarity (Malone & Lusk, 2018), plus brand benefits, lifestyle, and demographics (Orth, McDaniel, Shellhammer, & Lopetcharat, 2004).

For the past nine years the distilled spirits category has taken market share away from beer and wine; as of 2018, distilled spirits sales accounted for 37.4 percent of the alcoholic beverage industry (Distilled Spirits Council of the U.S., 2019). One reason for this gain in market share is the emerging trend of craft distilleries as recent changes in state laws enable more craft distillers to enter the market. As reported by the Craft Spirits Data Project (CSDP), the number of active craft distillers in the U.S. grew by 15.5 percent to 1,835 in August 2018. With the current trend growing at an exponential rate, a need to better understand the craft distillery consumers exists; segmentation is the best process to identify attributes of distilled spirit consumers.

Methods

The online survey will be administered via Qualtrics using MTurk participants, aiming to collect at minimum 500 responses to generalize the overall distilled spirits consumer market. Based on the current research for wine and craft beer consumer segmentation, the survey will capture information about distilled spirits consumers across three segmentation types; demographics-- using stage in family lifecycle; psychographics-- utilizing involvement, spending/consumption habits as well as lifestyle (LOV/AIO); and benefits sought-- based on functional, social and emotional benefits. The data will be analyzed with a two-step cluster analysis to reduce the responses to the best number of clusters (segments). MANOVA will be used to determine potential differences in purchasing and consumption habits between the various segments of consumers.

Results/Discussion/Implication

The data collected will begin the nascent study to fill the literature gap that exists in academia regarding distilled spirits consumers. The results will provide a plethora of opportunities for future research as well as managerial/industry implications. The most important will be assisting craft distilleries in creating targeted marketing and branding activities to increase their patronage and capture a specific audience. Additionally, understanding the propensity of consumers to visit craft distilleries will help to grasp the impact this new movement will have on large national brands, which can be compared with the craft beer movement that has swept the country in recent years.

References are available upon request

#159 USE OF THE THEORY OF PLANNED BEHAVIOR TO PREDICT CONSUMERS' INTENTION TO PURCHASE HOME DELIVERY MEAL KITS.

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Introduction

Home delivery meal kits (HDMK) are a new food distribution service that provides fresh, pre-portioned, and partially prepared food ingredients to customers (Riell, 2016). This service is designed to offer convenience and time saving to customers by eliminating much of the meal planning and shopping, while still offering a variety of menu items and opportunities to cook food (Nielson, 2017; Packaged Facts, 2018). The popularity of this service has grown rapidly in the last few years due to the time constraints of today's lifestyles (Statista, 2017).

Even though meal kit services are booming, limited research has been conducted regarding the customer's purchase intention when selecting this service. This study will apply the Theory of Planned Behavior (TPB) as the framework for a better understanding in the effect of potential factors on customers' behavioral intentions, as it has been successfully used in various studies in the field of foodservice industry (Kim & Ham, 2017; Kim, Njite, & Hancer, 2013; Shin, Im, Jung, & Severt, 2018). Risk perception has also been reported to have an impact on consumer attitude and behavior (Choi, Lee & Ok, 2013; Lobb, Mazzocchi, & Traill, 2007; Yeung & Morris, 2006). Since concerns cited in the results from early research regarding the safety of online meat products shipments suggest that there may be a potential for foodborne illnesses (Hallman et al., 2014; Hallman, Senger-Mersich, & Godwin, 2015), its effect on consumers' attitude and purchase intention deserves investigation. Therefore, this study proposes to assess the impact of attitude towards HDMK, subjective norms and perceived behavioral control on the consumers' intention to purchase HDMK, as well as the effect of perceived food safety-related risk on the consumers' attitude and purchase intention of HDMK.

Methods

An online, self-administrated questionnaire will be conducted to collect the data. The participants will receive a brief explanation of the characteristics and features of HDMK service before answering the survey, so they can clearly understand how this service works. Items for each construct will be adopted from prior research studies. The data will be analyzed using SPSS. Multiple linear regression analysis will be performed to determine if the predictors are able to predict purchase intention.

Results/Discussion/Implication

This study is expected to provide a framework for understanding the factors that are related to consumers' intentions to purchase HDMK, and to offer useful information about the relationship among the potential motivators and barriers to consumers' purchase intentions. Theoretically, this study is expected to confirm the ability to use the TPB model to predict consumers' behavioral intentions. This study also expects to provide practical implications for meal kit services that may also be offered in restaurants and other areas of the foodservice industry. This study will provide useful information for future studies on the importance of food safety to consumers of HDMK.

160 “MIND THE GAP PLEASE” THE EMPOWERMENT OF WOMEN THROUGH ESTABLISHING SUSTAINABLE TOURISM PROJECTS IN DEVELOPING COUNTRIES (CASE STUDY JORDAN)

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Introduction

The Castell Project women in the hospitality report (2019) found that women were less likely to be promoted to roles with financial responsibilities, investment, and development. The different patterns of occupational gender segregation in the hospitality industry showed that cleaning jobs, customer service, and jobs with less responsibility in the area of administration are largely occupied by women, while men dominate jobs with a high level of responsibility (Campos-Soria et al., 2011). The United Nations (2018) identified in their sustainable development report that gender equality for women and girls as an essential part of the sustainable development process. In 2019 UNWTO Global Report on Women in Tourism (2ed) found that women still face the same issues that were found in their first report in 2010. However, there is a decrease in the size of these issues as women are challenging gender stereotypes. The research was designed to explore sustainable tourism projects managers expectations on what their projects are providing to women and how these projects are empowering women and to investigate the phenomenon of women empowerment through development of sustainable tourism in developing countries, in this case Jordan.

Methods

Women in developing countries may face considerable stressors while working in the tourism industry, but existing frameworks likely don’t reflect their actual experience. A phenomenological design was chosen as the appropriate approach for the current study as it explores the lived experience of these women, perceived impacts of them working in these projects, and the challenges they overcome. The study will be conducted through a three-steps process to build the researcher knowledge to be able to create the perspective model. Interviews will be the primary mode of data collection in this research. Bristol (2007) explained that carrying out qualitative research with the attempt to scope the beliefs, feelings, views, experiences, and attitudes of people is most effective using interviewing as the method for data collection. Although the present study to some extent aims at gauging the degree of knowledge participants possess regarding empowerment and women empowerment in particular; the main goal is to explore their perceptions and opinions on this situation and their lived experience. Data collection and data analysis activities will be constructed together throughout the steps of the study and an inductive analysis will be used as an analysis approach.

Expected Results/Implications

Potential findings can create a stronger knowledge into the goals of sustainable tourism projects and how they differ based on two foundational constructs; the funding and the targeted population, the difference between outcomes of these projects and their goals, and getting an in-depth look at the perception of these women on the type of empowerment they gained from joining these projects. Furthermore, the study will develop a conceptual model to be tested in future research for women empowerment through sustainable tourism.

References are available upon request

#161 BLACK AND WHITE JUST FEEL RIGHT: MENU COLOR AND HEALTHY DINING

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Introduction

Healthy dining is trending. Restaurants and other food manufacturers and providers have innovated a variety of practices to boost healthy dining. For example, by repositioning their brands to be healthier (Garfield, 2018; Olayanju, 2018), designing menus with more healthy choices (Lu and Gursoy, 2017; Baiomy, Jones, and Goode, 2017), communicating messages stressing health or nutrition information (Berry, Burton, & Howlett, 2018). However, foods with health or nutrition claims might lead to consumers' negative inference of food taste (Hamilton, Knox, Hill & Parr, 2000) due to "tasty = unhealthy" and "healthy = not tasty" beliefs (Raghunathan, Naylor, & Hoyer, 2006), lower consumers purchase intentions (Bialkova, Sasse, & Fenko 2016), and might ironically, result in overconsumption and obesity (Finkelstein & Fishbach, 2010). Therefore, emphasizing health or nutrition claims is not always effective and may sometimes backfire. This study provides a novel strategy that adding color to such messages, namely, pairing black-and-white (BW) imagery with health claims could increase the persuasiveness of messages. Similarly, pairing colored imagery with tasty claim could increase persuasiveness of foods emphasizing taste claims.

Methods

The study employed a 2 (menu color: BW vs. colored) * 2 (menu claim: health vs. taste) between-subjects design. A final sample of 239 participants, recruited on MTurk, took part in the experiment.

We designed stimuli tailored to 4 conditions and asked participants to imagine they were in a restaurant having dinner and complete a survey after reading the experimental materials catered to the condition they were randomly assigned in. ANOVA and PROCESS 3.0 were employed to analyze the data.

Results/Discussion/Implication

We found that when pairing menu color with menu information claims, it could create a subjective experience of processing fluency and feeling right, and such positive experience will further on increase consumers' evaluation of the menu and restaurant, purchase intentions, and recommendation behavior. Specifically, the congruency derived from matching colorful menu (vs. monochrome) with taste (vs. health) claim, will increase process fluency, and create a subjective experience of feeling right, which further increase consumers attitude towards the menu and restaurant, and their purchase intention of the recommended food, and their recommendation behavior. We also ruled out an alternative explanation that different arousal level evoked by BW and colorful menu produced the effect. Additionally, such effect did not depend on consumers' gender and age. To the best of our knowledge, this is first study that established the relationship between menu color and healthy dining. the study unraveled a novel mechanism by looking at menu color from the perspective of construal level, and proposed that the subjective experience of feeling right drives the effect.

References are available upon request

#162 HOW DO CHINESE WINE TOURISTS PERCEIVE A DESTINATION'S IMAGE? THE CASE OF BURGUNDY

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Introduction

While there exists an abundance of wine tourism research, prior efforts have predominantly focused on Anglophone or European tourists and tourism markets. As such, there exists a relative scarcity of literature devoted to examining wine tourists from emerging markets in Asia (i.e., China, Japan) and Latin America (i.e., Mexico, Brazil). Considering the size and impact Chinese outbound tourism has internationally as the largest market in expenditure (World Tourism Organization, 2018), it is surprising there is such paucity of literature on the topic. Although there have been recent efforts examining the characteristics of outbound Chinese wine tourists (Gu, Zhang, King, & Huang, 2017), scholars agree there is a need to better understand Chinese wine tourists (Zhang, Yuan, Ye, & Hung, 2013; Ye, Zhang, & Yuan, 2017). Furthermore, despite the importance of destination image to wine tourism, there is non-existent literature regarding Chinese tourists' impressions of wine tourism destinations. Thus, the primary objective of this research is to investigate Chinese wine tourists' image of a wine tourism destination, thereby fulfilling this gap in the literature. The secondary purpose involves examining differences between visitors and non-visitors' perceptions, as well as based on psychographic (i.e., involvement) and socio-demographic characteristics (i.e., age, gender).

Methods

This research utilizes a mixed-method approach in the form of a survey consisting of quantitative, Likert-type and categorical questions, and qualitative, open-ended questions. The instrument was initially designed in English then translated to Chinese. To ensure translation validity, a separate individual outside the research team fluent in both languages examined the instrument, which resulted in slight changes to provide an accurate translation. The survey was then configured using wjx.cn, an online Chinese survey platform.

The survey link will be disseminated via social media to Chinese wine tourism communities and blogs, thus relying on convenience sampling. Additionally, subjects will be encouraged to share the link with other wine tourists, thus snowball sampling is also employed. This research intends to recruit a minimum sample size of 377 respondents to ensure the analysis is appropriately powered and abides by a desired 95% confidence interval and no more than 5% margin of error (Bruwer et al., 2014). Respondents will be compensated a random amount between one and seven RMB (note: $1 = ¥6.30 RMB).

Results/Discussion/Implication

This research examines the effectiveness of wine tourism concepts in an under-studied wine region (i.e. China) in the context of destination image (TDI). The results of the study are expected to increase the theoretical knowledge as well as provide insights for practitioners.

References are available upon request

#163 MENU DESCRIPTIONS: ANALYSIS OF THE MOST INFLUENTIAL WORDS FOUND IN RESTAURANT MENUS

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Introduction

Restaurant operators seek efficiency. Reconfiguring dining rooms and seating arrangements (Han & Ryu, 2009), seeking out new vendors or changing recipes (Murphy & Smith, 2009) are approaches used to improve operational efficiency and performance; however, they require significant effort and cost. Menus, on the other hand, are relatively inexpensive to revise and print, and represent a restaurant operator's key marketing tool (Bowen & Morris, 1995). As such, menus are a subtle means of guiding customers to profitable and popular dishes, leading to satisfaction for customers and operators (Lockyer, 2006). Some operators craft flowery prose to evoke mental food images (Kuperman et al., 2014), while yet others incorporate foreign language words into their descriptions to suggest authenticity (Reynolds, Merritt & Pinckney, 2005). Consequently, what is the best way to describe a dish? The purpose of this study was to examine the most commonly used words found in typical American restaurant menus. Specifically, the research objectives of this study were to: 1) use text-mining techniques in developing a database menu words from a broad cross-section of American restaurants; 2) analyze word frequencies in order to determine the most commonly used words; and 3) classify these words based upon their nature and usage.

Methods

Text mining techniques were performed on a collection (n=110) of menus sourced from the internet. Single words were the focus of the text mining, which returned 3209 instances with a total frequency of 61,155 uses. This database was sorted alphabetically and manually examined for overlap. The coding process started with literature. Independent coding and joint revision occurred several times. What emerged were five distinct categories: Affective (emotion-laden words), Adjective/Descriptive (words that described a specific attribute), Culinary (words related to culinary methodology or ingredient-states, Sensory (words related to smell, taste, and texture, etc., and Dish/Meal (words that described plate components or specific sub-recipes).

Results/Discussion/Implication

The most common words were categorized. Fresh and house-made were two top ranked words, dominating the Affective family. Classic, seasonal, and special were also frequently used. The Adjective/Descriptive group was more evenly distributed with sweet, light, signature, and French common, each with over one hundred uses. The sensory subcategory was led by the words crispy, spicy, and flavored. Creamy and hot were also popular as sensory words. The most frequent words in the Dish/Meal Component group were sauce, salad and sides.

Results offer practical advice for constructing menu descriptions. Theoretically, this study exposed differences from prior literature. For example, geographic and healthy words were identified as major menu themes (Youn & Kim, 2017) but not found as much as expected in this study. Practically, word categories presented in this study could help restauranteurs update menus. Previous menu writing research focused on the customers' perspective, rather than current practices. Methodologically, the use of text mining in menu analysis was a unique approach. Future research can cross-reference these findings with consumer groups.

#164 TO PAY OR NOT TO PAY: THAT IS THE QUESTION, NOW WHAT IS THE MESSAGE? EVIDENCE FROM TASTING ROOMS IN PALISADES, COLORADO

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Introduction

Wine tourism is the intentional pursuit of wine-related activities, specifically visitation to wineries (Bruwer, 2003; Bruwer & Alant, 2009; Charters & Ali-Knight, 2002) and wine festivals (Carlsen & Getz, 2006; Mason & Paggiaro, 2012; Yuan, Cai, Morrison, & Linton, 2005). Wineries introduce tourists to their brand by offering tourists wine tasting products in their tasting rooms in exchange for tasting fees (Carlsen, 2011; O'Neill & Charters, 2006; Thach & Olsen, 2006). Prior literature has established the role reciprocity plays in eliciting feelings of gratitude and obligation in the tasting room, which then results in positive monetary outcomes for the winery (Kolyesnikova & Dodd, 2008, 2009; Kolyesnikova, Dodd, & Laverie, 2007). Certainly, there is no such thing as a free tasting, as the implied purpose of a wine tasting is that the tourist purchases wine. Likewise, literature has established the effectiveness wine product messaging has in affecting consumer perceptions and behaviors since wine consumers rely on extrinsic cues as indicators of wine quality (Mueller, Lockshin, Saltman, & Blanford, 2010; Sherman & Tuten, 2011; Thomas & Pickering, 2003). Furthermore, recent literature has established the effect wine product messaging can have on willingness-to-pay (WTP) (Eustice, McCole, & Rutty, 2019). However, prior literature has yet to examine the effect sustainability messaging has on tourists' perceptions, nor has it established causal evidence as to the effect tasting room fees (or the lack thereof) have on tourist behavior. Thus, using an experimental approach, this research aims to fulfill the gap in prior knowledge by establishing causal evidence regarding how tasting room fees and sustainability messaging positively affect the amount of money wine tourists spend at the cellar door.

Methods

This research uses a uses a 2x2 completely randomized factorial design experiment with the between-subject factors consisting of message type (sustainability message and control) and tasting room fee ($5 fee and control) on the within-subject wine tasting. A winery in the Palisades, an up and coming wine tourism region located in Western Colorado, agreed to participate in the experiment. Tourists visiting the winery's tasting room and engaging in a wine tasting will be recruited. After participating in the wine tasting, subjects will be given a post-experiment questionnaire.

Results/Discussion/Implication

This research extends theory and practice by further exploring the effect of reciprocity in hospitality and tourism, as well as the effect sustainability messaging has on behavior. Furthermore, the insights gleaned from this study aim to inform practitioners regarding the use of tasting room fees and sustainability messaging in a developing wine tourism region.

References are available upon request

#165 CASINO HOSTS AND GUESTS: AN EXPOLORATORY STUDY OF ENGAGEMENT

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Introduction

Hospitality researchers have investigated casino hosts with respect to their influence on casino players' behavioral intentions and satisfaction. Host relationships with guests have been found to have a more significant impact on behavioral intentions than service quality (Prentice, 2013). However, previous studies have neglected to measure how the host's behavioral engagement, cognitive engagement, and emotional engagement with the company and job influence engagement with the player. Casino players have cited empathy and responsiveness as antecedents for satisfaction and intention to return (Prentice et al, 2013), and these qualities are by-products of these three types of engagement (Li & Lerner, 2013). Therefore, an understanding of host engagement can enhance two factors associated with casino performance: 1) guest intention to return and 2) guest gaming spend.

The purpose of this project is to understand the engagement that casino hosts have with their company, job and guests. This will lead to understanding the sort of engagement hosts have and the degree of this engagement. It is expected that high-performing hosts display greater behavioral, cognitive and emotional engagement with their company and role than other hosts.

Methods

A qualitative exploratory study is appropriate in this research for two reasons: 1) this study is intended to lead to discoveries for future research questions and tasks (Cooper & Schindler, 2014, p. 126), and 2) variables important to the study are not yet clear or defined (Cooper & Schindler, 2014, p. 129). The researchers will conduct twenty semi-structured interviews from a pool of Las Vegas casino hosts; the initial questions for each subject will be the same, and then the interview will focus on subject narratives specific to engagement (Cooper & Schindler, 2014, p. 153). Individual depth interviews will be used because they are likely to provide the sort of information needed for this exploratory study, i.e. the hosts' opinions and narratives will reflect the full scope of the study—hosts' engagement with their company, role, and guests (Cooper & Schindler, 2014, p. 156). These interviews will be conducted face-to-face, last for approximately thirty minutes, and be audio-recorded at the researchers' university. Additionally, because access to these casino hosts has been endorsed by an executive with the casino company, nonprobability snowball sampling will be used to find hosts most likely to provide good insights into engagement.

Implications

From a practical perspective, the findings can assist management in measuring host performance in alignment with factors directly affecting guest retention and gaming spend. Hosts are critical for attracting and retaining important guests (Kale, 2005), and they contribute greatly to player satisfaction and perception of casino service quality (Kale & Klugsberger, 2007).

On the theoretical side, this study builds on the literature about engagement and loyalty among employer, employee and customer. This line of research contributes to how engagement affects the development of an experience, an understudied construct (Bastiaansen, Lub, Mitas, Hyungsoo, Ascenção, Han, Moilanen, Smit & Strijbosch, 2019) and essential part of hospitality.

#166 ASSESSING THE IMAPCT OF USER-GENERATED PHOTOS ON HOTEL GUESTS' BRAND IMAGE AND PRICE PERCEPTIONS

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Introduction

User-generated photos (UGPs) have become one of the most popular online shared contents in recent years because of the advancements in Web 2.0 and mobile devices such as smart phones and tablets (O'Connor, 2010; Ye, Law, Gu, & Chen, 2011; Ma, Xiang, Du, & Fan, 2018). On one hand, these shared photos allow potential guests to view hotel visually, which provide a reference for their hotel booking decisions. On the other hand, by understanding the information embedded in these photos and responding to them could help the hotel managers to evaluate hotel products and services in a visual way, to optimize their offerings, and to address any service failures experienced by the guests (Chalfen, 1979; Lo, McKercher, Lo, Cheung, & Law, 2011; Kurashima, Iwata, Irie, & Fujimura, 2013).

In addition to the user-generated contents such as UGPs, potential hotel guests also consider hotel brand image and price when they book a hotel (Lien, Wen, Huang, & Wu, 2015). Brand image is a determinant affecting customers' subjective perceptions and consequent behaviors and is an extrinsic cue when consumers are evaluating a product/service before purchasing (Lien, Wen, Huang, & Wu, 2015, p211.). UGPs help the potential hotel guests to gain a vivid picture of what the hotel looks like. Therefore, UGPs will influence potential guests' hotel brand image perceptions as well.

Consumer also uses price to evaluate the value of products and services (Yoon, Oh, Song, Kim, & Kim, 2014). UGPs reflect the tangible aspects of the hotel products (e.g. lobby area, restaurant in the hotel, hotel room). Therefore, if the hotel products reflected by UGPs look excellent, luxury, and comfortable, the perceived price for the hotel would be expensive. In addition, if the UGPs catch the negative aspect of the hotel services (e.g. dirty bedsheet, broken TV, and dirty bathroom towel), potential guests might have a low level of price perception. Based on the discussion provide above, the following hypotheses are proposed:

H1. User-generated photos are positively associated with hotel brand image.

H2. User-generated photos are positively associated with perceived price.

Methods

To test the study hypotheses, a within-subject experimental design will be adopted in this study. Independent variable (UGPs) will be manipulated in two levels (UGPs are provided vs. UGPs are not provided). The target population of the study is individuals who have used an online hotel review site (e.g., TripAdvisor) to book a hotel at least once in the last six months.

Five hotel brand image items will be modified from studies of Keller (1993) and del Río, Vazquez, and Iglesias (2001) study. Four price items will be modified from the studies of Chiang and Jang (2007) and Dodds, Monroe, and Grewal (1991).

Results/Discussion/Implication

The findings of this study will help hotel and online review site operators to better understanding the value of UGPs in terms of hotel guests' brand image and price perceptions. Equipped with this information, both hotel and online review site operators and manager will be able to develop effective marketing strategies in order to gain competitive advantage.

#167 EXPLORING THE PHENOMENON OF TIPPING IN LIGHT OF INCREASED WAGES OF TIPPED EMPLOYEES IN CALIFORNIA RESTAURANTS

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Introduction

It is common for a service firm to allow their workers to receive tips from their customers in addition to their compensation (Lynn, Kwortnik Jr, & Sturman, 2011). In the past, researchers found that customers left tips because they felt grateful for the service, which was explained with the equity theory (Adams, 1965; E. Walster, Berscheid, & G. Walster, 1973).

Customers often reciprocate the service workers by giving monetary compensation when they feel satisfied (Whaley, Kim, & Kim, 2019). However, unlike the other industries, tips have become the major portion of restaurant wait staff's earning (U.S. Department of Labor, 2000), and most restaurant employees depend on tips given by their customers to earn above standard minimum wages (Seiter, 2007). For this reason, some restaurant customers feel empathy when determining the amounts of tips for restaurant wait staff (Whaley, Douglas, & O'Neil, 2014).

Recently, social pressure to raise minimum wages has increased, and restaurateurs were forced to consider potentially raising the wages for tipped employees in full-service restaurants (Grebbin, 2018). For instance, the minimum wage in California has been increased by more than 30% since 2014 to $12.00 per hour even for the tipped employees. The new minimum wage in California is over four times of the federal minimum wages for tipped employees in other states. It is plausible that the amount of tips (e.g., percentage of sales) that customers in California feel obligated to pay may differ from the amount which used to supplement below the standard minimum wage. Therefore, this study aims to explore the current tipping behaviors in light of minimum and tipped wage increase in California and to explore consumer sentiments regarding tipping expectations.

Methods

The target population of this study is customers who had recently dined in a full-service restaurant in California. The study sample will be 20 individuals sufficiently varied to make sure individuals with different characteristics are included. The data collection will occur over one-month period and will be ceased when data saturation occurs. Participants will be recruited through a snowball sampling method for online interviews using Zoom. A short questionnaire will be sent via email to collect participants' demographic information.

Using a qualitative method of in-depth interviews that adopt phenomenology approach, the participants will provide their sentiments during the interview. Questions related to customer tipping rationale will be asked. The interview conversations will be audio-recorded, transcribed verbatim, and analyzed using bracketing method to capture general themes and subthemes of the tipping behaviors. Moreover, the researcher's understanding and positionality will be included in the data analysis to maintain the balance between descriptives notes and reflective notes used while bracketing the interview scripts (Groenewald, 2004).

Results/Discussion/Implication

This is a work-in-progress study. The finding will be expected to provide information to restaurateurs and wait staffs about customer perspectives of restaurant tipping behaviors when tipped wages have increased significantly in light of legislative changes.

References are available upon request

#168 CSR AND LOYAL BOOSTERISM IN HOTELS: THE MEDIATION EFFECT OF WELLBEING

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Introduction

There is an increasing interest in corporate social responsibility (CSR) in hospitality. Although employees are vital stakeholders in services industries and play critical roles in implementing CSR activities, questions regarding under which circumstances CSR affects employees remain (Glavas, 2016). For instance, most studies investigating the influence of CSR on work behaviors mainly focus on perceptions about CSR, without taking into consideration actual involvement in CSR activities (Supanti & Butcher, 2019). Moreover, quality of life and wellbeing are primary areas of sustainability and CSR concerns, yet little research explores this connection (Kim, Rhou, Uysal, & Kwon, 2017).

Aiming to address these gaps, this study draws from affect theory of social exchange to explore the relationships between CSR perceptions and participation in CSR activities with wellbeing and how that, in turn, influences hotel employees' loyalty boosterism. As individuals have different orientations towards wellbeing and experience it differently (Huta & Waterman, 2014), this study focuses on two theoretical constructs with respect to wellbeing: hedonism and eudaimonism. This research is relevant to hospitality managers and owners who want to create and promote a CSR culture to attract, develop, and retain employees.

Methods

To test the conceptual model, a survey was conducted with 131 hotel supervisors/middle-level managers (final sample) via both asking trade association workshop attendees (Southern region of U.S.) and internet-based questionnaire using snowball sampling. Participants were asked to answer questions having their current employer in mind. Due to the exploratory nature of this study and its sample size (Hair, Hult, & Ringle, 2014), both the adequacy of the proposed model and the structural model were assessed using PLS-SEM.

Results/Discussion/Implication

The results showed that although employees' perceptions about CSR had a positive effect on their participation in CSR activities, only when employees are actively involved in CSR, rather than being passive observers, do eudaimonic wellbeing and loyalty boosterism increased.

Moreover, from the best of our knowledge, this study is among the first attempts to empirically demonstrate the effect of CSR on both hedonic and eudaimonic wellbeing in hospitality. While CSR participation had a positive effect on both dimensions of wellbeing, only eudaimonic wellbeing had a positive effect on loyalty boosterism. As loyalty boosterism was only significant through the mediation of eudaimonic wellbeing, this study further provides evidence to suggest that CSR effects on employees' work outcomes are complex and thus, require different mechanisms to explain its effects (Raub & Blunschi, 2014; Supanti & Butcher, 2019).

In terms of practical implications, the results suggest that developing CSR activities that actively engage employees is crucial. Happier employees tend to perform better and possibly have lower turnover intentions, as previous research has shown (e.g., Wright & Cropanzano, 2007).

References are available upon request

#170 BRAND.COM VS. OTA: THE EFFECT OF UNBUNDLING ON CONUMSER BOOKING INTENTION

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Introduction

Motivated by unbundling services conducted by budget airlines, hotel industry seeks to segment the market and jointly maximize the profit from both the core and ancillary services (Erat and Bhaskaran, 2012). This study focuses on midscale hotels in that 53.4% of hotels run average daily rate (ADR) of under $85 per room and nearly 90% of hotels in USA have fewer than 150 rooms (Smith Travel Research, 2013).

Midscale hotels target at relatively budget-minded customers who are more utilitarian-oriented (Yu and Timmerman, 2014). That's the reason why Online Travel Agencies (OTAs) could win over guests in midscale hotel market via flexible cancellation policy as well as generous rewards privileges (Hertzfeld, 2019). To survive in the growing competitive environment, unbundling entails midscale hotels to induce more direct bookings by exclusively listing optional service offerings on hotels' own websites. Correspondingly, the room base rate is more competitive than most traditional bundled rates, while incremental ancillary revenues can be generated by fulfilling customers' heterogenous requests (Vinod, 2019). Additionally, the amount of commission fees paid to OTAs, given the same commission percentage, can be reduced due to the lower room base rate.

The objectives of this study: 1) how consumers' booking intention would be affected by unbundling practice; 2) how unbundling different service attributes categories would change the current market share between brand.com and OTAs.

Methods

A self-administered questionnaire was developed to conduct a web-based survey. Conjoint analysis will be used to investigate how travelers value hotel service attributes. Discrete choice experiment will be conducted to obtain data for analyzing consumer behavior toward unbundling service attributes in midscale hotels.

Expected Results/Discussion/Implication

Unbundling is expected to help hoteliers to win over the market share from online travel agencies. Customized pricing is inherent with certain advantages that could meet heterogeneous requirements of a wider spectrum of customers as compared with bundled pricing strategy. This study could shed light on which hotel service attribute could act effectively on changing consumer's booking choice between brand.com and OTAs. Theoretically, the unbundling pricing and customized pricing strategy could enrich the current hotel pricing literature. In addition, this paper could contribute to midscale hotel research which relatively fewer studies have been focused on.

#171 BORDER AND MOBILITY: THE IMPACTS OF BOUNDED COMMUNITY SCENIC AREAS

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Introduction

We live in a very bordered world with national, regional and even neighborhood borders (Lebuhn, 2013; Newman, 2006b). Borders are complex, which can bring both positive and negative consequences. Nowadays, lower scale borders (e.g. gated communities) have become remarkable and affect practices of people's daily lives but receive little attention (Karaman & Islam, 2012; Liao, 2016; Newman, 2003).

Mobility and border are inseparable (Sheller, 2018). Tourism, as a typical form of mobility, leads to cross-border activities (Gelbman, & Timothy, 2011), but may also bring border disputes between destinations and its adjacent regions due to desires for economic benefits (Wachowiak, 2006). Therefore, combining border and mobility will help analyze spatial variation and unbalanced development brought by tourism (Rink, & Gamedze, 2016).

The main purposes of this paper are: (1) to explore how the lower-level border is formed and developed with tourism; (2) to analyze how border influences the mobility of different people as well as things; and (3) to discuss the negative impacts of bounded scenic areas.

Methods

Hongcun and Jicun in Anhui, China have been chosen as a case study. Hongcun is a cultural World Heritage Site and Jicun is a neighboring community and buffer area of Hongcun.

More than 50 in-depth interviews have been conducted in Hongcun and Jicun to collect information about how residents perceived the border and how it affects their mobility. Also, observation is used to learn about the distribution of different facilities, the way people cross border, the goods they carry, the people they travel with, and the direction of movement.

Results/Discussion/Implication

The physical border of Hongcun scenic area, which highly overlaps with the boundary of the first-level protected area of Hongcun heritage site, is mainly composed of a river, mountains, fields, fences and gates, and it is developed and reinforced with tourism development.

From the cross-border mobility of tourists, residents, goods and the distributions of non-mobile facilities, we can know that the border of Hongcun has the same selectivity and filtering effect as national borders (Paasi, Prokkola, Saarinen, & Zimmerbauer, 2018). However, there are also differences: the former is completely the product of capital and economic benefit, while the latter is formed under political and security factors. The establishment of a scenic area aims to build a highly orderly and attractive place for tourists and investments. Based on this economic goal, the existence of border may harm some rights of residents (e.g., to live and develop in the scenic area or to share benefits) and cause great inequality as well as injustice.

Furthermore, compared with national or community borders, borders of scenic area are more susceptible to the interaction of various organizations and individuals (Lebuhn, 2013). Different actors' response to border in daily life can be passive and active (Liao, Breitung, & Wehrhahn, 2018). In the tourism context, a physical border guides the mobility of tourists and capital, leading to social and economic differences. Once the scenic area is endowed with specific value and reinforced by border, the differences will be difficult to eliminate.

#172 ONLINE HOTEL REVIEWS: THE FACTORS PREDICTING BEHAVIORAL INTENTION

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Introduction

With the rapid growth of online review data, it can be difficult for industry professionals to identify online reviews that are the most pertinent to future business. Managers could prioritize reviews that contain behavioral intention; yet, studies have not attempted to identify factors in online reviews in relation to behavioral intention expressed by authors. Behavioral intention is the motivation or stated likelihood to perform an action in some specified future (Ajzen, 1991; Warshaw and Davis, 1985). For online hotel reviews, behavioral intention is one's promise to revisit, return, recommend, repurchase or remain a customer (Koo, Joun, Han, & Chung 2016; Ramkissoon, Uysal, & Brown, 2011). Drawing from the means-end theory (Gutman, 1982; Jiang, Scott, & Ding, 2015; Leão, & Mello, 2007), tangible product attributes, tangible benefits received from an experience, emotional benefits and personal values influence consumer decision-making. As these four elements can be found in online reviews, identifying the factors in online hotel reviews which predict behavioral intention is beneficial to the hospitality industry. This study seeks to answer the following research question: What factors expressed by the author in an online review impact behavioral intention?

Methods

Sentiment analysis techniques were used with 27,000 hotel online reviews to identify those containing behavioral intention (n=1,243). Based on means-end theory conceptualization, the impact of review valence, rating, value and travel type (individual versus group) on behavioral intention was examined in a pilot study (n=100) randomly drawn from the 1,243 reviews. A behavioral intention lexicon of 64 terms, 39 intensifiers, 17 downtoners, which produced weights between [-4 to +4] was created. A value lexicon was also created and weighted following the same methodology. An existing emotion-based lexicon was used to weight the review valence [-5 to +5] (Neilsen, 2011).

Results/Discussion/Implication

The Leximancer concept map identified the presence of behavioral intention, value, and hotel attributes. Using the weighted lexicons from the pilot study reviews, multiple regression revealed that review valence, satisfaction, and value significantly contributed to behavioral intention, while traveler type did not. The total variance explained by the model was 48.20% (adjusted R2), $F(4, 92)=23.30$, $p<0.001$.

This study is the first to conceptualize and examine behavioral intention in hospitality online reviews. Hospitality social-media professionals should identify, prioritize, and respond to reviews that contain behavioral intention and value-related terms. The findings in this study introduce value as a significant factor predicting behavioral intention in online reviews.

Future research will examine additional factors that impact behavioral intention and the associated lexicons will be identified and analyzed with a sample of 1,243 online reviews.

References are available upon request

#173 INVESTIGATION OF PARTICULATE MATTER POLLUTION IN FLIGHT CABINS ON COMMERCIAL AIRCRAFT

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Introduction

Travelers in the 21st century are health conscious and have high expectations of wellbeing when traveling (Levine, 2018). As outdoor air pollution escalates, travelers are increasingly concerned about the air quality at their destination. Thus, luxury hotels have installed air filtration and purification systems in guestrooms (Brady, 2019). Moreover, tourism destinations promote the healthiest seasons to visit. While hotels and tourism destinations have tried to address the concern, however, it doesn't appear that air carriers are following the suit, despite some evidence of the poor air quality of flight cabins. Particulate matter (PM) has recently been classified one of the most dangerous air pollutants, not only outdoors, but also indoors. The World Health Organization considers PM a carcinogen. Particulate matter can be found in the vicinity of industrial plants or in large cities with millions of motor vehicles. PM is also generated indoors by cooking or from walking on carpets. There is no empirical studies that have recently been conducted to measure cabin air quality although seeking wellbeing as traveling has been increased. Therefore, this study investigates the presence of PM pollution in flight cabins on commercial airlines servicing inter-continent.

Methods

The air quality of ten inter-continent flights were observed to assess concentrations of particulate matter on long-haul commercial flights to and from a destination known for harmful ambient PM pollution. One sampling location on each flight was used and the sampling equipment was placed at the center of the economy class cabin. PM levels were monitored by a Lighthouse Handheld 3016.

Results/Discussion/Implication

Results reveal that both PM2.5 and PM10 observed throughout each flight were lower than the established standards of the WHO and the US EPA. Unlike public and occupational concerns for flight cabin air quality, particulate matter levels were low on all of the flights observed in this study. As Lee et al. (1999) demonstrated, the results of this study also observed spikes during passenger boarding and de-boarding. However, the impact of each spike was insignificant. Therefore, it can be concluded that flight cabin air quality is acceptable and does not pose any health risk that is associated with particulate matter (PM). As far as PM is concerned, flight cabins can be considered as an indoor environment that offers occupants well-being. Air carriers should promote their cabin environment that protects the comfort and health of passengers and flight crews. Their claim can be verified if air carriers implement the PM monitoring system on board and provide real-time PM readings. This marketing message would sound more appealing to those passengers boarding from where outdoor PMs are poor.

References are available upon request

#174 LOGICALLY IRRATIONAL: THE EXTRINSIC AND INTRINSIC MOTIVATIONS OF GAMBLING

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Introduction

When it comes to gambling research, it is well documented that the majority of scholarly articles on the topic as a whole, revolve around problem or responsible gambling (Blaszczynski & Nower, 2002; Thomas, Allen, & Phillips, 2009). While this is true for the majority, there too exists a fair amount of research on gambling behaviors and various topics for those who gamble responsibly and casually.

For those articles on casual gambling behavior and psychology, two primary forms of gambling motivations surface, extrinsic and intrinsic (Cotte, 1997, Kusyszyn, 1984). The primary extrinsic motivation for gambling is widely accepted, financial gain. Intrinsic motivations span a wide range, and include areas such as various social elements, mood enhancement, fun, challenge, and skill, among others. While these elements of motivation are, as a whole, accepted as the norm, the vast majority of articles on the topic look at the extrinsic and intrinsic elements in isolation. This paper explores the relationship between the extrinsic and intrinsic motivations, as opposed to looking at them purely in isolation.

Methods

The research method employed for this study will be qualitative, in the form of semi-structured interviews. This method allows for the collection of quick data, with clarification and probing into the "why" (Marshall & Rossman, 2016). The loosely scripted format allows for flexibility in the interview to pivot or probe on the question, while allowing the participant to reflect on the phenomenon and pull from personal views. In addition, some data on risk and aversion is not measureable quantitatively.

For this study, 25 participants will be recruited and interviewed. Participants will span a high level and low level of knowledge of gambling. The participants will identify as semi-regular or regular gamblers, playing at least one gambling session bi-monthly. Upon collection, the data will go through an inductive open coding analysis, to provide the most opportunity to discover new themes.

Results/Discussion/Implication

Although a work in progress, the results from this study are expected to suggest a relationship between the extrinsic and intrinsic motivations of gambling. The implications have both theoretical and industry potential. Understanding how much gamblers are motivated intrinsically and extrinsically will aid the gambling industry in the marketing of their product to those who enjoy gambling.

References are available upon request

#175 A CONTENT ANALYSIS OF TECHNOLOGY ACCEPTANCE MODEL APPLICATION IN HOSPITALITY RESEARCH

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Introduction

One of the commonly applied theoretical models in hospitality technology research is the Technology Acceptance Model (TAM). While several studies have looked at the scope of use of TAM in various disciplines, such as information systems (Legris, Ingham, & Collerette, 2003), computational literature review of different fields (Marangunić & Granić, 2015; Mortenson and Vidgen, 2016), e-commerce (Lu Han and Yongsheng Jin, 2009), mobile learning (Al-Emran et al. ,2018), and health services (Rahimi, et al. ,2018), in the hospitality and service discipline, to the best knowledge of the authors, no comprehensive review of TAM use in associated research studies has been carried out.

Methods

A thorough analysis of the use of TAM in a total of 81 hospitality journal articles listed in Hospitality and Tourism Complete database that were published in the past 10-year period (2010-2019) was carried out to identify emerging trends across those studies and to provide suggestions for future research. The review was undertaken in several stages: defining the selection criteria, applying search strategies, and conducting content analysis.

Results/Implications

Perceived usefulness (PU) is revealed to be the most influential factor for attitude and intention to use technology across many studies (Israel, Zerres, & Tscheulin, 2019; Mariani et al., 2019; Salehi-Esfahani & Kang, 2019; Sox, Campbell, Kline, Strick, & Crews, 2016; Mak et al., 2015; Morosan, 2012). Perceived ease of use (PEOU) is found to have no effect on PU or attitude and intention toward technology adoptions in several studies (Israel et al., 2019; Mariani et al., 2019; Koch & Tritscher, 2017; Kim & Cichy, 2017; Balouchi et al., 2017; Sahil & Legohérel, 2016; Cobanoglu, Wan, Shatskikh, & Agarwal, 2014). In terms of the potential influence of demographics, age and gender have been included in some studies to test their impact towards technology adoption, and the results indicated no significant impact toward people's intentions to use technology (Yoon, Kim, & Connolly, 2018; Lim et al., 2018; Kim, 2016; Mang, Piper, & Brown, 2016; Tarcan & Varol, 2010). However, gender has been found to have a significant influence on "social network sites" adoption (Li & Chang, 2016). Perceived risk was examined in many studies and was found to have a negative impact on intention to use (Fong et al., 2017; Ozturk, 2016; Lee, 2016). On the other hand, perceived enjoyment is found to have significant impact on intention to use across several articles (Kim, Connolly, & Blum, 2014; Ku & Chen, 2013; Lee et al., 2012). Trust was found to have significant impact towards intention to use the technology (Agag & El-Masry, 2016; Morosan, 2014; Nunkoo & Ramkissoon, 2013).

Based on the findings, this study suggests the following for future research: (1) investigate other factors to verify their effectiveness as external variables; (2) examine the user groups that is not covered in previous studies; and (3) assess the actual behavior of using the technology rather than the mere behavioral intentions.

References are available upon request

#176 THE EFFECT OF SERVICE PROVIDERS' FACILITATION IN SERVICE RECOVERY ON CUSTMER SUBJECTIVE WELL-BEING AND CUSTOMER-BRNAD IDENTIFICATION

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Introduction

Business logic is how a business facilitates the service interactive process that supports customers' needs with the product and service (Grönroos, 2008). Depending on how a business decides on their logic, the service provider's practices in facilitating customers' need in service recovery can be varied. Further, during the service recovery process, the effective service recovery should be driven by the service provider's facilitation, but should be formed in a context where the focus is customer-specific and the service recovery is socially structured with mutually benefits to the customer and service provider (Maslowska, Malthouse, & Collinger, 2016). If the service providers' facilitation in the service recovery process is only formed for their benefit and neglects customers' interests, they will eventually lose their customers (Echeverri & Skålén, 2011). As a result, this study investigates the effect of business logic on the role of service provider's facilitation in service recovery and further examines how the service provider's facilitation influences customers' subjective well-being and customer-brand identification when considering different business logics in a foodservice operation.

Methods

This study adopted a 2 (service provider facilitation: yes vs. no) ×4 (business logic: goods-dominant logic vs. service-dominant logic vs. customer-dominant logic vs. memory-dominant logic) between-subject experimental design survey. All respondents were randomly exposed to a scenario from one of the four business logics in a foodservice operation and asked to answer questions regarding perceptions of service provider facilitation (Harrington et al., 2019; Van Vaerenbergh & Orsingher, 2016), their subjective well-being of service recovery (Diener et al., 2010; Su et al., 2016) and customer-brand identification (Bergami & Bagozzi, 2000; Lam et al., 2010). These were measured using 7 point scales anchored by 1=strongly disagree to 7=strongly agree. Valid survey responses were collected on Amazon Mechanical Turk (MTurk). Data analysis involved Hayes (2013) mediation analysis using PROCESS procedures.

Results/Discussion/Implication

First, the result showed business logic has a significant effect on the service provider's facilitation during service recovery. For example, the service providers' facilitation under goods-dominant logic will be limited when compared to service-dominant logic or customer-dominant logic (e.g., Dong & Sivakumar, 2017). Second, the finding that a service provider's facilitation has a significant mediation effect on the relationship between business logic and customers subjective well-being also corroborates with previous studies (e.g. Su et al., 2016). Third, customer-brand identification was shown to be increased when the service providers facilitate in the service recovery process, which confirmed previous studies (e.g. Kirillova & Chan, 2018). Overall this study results offer values to enlarge the capacity of service recovery facilitation, more customer focused business logic may be necessary in more restaurants.

References are available upon request

#177 HOW PERCEIVED CUSTOMER VALUE PROPOSITION OF DIFFERENT BUSINESS LOGIC AFFECTS HAPPINESS IN FOODSERVICE OPERATIONS

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Introduction

Assessing customers' participation in service and consumption experiences contributed to the discussion of the roles that customers play in the production and delivery of products and services. This helped developing business perspectives based on customer's specific needs, which is called customer-dominant logic (CDL) (Shah, Rust, Parasuraman, Staelin, & Day, 2006). CDL focuses on the customer's role in service and the constellation of activities they can participate in (Heinonen, Strandvik, & Voima, 2013). MDL focuses on creating positive memories, a sense of well-being, and happiness that can offer customers a long-lasting experience when they recall the delightful service incident (Newman, Tay, & Diener, 2014). For example, providing customers surprise dishes on their birthdays or anniversaries to delight their customers. However, there is little research that exists to determine whether customers' perceived value proposition of a foodservice operation may influence their happiness. Customer value proposition means the product or service proposed by the service provider is not what customers expected (Kjellberg, et al., 2015). Customers' value proposition not only explains why customers use a product or service from a specific business, but also explains why a business is uniquely positioned to create the outcome that the customer would want, which can further influence their happiness related to the service (Chandler & Lusch, 2015; Kjellberg, Azimont, & Reid, 2015). Thus, this study aims to determine whether customers' perceived value proposition of a foodservice operation may influence their happiness while considering CDL and MDL.

Methods

This study adopted a 2 (Customers original value proposition: Connected vs. Dispositioned) X 2 (Business logic: CDL vs. MDL) between-subject design. All respondents were randomly exposed to a scenario of a service from one of the four scenarios in a foodservice setting and asked to answer questions regarding their perceived value proposition (Chandler & Lusch, 2015), perceived value (Heinonen et al., 2013) and service provider behavior in providing good customer service (Harrington et al., 2019), and happiness (Mogilner, Aaker, & Kamvar, 2011). Valid survey responses were collected on Amazon Mechanical Turk (MTurk). Data analysis involved a regression-based PROCESS model 8 (Hayes, 2013).

Results/Discussion/Implication

First, the result showed that business logic has a significant positive effect on their happiness of a service (e.g., Kjellberg et al., 2015). Second, the finding that customers' positively perceived value of the service mediates the relationship between customers' value proposition and happiness also congruent with previous studies (e.g. Heinonen & Strandvik, 2015). Third, service provider's behavior in providing a good customer to customers is also corroborated with previous studies (e.g., Chathoth et al., 2013). These results suggest when customers' expected value proposition matches with perceived service outcome, customers indicate happiness, but service provider's behavior in providing good customer service will enhance their happiness even when the customer had dispositioned value proposition.

References are available upon request

#178 UNDERSTANDING THE ANTECEDENTS OF CULTURAL TOURISTS' BEHAVIORAL INTENTION: THE CASE OF CAMBODIA'S ANGKOR WAT

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Introduction

As today's global tourism industry is getting more and more competitive, it is also increasingly challenging for destination marketers to attract and retain customers. Amongst the increase of specialized tourism destination options, cultural tourism remains as one of the most prevailing categories for tourists (Ramkissoona & Uysal, 2010). While cultural tourism is one of the major contributors of countries' gross domestic product (GDP), such researches are still lacking in terms of context-specific areas, especially for developing countries in Southeast Asia.

This paper aims to determine the antecedents of cultural tourists' behavioral intention specifically in the case of Cambodia's cultural heritage site, Angkor Wat. This temple holds a renowned position in one of the 7th wonders of the world by UNESCO. It is also the main driver of Cambodia's economy generating 32.4% of the country's GDP in 2017 (WTTC, 2018). The purpose of this paper is to examine key factors including uniqueness, scarcity, longevity, longitudinal consistency, perceived authenticity (object-based and existential), and behavioral intention. The findings of this research is highly significant because it will help shed more lights in terms of the antecedents of tourist behavioral intention, which will be of immense benefit for the Cambodian government, as well as business owners and marketers to gain more in-depth insights on the most efficient marketing strategies.

Methods

To further delve into the case, a mixed method research will be conducted. The research will first consist of qualitative mean using semi-structured interviews, then followed by quantitative mean using survey questionnaires. The on-site data collection will be conducted in Angkor Wat. Angkor Wat is a suitable option for this case study due to its distinctive recognition in the cultural heritage scene and the fact that very limited research has been conducted in this attraction specifically. In order to test and identify the antecedents of tourists' behavioral intentions, Structural Equation Model (SEM) will be utilized.

Results/Discussion/Implication

The result of this study will identify the effect of rarity (uniqueness, scarcity) and stability (longevity, longitudinal consistency) on perceived authenticity, and whether authenticity has an effect on tourist behavioral intentions to revisit Angkor Wat. On top of filling the gap in literature, this study will also provide useful and specific recommendations to improve Angkor Wat's marketing effort, which will greatly improve Cambodia's tourism sector and the country's GDP as a whole.

#179 INVESTIGATING THE PERCEPTIONS AND ATTITUDES OF AFRICANS LIVING IN THE UNITED STATES TOWARDS TOURISM IN AFRICA

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Introduction

"A Prince or Princess does not rush out to go and watch the King in the street" is an Akan proverb which means you do not go out looking for what you have in your own home. There is a wide variety of tourism activities available on the African continent ranging from Cultural/Heritage Tourism, Diaspora Tourism, Intra-regional Tourism, Business Tourism, Nature/Adventure Tourism, Safari Tourism to Beach Tourism (World Bank, AFTP, 2011). A vast number of research studies have focused on the economic impacts, challenges and potentials, poverty alleviation, and sustainability of tourism, and tourism development in Africa (Agyei-Mensah, 2006; Akama,1996; Dieke, 2003; Teye, Sonmez & Sirakaya, 2002; Barros, Butler, Correia, 2008; Rogerson, 2007; Fayisaa, Nsia & Tadase, 2008). Few, if any studies, have explored the perceptions and attitudes of residents living abroad towards tourism and tourism development in one's country of origin.

The purpose of this study therefore is twofold: *(1)* to explore the perceptions and attitudes of African-borne, African natives and people of African descent living in the United States from the five most represented African countries Nigeria, Ethiopia, Egypt, Ghana, and Kenya towards tourism in Africa and *(2)* to compare their perceptions and attitudes towards tourism in the five regions of the continent using self-perception theory and travel use history.

Methods

Amazon's Mechanical Turk (M-Turk) will be used to invite qualified participants to a survey hosted on Qualtrics to collect data for this study. Measurement scales will be adapted from the literature on self-perception theories and travel-use history. Administered questionnaires will seek to collect demographic information of participants and their perceptions of items adopted from measurement scales for both theories.

Descriptive statistics will also be used to generate and display the demographic characteristics of participants. In addition, Confirmatory Factor Analysis (CFA) will be used to identify the factors from scales to measure perceptions and attitudes toward tourism and tourism development. Then, tests such as *t*-tests and ANOVA will be used to examine differences based on travel-use history and demographics.

Results/Discussion/Implication

The study aims to contribute to studies measuring residents' perceptions and attitudes by providing results that represent not only a destination but demographic groups that have not been examined in this scope before. The study also aims to provide more insight into the implications of the differences in perception of these groups towards tourism in Africa, thereby influencing the planning and marketing strategies of stakeholders.

References are available upon request

#180 REDESIGNING AIRPORT GATES AND BOARDING PROCESSES: AN EXPLORATORY STUDY ILLUSTRATING EVIDENCE-BASED DESIGN.

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Introduction

When property owners and facility managers determine it is time for a change in their business model, the shifts can often be followed by a change in their architectural model. Professional services of architects are often brought into the fold after several key decisions have been made, limiting the impact of the design and possibly diminishing the potential of the business change. To what extent can architectural design decisions be integrated with business research?

This poster examines how an exploratory study can lead to the simultaneous and complementary redesign of both business practices and built environments within the airline/hospitality industry. Presented with data from frequent flyers and frequently delayed commercial airline boarding procedures, a survey aimed at creating a profile of the problem led to a correlational study of spatial characteristics and their ability to facilitate timely boarding and customer satisfaction. Airport design site analysis was informed by end-user feedback, which focused observations on architectural elements that might best address the business dilemma.

Methods

A survey of nearly 600 travelers sought to gain insights on the boarding process and the willingness to see changes in the boarding area. Design directives using language and data from the survey were shared with multiple design consultants that were asked to independently translate the directions into design solutions. In a process akin to finding a line of best fit, a comparative analysis of all design outcomes aimed to extract similar characteristics to be further developed in later design phases. Architectural graphics and storyboarding sought to illustrate correlations between the data and the design decisions. These different scenarios were then presented to management to determine the feasibility of each idea.

Results/Discussion/Implication

Using 3D models and animations to simulate strategic architectural changes and their hypothetical effects on boarding procedures, the study found that design decisions developed with business research analysis could lead to significant reduction in boarding time and stress related to the boarding process. The results have important capital investment implications for service/hospitality industry operators wanting their buildings to evolve with their business. Other important findings from the study include evidence of passenger willingness to sit in designated seats or zones within the gate area along with support for focusing design efforts to evolve the gate environment from indistinct seating to a logical extension of the boarding process. These observations may be helpful for management teams and hospitality design professionals who wish to align efforts to increase efficiencies in delivering enhanced customer experience. Future studies of business research and built environments syntheses may include:

- Virtual Reality (VR) systems that could be used to identify levels of support for design alternatives prior to construction.
- An experiment executed in a redesigned facility to test the real-world effectiveness of the new design proposals and procedures.

#181 DETERMINANTS AND INTERACTION EFFECTS ON RESTAURANT REVIEW HELPFULNESS: DRAWING ON DUAL-PROCESS AND SOCIAL INFLUENCE THEORY

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Introduction

The importance of online reviews in the customer decision-making process has been increasing (Cao, Duan, & Gan, 2011). However, in the flood of information, it has become a challenge for customers to find useful information for better decision-making. To address this issue, online review sites encourage users to vote on the helpfulness of others' reviews and place the reviews with the highest helpfulness ratings in a more visible position. Accordingly, review helpfulness plays an essential role in evaluating the quality of a review (Hu & Chen, 2016).

Even though prior studies have explored determinants and moderating factors affecting review helpfulness, it is still unknown how '*social influence perceived by readers when reading an online review'* may interact with other review-specific characteristics and influence review helpfulness. Hence, the present study aims to develop a conceptual framework drawing on dual-process theory (Chaiken, 1980) and social influence theory (SIT) (Deutsch & Gerard, 1955) and empirically test the proposed hypotheses through user-generated contents. Both heuristic information cues and systematic information cues influence review helpfulness, and these effects get stronger as a normative social influence cue increases.

Methods

This study analyzes a total of 4,177,377 reviews posted on Yelp.com from October 2004 to November 2018. It operationalizes heuristic information cues (e.g., review extremity, length, reviewer reputation, and reviewer expertise) and a social influence cue (aggregate rating) as features derived from a review, and systematic information cues (e.g., review sentiment and review subjectivity) as features extracted from the results of text mining techniques. Besides, since review helpfulness is extremely over-dispersed with extra zero counts, the study conducts a zero-inflated negative binomial regression analysis.

Results/Discussion/Implication

Results show that both heuristic information cues and systematic information cues significantly influence review helpfulness. However, the moderating effect of normative social influence is statistically significant only for heuristic information cues, not for systematic information cues. It implies that potential customers consider a review with high heuristic information cues to be more persuasive when it conforms to the crowd's positive expectation, but while they actively use systematic information cues as well, the crowd's positive expectation is not influencing the effects of information cues on review helpfulness.

The study contributes to a conceptual extension to research on review helpfulness by revealing how customers process the information of a review under consideration of social influences. Practically, findings help practitioners identify what kind of reviews can be helpful for customer decision-making and scrutinize the factors that impact the helpful review.

References are available upon request

#182 MISTAKE OR MISFORTUNE: PLAYERS' PERCEPTION OF CUSTOMER SERVICE RECOVERY IN THE CASINO INDUSTRY

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Introduction

As mistakes and breakdowns are inevitable, perceptions of quality, lack of trust, and decreasing customer loyalty (Bitner, 1995) must be addressed; hence, service recovery has become an integral part of most businesses. A service recovery paradox is obtained when the customer's post-failure satisfaction exceeds pre-failure satisfaction (Maxham III & Netemeyer, 2002). Formulated in 1992 by McCollough and Bharadwaj, the SRP concept leads to favorable customer perception, loyalty, and confidence in the business. However, the casino industry is different, and failure can be as minute as an unpaid hand of blackjack to a major machine malfunction leading to a loss of millions of dollars. Such occurrences can be considered a misfortune to an advantageous customer rather than a mistake. The casino may subsequently offer redress such as apologies, refunds, or discounts; however, service recovery may be futile, as the casino's stakes are too high. Logic is abandoned, and customers are quick to assign blame to the provider for responsibility for the failure (Maxham III & Netemeyer, 2002). Fairness theory supports this reasoning, as it looks to hold someone accountable for the mistake, connecting social injustice to unfairness (McCole, 2004). Accountability is assessed through counterfactual thinking, as the customer attempts to decipher what would, could, or should happen (McColl-Kennedy & Sparks, 2003). Thus, this study will explore how customers perceive service failure recovery, their level of acceptance, and whom they blame.

Methods

Initially, a qualitative study will be used to explore attitudes towards casinos after a casino service failure has occurred and assess recovery attempts through interviews. Secondly, a survey will be distributed via M-Turk to persons within the United States only, 21 years and older, who have visited the casino within the last 12 months and experienced service failure. The survey instrument will include three sections: (a) Customers' perceptions and attitudes toward the casinos; (b) Customers' gaming experience from their previous casino trips abroad; and (c) socio-demographic characteristics. Study participants will be asked to report their gaming experience, site choices, and perceptions related to past gaming trips.

Results/Discussion/Implication

Data will be analyzed using the Statistical Package for the Social Sciences (SPSS). A one-way analysis of variance (ANOVA) and t-tests will be used to investigate whether the level of service failure and application of recovery differ based on demographics. A Chi-square test will be used to examine whether participants' previous gaming experiences impact their intention to revisit. A comprehensive decision-tree analysis will be employed in this study. The use of a combination of quantitative and qualitative methodology, the authors anticipate gaining a robust understanding of the customers' perspectives (mistake or misfortune) and experience relative to gambling. The anticipated results of the study will provide a better understanding of customer service failures and when to employ recovery tactics.

References are available upon request

#183 VIEWING TOURIST-HOST RELATIONSHIP THROUGH GAZE: A CRITICAL ANALYSIS OF CURRENT KNOWLEDGE

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Introduction

As one of the most important concepts in tourism research (John, 1990), tourist gaze is conceptualized by Urry (1992) as a socially and technologically patterned and learned way of visual consumption. In the era of information technology, the "gaze" has become more complex and overarching (Urry, 2002), where different gazes are embedded in social interactions (Huang, King, & Suntikul, 2017). The gaze has provided theoretical grounds for empirical research, interrogating the tourist-host dynamics in tourism. Despite the interest in tourist gaze in tourism literature, little research has systematically examined the typology of gaze and how it affects the tourist-host relationship. A critical review and analysis of gaze within tourism context in academic journals is thus essential to understand the application and development of tourist gaze in this field, possibly offering new research agenda. Scholars and practitioners can benefit from critical insights into host-tourist interaction affecting tourists' experience and satisfaction as well as the residents' wellbeing and supports for the tourism industry. This article assesses the existing literature on gaze within tourism context, providing a deeper understanding of the tourist-host relationship and new research opportunities. The research findings offer an overview of how different stakeholders involve in the travel process and create a gaze upon each other by looking at their roles in creating tourist experience and constructing destination image.

Methods

In June 2019, all tourist gaze-related publication in tourism research between 1999-2019 were searched and gathered from Science Direct (http://www.sciencedirect.com), EBSCOhost (http://search.ebscohost.com) and Google Scholar (http://scholar.google.com), three of the largest and most popular online databases. Two researchers were assigned to carefully read through the selected articles and jointly determine its inclusion for analysis based on relevance to the theme of the study. As a result, a total of 32 published studies were included in the analysis and then processed through content analysis. To ensure a more objective analytical process, all articles were coded and categorized into three research streams by two authors independently. Then the authors compared the classification results for consistency.

Results/Discussion/Implication

Addressing the current state of knowledge, the article discussed the definitions, research applications and future directions of gaze in three key streams (i.e., tourist gaze upon the host, host gaze upon the tourist and host-tourist relationship). Since tourist gaze has been, and will continue to be, prevalent in the tourism industry, a review and analysis of tourism studies pertinent to tourist gaze in academic journals would benefit practitioners and scholars by equipping them with a better understanding of the application and development of gaze. Prior studies have already coined the significance and implications of review studies (Leung, Law, Van Hoof, & Buhalis, 2013), and it is our goal to offer a comprehensive overview of findings and critical discussions about related literature. This study contributed to both academia and industry by providing a more complete picture of gaze and an agenda for future research on tourist gaze and tourist-host relationship.

#184 MATCH OR NO-MATCH?: THE IMPACT OF SELF-CONGRUENCE BETWEEN CONSUMERS AND THEIR INTENTION TO VISIT A HOTEL BRAND.

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Introduction

Consumers are evaluating options and making decisions based on monetary value or overall satisfaction (Frederiks, Stenner, & Hobman, 2015). Both hedonic and utilitarian needs are at the forefront of making a purchase (Wei & Tasci, 2017). Brand identification is a cornerstone of brand strategy that is mostly seen in retailing and fashion (Alnawas & Altarifi, 2016). The tourism industry has recently shifted from push and pull motivational factors to experiential and specialty offerings that align with consumers' image, validating the potential significance of brand identification (Fernandes & Cruz, 2016). Presently, marketers and hoteliers look to create an experience instead of mere accommodations; thus, consumer preferences are given special attention. Hotel owners are downplaying prior utilitarianism attitude in favor of a more hedonic approach, reinventing the hotel image and identification to stay abreast with the times (So, King, Sparks, & Wang, 2013). This study will examine the relationship between self-congruence and brand identification in the hotel selection process. This study will analyze the level of importance given to self-congruence regarding purchase intention for a hotel stay connected to brand identity. Studies of self-concepts suggest that consumers attain self-consistency and self-esteem by holding positive attitudes towards brands perceived to be similar to their self-image (Zinkhan & Hong, 1991). Thus, greater consistency between the consumer's self-concept and the hotel identity leads to a greater purchase intention (Graeff, 1996). Given this, hotel owners should look to establish an identity consistent with the image of consumers they intent to attract.

Methods

The survey questionnaire will be pilot tested with a focus group of eight to ten students at a local college in the southeastern United States studying tourism and hospitality to validate the questions of the main survey. The main survey will be distributed via M-Turk to individuals who are 18 years and above who have reserved a hotel room in the past 12 months in the United States. The survey will consist of six sections relating to each area of interest and conclude with demographic questions.

Results/Discussion/Implication

The data will be analyzed using a two-step approach. First, the measurement model fit will be assessed to establish the reliability and validity of the scales. Confirmatory factor analysis will be used to verify the construct validity and Cronbach alpha to determine reliability. Second, a linear regression analysis will also be used to test and identify the significance of each construct associated with congruence, hotel identification, and intention to visit. The results are expected to confirm that congruence between customer-hotel identification is positively affected by ideal and actual self-congruence with other customers. Additionally, customer-hotel identification is positively affected by ideal and actual self-congruence with the hotel. Finally, a positive effect on customer-hotel identification and intention to visit is expected.

References are available upon request

#185 UNDERSTANDING CUSTOMER GAMBLING BEHAVIOR USING THE EXTEND THE MODEL OF GOAL-DIRECTED BEHAVIOR

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Introduction

Gambling is a popular activity that exists in different ways in people's daily life (Schwartz, 2006). To investigate the gambling behavior, the model of goal-directed behavior (MGB) was employed in this study.

The original MGB was extended to reflect gamblers' behavioral characteristics in this study. One of the extended features in this study is the subdivision of attitudes into affective and cognitive attitudes, which helps consider customers' rational and impulsive decisions (Jun & Arednt, 2016). Another extension of the MGB was made by incorporating descriptive norms in the model in order to investigate the influence of customers' perception of others' behaviors.

Methods

An online self-administered survey questionnaire was developed to collect data. Survey was distributed to randomly selected respondents in the United States using Amazon Mechanical Turk.

For the data analysis, Anderson and Gerbing's (1988) two-step approach was adopted. First, a confirmatory factor analysis (CFA) was conducted to estimate the reliability and validity of the measurement models. Structural equation modeling (SEM) was then used to test the proposed model.

Results/Discussion/Implication

The CFA result for the measurement model showed that the model had a good fit (CFI = .900, TLI = .875, RMSEA = .97, SRMR = .071). Structural equation modeling revealed that the proposed model had a reasonable fit with the data (CFI = .891, TLI = .871, RMSEA = .098, SRMR = .128). The path model results indicated that affective attitude had significant positive effects on desire (β=.613, t=3.61, p<.001); cognitive attitude did not have significant effect on desire; injunctive norms had positive effect on desire, but descriptive norms did not have a significantly effect on desire; perceived behavioral control did not have a significantly effect on desire; and positive and negative anticipated emotion toward gambling did not have a significant effect on desire. Desire was found to have a significant positive impact on behavioral intention (β=.957, t=44.37, p<.001).

This study contributed to casino customer behavior literature by extending the MGB. With the extension of the original MGB, we can investigate both rational and unplanned decision-making process on gambling. To the best of our knowledge, this is the first comprehensive study to explore casino customer gambling behavior using this extended model. In terms of practical implication, the findings reported in this study shed new light on customer gambling decision.

This study strengthens the idea that desire can positively affect rational behavioral prediction for gambling behavior. Our results suggest that customer with affective attitude would positively affect gambling desire, which means the casino managers could improve customer emotion into a positive direction on gambling. In addition, injunctive norm was found to have a positive impact on desire, which indicates that social pressure could influence individual intention to make the gambling behavior decision. The findings of this study is useful for casino managers deciding casino marketing strategy.

#186 THE IMPORTANCE OF AUTHENTICITY IN ATMOSPHERIC THEMING TO REVISIT INTENTION OF FOOD AND BEVERAGE VENUES IN THEME PARKS

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Introduction

Stimuli to the senses can be used to influence the perceptions and emotions of the guest while in and around an entity. Manufactured sensory experience with the use of atmospherics can have a huge impact on the behavior of guests (Garlin and Owen, 2006, Guéguen & Petr, 2006, Chang, Shu, & King, 2013, Broemel, 2015, and Imschloss and Kuehnl, 2017). This study examines the importance of authenticity in the sensory experiences to theme park theming of food and beverage operations. The official research questions developed for this study include; does an increase in the authenticity of atmospheric theming in lead to an increase in revisit intention? As well, does the correlation to the type of theme (land's theme or venue's theme) play a part? In this study, it will evaluate how the authenticity of atmospheric theming impacts revisit intention. As mentioned this topic should be evaluated as atmospherics have a significant impact on consumer behavior.

Methods

Within the current study, a quantitative method will be utilized to generate the greatest statistical results. A online survey will be used in order to generate information across many different theme parks. A convince and snowball method was used and will be completed before presentation. Students at the University of North Texas were asked to participate if they have visited a theme park in the last three years. As well many Facebook theme park groups were asked the same. These two sampling choices were made as student are part of the general demographics for theme parks and they have future buying power. Facebook groups were chosen as they are often influencers because of their interest in the topic. This will benefit the industry as they often bring people with them when they visit and influence others to visit.

Expected-Results/Discussion/Implication

It is expected that the authenticity of atmospheric theming will influence emotional value in a positive relationship. The results should illustrate that there is a relationship between authenticity of atmospheric theming of both the venue's and land's theme and revisit intention. When complete the expected results will reveal that if a theme park restaurants improve their authenticity of atmospheric theming then they will improve revisit intention.

The results will guide managers' decisions in the area of atmospheric theming. It will show the importance of authenticity to the theme and how atmospherics that matches the theme adds value to the company. Theme parks should see a necessity in changing the park restaurants' atmospherics to be more authentic to the portrayed theme.

Some limitations include no true vetting of participants, and possible extraneous variables that will not be addressed within this study. There were vetting questions used, but there is no way to be sure the participants were truthful. The data should clear this issue, but for now it is undetermined. The possible extraneous variables could and have influenced previous studies on related topics, but have chosen to not be included as they are not the focus of the study.

References are available upon request

#188 DEVIANT RESALE BEHAVIORS TOWARDS PRICE DISCRIMINATION IN HOTEL INDUSTRY

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Introduction

Efficient price discrimination is integral to hotel revenue management in the effort to maximize revenue across different segments and groups (Hayes, D. K., & Miller, A. A. 2011; Laffont, J. J., 1998). Key to its success is the integrity of the system where customers accurately represent the segments for which prices have been differentially determined (Moira McCormick, 2016). Put differently, customers should not be able to pay at rates they don't qualify for. An example of deviant resale behavior is an intermediary enabling a leisure traveler to pay a discounted rate for a hotel that is reserved for an exclusive corporate entity. However, the combination of high price sensitivity among customers and deviant resale behaviors by online travel intermediaries can impact the integrity of effective price discrimination and subsequently hotel profitability. The purpose of this study is to explore industry perceptions pertinent to deviant resale behaviors by intermediaries and identify strategies to effectively deal with them.

Methods

Seventeen revenue management leaders from leading hotel companies operating in China were identified and personally interviewed using a semi-structured format. Revenue management leaders are familiar with the specifics of deviant resale behaviors and the operational and technical complications associated with the issue. Interview transcripts were collated and analyzed using Atlas.ti, a text analysis software used to identify broad themes and insights (Muhr, 1991). Atlas.ti to analysis is predicated on the researcher's ability to organize the data effectively, and one of the researchers' field experiences in the domain met this requirement.

Findings

The analysis found that there were three broad themes that describe the phenomenon of deviant resale behaviors that impede effective price discrimination; (1) all deviant behaviors stemmed from resale only, 2) deviant resales were being transacted online only and that 3) end-customers do not transact directly with the hotel, but third parties do. The analysis determined that resale behaviors were being driven by both (a) individuals employed at companies having access to hotel contracts information and seek to earn extra income (b) online travel agencies seeking to improve market penetration. Respondents were also of the opinion that it is difficult to quantify the actual revenues lost from deviant resale behaviors. Managing deviant behaviors is challenging because it requires cross-functional cooperation of hotel departments, stricter corporate regulations, and the delegation of more power to onsite hotel revenue managers.

Potential solutions to negate the effects of deviant resale behaviors are 1) Improve contract terms and conditions that restrict resale behaviors; 2) hotels to effectively identify end-customers and individual agents/intermediaries engaged in deviant resale behaviors; 3) enforce rejection of unqualified customers and terminate contracts with companies where evidence of deviant resale behaviors emerge 4) daily monitoring of rates and reservations so as to identify abnormalities and subsequently close those channels and finally 5) enforce stricter terms and conditions of loyalty members handbook to restrict deviant resale behaviors.

#189 CAN ROBOTS REPLACE CHEFS? THE MODERATING ROLE OF RESTAURANT TYPE

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Introduction

One of the typical applications for mechanical intelligence are robots (Huang & Rust, 2018) and restaurants have recently begun utilizing robotic employees to substitute human labor (Sedacca, 2016). This innovative technology can help hospitality industry enhance capabilities, through envisioning customer interaction, new service concept, and new technological delivery system (Kuo, Chen, & Tseng, 2017). Despite the growing interest in service robots in service encounters (Choi, Liu, & Mattila, 2019; Kuo et al., 2017), the existing hospitality literature has little empirical attention on whether restaurants should replace human chefs with cooking robots. Naisbitt, Naisbitt, and Philips (1999) indicate that firms should be wary that customers may prefer the human touch rather than using robots. As a result, automation may not be applied to all hospitality activities (Ivanov & Webster, 2019) as it depends on customers' preference and context. To address this question, this study explores whether customers respond better to robotic chefs applied in different dining contexts.

Methods

This study employed a 2 (types of chefs: robotic chefs vs. human chefs) by 2 (types of restaurants: quick-service restaurants vs. upscale restaurants) between-subject experimental design. A total of 147 U.S. participants were recruited from Amazon M-Turk. Participants were randomly assigned to one of the four experimental conditions. The sample was between ages 20 and 69.

Results/Discussion/Implication

The results showed a significant interaction effect between types of restaurants and types of chefs. Specifically, in upscale restaurants, human chefs lead to higher levels of anticipated satisfaction compared to robotic chefs. Next, there is an interaction effect between types of chefs and restaurants on perceived fit. Specifically, human chefs lead to higher perceived fit in upscale restaurants. Finally, the bootstrapping results revealed a significant mediation of perceived fit. Specifically, perceived fit mediated the impact of types of chefs in the upscale restaurant condition.

This study contributes to the literature on technology advancements in hospitality through several theoretical implications. First, we extend prior service robots literature by examining the role of robotic chefs, as the existing literature is limited to customers evaluation of cooking robots (Park, Kim & Leifer, 2017). Furthermore, our study adds to current literature by exploring what types of restaurants would benefit more from technology innovations. Our findings warn restaurant managers carefully consider whether employing cooking robots to decrease cost of human labor can be detrimental for their restaurant image in upscale restaurants.

#190 SMART AIRBNB: THE IMPORTANCE OF SMART TECHNOLOGY AND ITS EFFECT ON BOOKING AND HOSTING INTENTION

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Introduction

Technology for the hospitality industry is described as a progressive integration of guests' experience, which involves the availability and accessibility of this technology to guests (Reilly, 2015). With considering a high rate of growing technology in global society, people's interaction with their phones and smart devices also grow day-to-day (Bodford, Kwan, & Sobota, 2017). By being more attached to technology, people tend to use more efficient ways to arrange their trips. For instance, Airbnb is a famous online market place to arrange lodging and tour plans. Nowadays, Airbnb has two million listings in 192 countries, and it is the most prevalent in big cities (kdnugget, 2017). Tourists are more likely to stay in Airbnb due to its good price, convenient location, and home feelings (Zhu et al., 2019). However, adopting smart technology to increase security and guest's positive experience is in a slow process for Airbnb. Also, there was a lack of research that considers a role of utilizing smart technology on guests' perceptions and behaviors for Airbnb. Thus, the purpose of this study is to examine the effects of smart technology on guests' trust, perceived security, and experiential satisfaction. Furthermore, we will investigate how these affect booking (e.g., whether guests will pay more) and hosting intentions, as well as guest loyalty. And we will also explore the types and ranks of the effective smart technology for lodging services.

Methods

For testing the effect of smart technology on booking and hosting intention, an online questionnaire with 7-point Likert scale ranging from strongly disagree (1) to strongly agree (2), will be distributed among 300 lodging customers aged over 18. The questionnaire was created by Qualtrics. Participants who have an experience of staying in Airbnb will be the screening question for data collection. The existing scales were adopted and revised from previous literature to measure guests' trust, perceived security, experiential satisfaction, booking and hosting intentions, as well as loyalty. The multiple regressions and descriptive analyses will be used to examine the theoretical framework for this study and to understand guests' characteristics. The theory used in this study is value co-creation theory. In value co-creation, customers assume an active role and create value together with the firm through direct and indirect collaboration across one or more stages of production and consumption (Roggeveen et al., 2012).

Potential Contribution and Implications

This research is different from other studies since this study focuses on the role of utilizing technology on booking and hosting intention which was not studied before. Also, the results of this study will provide the meaningful insights regarding which technology plays a key role to increase booking and hosting intentions for Airbnb. Furthermore, this study will reveal the importance of smart technology for guests' trust, perceived security, and experiential satisfaction for guests. The results can also contribute to Airbnb and other lodging companies for the future development of smart lodging systems.

#191 DESIGNING INNOVATIVE ONLINE FOOD SAFETY TRAINING MATERIALS FOR NOVICE FOOD SERVICE WORKERS

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Introduction

Currently, online food safety training courses focus on response strengthening tactics, in which the learner is a passive recipient of rewards and punishments and the instructor is the dispenser of rewards and punishments, and information acquisition, where the learner is a passive recipient of information and the instructor serves as the dispenser of information, when training food handlers. These online methods typically use excessive text, audio, and visuals to disseminate information to the learner. This method of online training can lead to extraneous processing; cognitive processing that does not support the instructional objective and is created by poor instructional layout (Clark and Mayer, 2016). Research suggests that almost 57% of entry-level restaurant workers have little to no education, which adds to the level of difficulty online training platforms can present for novice-level food service workers—especially when the use of technology or online platforms is new to them (Shierholz, 2014). A strategy to create an innovative online food safety training tool utilizing multimedia tactics efficiently will be developed which focuses on knowledge construction, a type of learning that encourages the learner to actively build mental representations of the information provided and where the instructor acts as their cognitive guide throughout the instruction (Clark and Mayer, 2016).

Methods and Application

Previous literature suggests that when effectively utilizing multimedia in online trainings, one must: lean out text, use audio and corresponding visuals simultaneously and segment training modules into smaller chunks as to not overwhelm the learner (Clark and Mayer, 2016; Karahanov, 2016; Issa et al., 2011). For media presentation, figures will combine illustrations and text within the same image frame and only include relevant information to the corresponding topic in order to ease the strain on the learner, making it easier to process and store this information into the learner's long-term memory.

A female voice actor will be used to narrate the training module. Labay (2016) performed a study to determine which voice actor should be used in explainer videos. The results suggest viewers trusted a female narrator significantly more compared to a male narrator. Throughout the course of the training module, images will appear to the learner as the narrator references them in order for the learner to actively process them as the narrator speaks (Clark and Mayer, 2016).

Color choice for the background will consist of colors with cool tones such as various shades of blues and greens. Images will consist of hand-drawn illustrations and photos of relevant content. Image colors will avoid the use of bold or bright colors to avoid causing the learner fatigue or distracting them. The use of warmer colors, such as red, will be limited to visual cues that highlight incorrect practices.

The completed training materials will be used to enhance novice-level foodservice worker food safety competence. These recommendations of multimedia use can be implemented in other hospitality online trainings to effectively disseminate information to learners.

References are available upon request

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#192 BRANDS AS HUMANS: THE MODERATING ROLE OF BRAND ANTHROPOMORPHISM ON THE RELATIONSHIP BETWEEN CO-BRANDING AND CONSUMER RESPONSES

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Introduction

Currently, increased competition in the global hospitality market has led to the prevalence of co-branding strategy in hospitality industry (Holverson & Revaz, 2006; O'Neill & Mattila, 2010), practices ranging from food innovations, advertising, product placements to co-branded hotels and restaurants (Boone, 1997; Jackson, 2018; Lin, 2013). Such strategic alliance is an innovative way to leverage brand equity (McCarthy & Norris, 1999; Simonin & Ruth, 1998), and to enhance customer experiences (Chandler and Schwarz, 2010), thus increasing the brand's market share (Chang, 2009).

Although co-branding is postulated to be beneficial for hospitality brands (Tasci & Guillet, 2011), limited studies have empirically tested the concept of paring hospitality brands in a broader marketing context other than a single, co-branded product. Also, the effects of co-branding on different consumer-based brand equity (CBBE) levels is yet to gain attention from researchers (Denizci-Guillet & Tasci, 2010b; Lee et al., 2006).

Moreover, consumers might not necessarily grasp the meaning for pairing certain brands. This paper proposes that brand anthropomorphism (i.e., a strategy of humanizing the brand; Guido & Peluso, 2015) could be a solution since certain anthropomorphic cues can influence consumers' affective and cognitive perceptions of the co-branded entities (Murphy & Hofacker, 2017).

To fulfill the research gap, the present study investigates the moderating role of brand anthropomorphism on pairing hospitality brands of varying levels of CBBE, in terms of brand evaluation, purchase intention and word of mouth.

Methods

All predictions will be tested in three online studies: Study 1 employees 2 (No.1 brand equity: high vs. low) × 2 (No.2 brand equity: high vs. low) between-subjects design to test the main effects of co-branding on consumer responses. Study 2a, 2b will employ a 2×2×2 between-subjects design to further test the moderating role of brand anthropomorphism.in a different context. Participants, recruited from Amazon MTurk, will be randomly assigned to one of the scenarios, viewing the advertisement of the fictional co-branded product and answer questions of interests. All studies adopt different scenarios of co-branding strategies (e.g. plant-based burger innovation, fast-chain distribution outlet, and product placement, etc.).

Results/Discussion/Implication

Results are expected to be consistent with hypotheses. Theoretically, this research will be the first study that empirically investigates the joint effect of co-branding and brand anthropomorphism on consumer responses in the hospitality context. Practically, since more restaurants and hotels adopt co-branding strategies to attain competitiveness, this research contributes to a better selection of partner brands by suggesting that hospitality companies need to consider the level of brand equity of their partner brands. Also, it provides insights for practitioners showing that brand anthropomorphism can act as an effective, yet low-cost strategy for marketing communications to influence consumers' decision-making processes.

#193 CONTEXTUAL MARKETING—IMPACTS OF MUSEUM MOBILE APP ON VISITORS' EXPERIENCE AND SOUVENIR PURCHASE

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Introduction

During travel, tourists use smartphones and mobile applications (apps) for various purposes. Tourists' mobile adoption coupled with the integration of sensory functions within the devices and apps present substantial marketing opportunities for organizations (Luo et al., 2014). To make the optimal use of today's mobile technology, marketers need to obtain a better understanding of the concept of "context" in terms of where and when customers are the most responsive to mobile promotions (Andrews et al., 2016).

In the museum context, mobile apps have the potential to not only facilitate an interactive and personalized visitor experience (Bae et al., 2013; Tussyadiah, 2016), but also leverage context-based mobile marketing to increase visitors' gift shop purchase intention, and in turn contribute to the museums' revenue growth. Therefore, integrating previous literature and relevant theoretical frameworks (i.e., contextual marketing, impulse buying, flow experience), the current study aims to explore whether utilizing an app-based, context-triggered push function to recommend relevant souvenirs available in the museum store will enhance visitors' souvenir purchase intention while ensuring their overall museum experiential quality.

Methods

This study adopted a scenario-based experimental design. The participants were randomly assigned to one of two scenarios. In both scenarios, the participants were asked to imagine that they were visiting an art museum and appreciating a painting while using the museum mobile app. In the "with push" scenario, the participant received an in-app, pop-up notification as he/she appreciated the painting. The push notification was to recommend souvenirs related to this particular artwork. In the "without push" scenario, a static statement regarding the related souvenirs was displayed on the artwork information page within the app. Measurement scales were adapted from previous literature.

Results/Discussion/Implication

A total of 151 valid responses were analyzed using one-way ANOVA and PROCESS (Hayes, 2013; Model 6). The ANOVA results indicate that souvenir purchase intention of the "with push" group is significantly higher than that of the "without push" group. Meanwhile, the museum experiential quality as measured by four dimensions (i.e., education, enjoyment, escapism, satisfaction) of the "with push" group is not lower than that of the "without push" group. The PROCESS results confirm a significant serial mediation effect (i.e., push function → contextual perceived value → impulse buying tendency → purchase intention). The serial mediation explains the underlying mechanism of the positive effect of the mobile app push notification on museum visitors' souvenir purchase intention.

This study indicates that, a context-triggered push function embedded in the museum mobile app promoting context related souvenirs positively influences the visitors' souvenir purchase without undermining their museum experiential quality. Museum marketers and mobile app developers can take advantages of these findings by leveraging the emerging technology innovations to facilitate financial gains and satisfactory visitor experiences in museums.

#194 CUSTOMERS' RESPONSES TO LOCAL FOOD CONTENT ON RESTAURANT MENUS: AN EYE-TRACKING APPROACH

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Introduction

Although using local food is deemed as a corporate social responsibility (CSR) action for restaurants (Lee, Conklin, Cranage, & Lee, 2014), CSR actions are only effective when customers are aware of them (Line, Hanks, & Zhang, 2016). With this in mind, restaurant menus may serve as a critical communication tool, affecting customers' attitudes toward CSR actions.

Previous studies have examined the effect of local food information on a menu on customers' attitudes by measuring customers' conscious responses, such as perceived product quality, and servicescape perception (Campbell, & DiPietro, 2014; Lu, & Chi, 2018). However, processing information may not be necessarily conscious (Kim, Tang, Meusel, & Gupta, 2018). Both conscious and unconscious responses should be examined to better understand the effect of stimuli on one's attitude. Furthermore, the level of an individual's environmental consciousness can affect the way that one perceives a sustainable message (Huang, Lin, Lai, & Lin, 2014). Therefore, the purpose of the study was to investigate how customers process menu information about local food and its effect on their attitudes toward restaurant CSR actions through visual attention while considering the level of environmental consciousness.

Methods

Participants (n=119) were general customers who go to restaurants and recruited on campus at a Midwestern University in the U.S. There were two parts of data collection: the eye tracking section and a post-study questionnaire. Frist, a restaurant menu was presented to the participants and their eye movements were recorded while viewing it using Tobii X2-30 eye-tracking device. Second, participants took a post-study questionnaire to measure the study variables.

Confirmatory factor analysis (CFA) was conducted by using Mplus version 7.3. To test reliability specification, Cronbach's alpha was calculated. To test the mediating and moderating effects, PROCESS Macro analysis (Model 7) was applied (Hayes, 2013).

Results/Discussion/Implication

The study results suggest that providing information about local food on restaurant menus positively affects customers' CSR attitude toward the restaurants. When customers' perception of a restaurant menu is higher, they would spend more time reading the menu information and looking at pictures. By applying the eye-tracking technique accompanying the use of post-study questionnaire, the effects of both unconscious and conscious factors were recorded and analyzed, making the study design more robust and adding new insights to the restaurant menu literature.

Furthermore, it was found that customers' level of environmental consciousness moderates the relationship between customers' perception of a menu and their visual attention. Although environmental consciousness plays an important role in the consumption of environmentally responsible products such as local foods, very few studies considered it in the restaurant menu research. The study findings remind restaurateurs to identify the most effective way to present local food information on their menus.

References are available upon request

#195 THE IMPACT OF BRAND DIVERSIFICATION ON FIRM PERFORMANCE IN THE US HOTEL INDUSTRY

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Introduction

In an era of brand proliferation, an essential but challenging requirement for hotel firms is deciding on whether to serve multiple segments through various brands or focus on domains in which they dominate (Lee & Jang, 2007). The scope of a hotel's brand portfolio encompasses the number of brands under which it markets and offers services as well as the number of market segments that it serves. In the US, such scope differs according to degree of diversification. Interestingly, although Smith Travel Research (STR) categorizes hotels into six scales (economy to luxury), hotel companies operate under a variety of brands even within the same scale as a means of improving their satisfaction of various customer needs.

This active brand diversification by US hotels is prompted by the desire to accomplish long-term financial goals while reducing business risks (Kang & Lee, 2014), but employing an excessive number of brands may be inefficient owing to the increased costs stemming from this approach. Amid this backdrop, therefore, defining and managing the scope of brand portfolios are important strategic business issues for hotel firms. To explore this matter, along with the effects of brand diversification on the performance of hotel companies, we pursued the following questions: (1) What is the extent to which hotel brands are diversified on the basis of brand portfolio scope? (2) How does brand diversification affect hotel performance?

Methods

The sample comprised 21 publicly traded hotel firms listed in the North American Industry Classification System (code 721110). The annual report (10-K) of each hotel firm was reviewed to derive information on the company's brand diversification initiatives. Data on each company's performance, including revenue per available room (RevPAR) and average daily rate (ADR), were collected from the STR database. Other types of financial data were obtained from the COMPUSTAT database. Data spanning 2010 to 2018 were analyzed.

To comprehensively probe into the degree of brand diversification in each firm (the independent variable), we used three measures that are grounded in the Herfindahl index (HI): (1) sales proportion from each brand, (2) number of brands, and (3) number of properties under each segment. As measures of the dependent variable, this study employed the ADR and RevPAR, which are the most generally known performance measures of hotel performance (Kim, Lim, & Brymer, 2015). To analyze the impact of brand diversification on hotel performance, we employed a regression model with time effects. The statistical model consisted of six control variables, namely, asset, debt-to-equity ratio, sales growth rate, advertising expenditure ratio, franchise ratio, and internationalization ratio.

Results, Discussion, and Implications

The results are expected to aid hotel firms in formulating growth strategies anchored in a brand portfolio perspective. More specifically, the findings confirmed detailed information about how a firm's brand portfolio is distributed and which segments the company focuses on. Additionally, in investigating how brand portfolio affects company performance, this research generated insights that are anticipated to positively influence such performance through recommendations on effective schemes for brand portfolio distribution.

#197 TRAVEL AND CULTURAL ADAPTATION OF INTERNATIONAL STUDENTS

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Introduction

Tourism literature suggests that travel yields educational learning benefits for tourists (Stone & Petrick, 2013). Such learning benefits range from acquiring knowledge and skills to facilitating attitudinal change and emotional development (Huang & Chen, 2018; Wolf et al., 2015). Generally, these learning benefits fall into the three domains—cognitive, behavioral, and affective outcomes (Krathwohl et al., 1964). The affective learning outcomes are particularly relevant in the context of tourism (Mitrovic et al., 2016).

Students pursuing undergraduate degrees in another country constitute a unique group of international travelers. Meanwhile, as the student enrollments continuingly grow, researchers have increasingly studied issues about the undergraduate students' adjustments in the new environment (Brunsting et al., 2018). Cultural adaptation incorporates both a psychological dimension—feelings of wellbeing and satisfaction (i.e., psychological wellbeing), and a sociocultural dimension—ability to "fit in" and interact appropriately in the new culture (i.e., sociocultural adjustment) (Searle & Ward, 1990). The effectiveness of cultural adaptation can be affected by dynamic cross-cultural qualities, especially—intrapersonal growth and intercultural sensitivity (Shaffer et al., 2006; Zhou et al., 2008). These two qualities can be categorized into the affective outcome domain. Travel in another country has long been considered an effective means to facilitate personal growth and intercultural development (Stone & Petrick, 2013).

The present study aims to explore whether a positive connection may exist between travel and cultural adaptation for international undergraduate students in the U.S., and delineate the underlying mechanism that may explain such a connection. Established on previous literature, we posit that travel will enhance international students' affective learning outcomes as in their intrapersonal growth and intercultural sensitivity, which in turn, further impact on their cultural adaption. The influence of the following key travel pattern variables will be examined: travel frequency, trip duration, and travel companion (Hendrickson, 2018; Stone & Petrick, 2013).

Methods

To test the proposed hypotheses, survey data will be collected from international students currently enrolled in degree-seeking programs at U.S. universities. Measurement scales are adapted from previous literature. Structural equation modeling will be utilized for data analysis. Additionally, a follow-up qualitative study with semi-structured interviews will be conducted to help illustrate the meanings of the quantitative findings, explain the relationships uncovered, and enrich the whole study by adding thick descriptions and the underlying significance (Amaratunga et al., 2002; Bryman, 2006).

Results/Discussion/Implication

As international student mobility becomes an important agenda for U.S. higher education institutions, more academic endeavors are warranted to examine the viable approaches to counsel and support international students and ensure a smooth process of cultural adaptation. Results of the current study will further extend the tourism literature in the field of acculturation, and provide practical implications for international student services in the U.S. universities.

#198 THE U.S. HOTEL PORTFOLIO TRANSACTIONS: PREMIUM OR DISCOUNT?

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Introduction

An interesting phenomenon in the commercial real estate industry is the portfolio transaction, which bundles up different pieces of real estate and sells for a bundle and aggregated price. The portfolio price is not necessarily the summation of the prices of the different pieces. Instead, it can be premium or discount to the fair value of the prices of the individual pieces. One of the tasks of this paper is to use the hotel transaction data from the CoStar database, which contains the most comprehensive real estate transaction data collected by the analysts, to depict a general picture of the U.S. hotel portfolio transactions by predicting the prices of the individual hotels within the portfolios.

The motivation behind those hotel portfolio transactions is also of great interest among both the research papers and the industry practitioners. Little of the related papers investigate the company-level and portfolio-level characteristics of the portfolio transactions. This paper intends to address the following questions: 1) what are the hotel-specific characteristics helpful for predicting the hotel transaction prices, 2) what is the general picture of the premium and discount scenarios of the U.S. hotel portfolio transactions, and 3) are there any company-level or portfolio-level characteristics other than diversification effect affecting the premium and discount scenario of the hotel portfolios in the U.S. The answers to these questions will help us comprehensively understand the story behind the U.S. hotel portfolio transactions.

Methods

Hedonic model, initiated by Rosen (1974), is the most prevalent real estate pricing model used in both the academic research and the industry practice. Real estate, as a kind of goods in the economic sense, can be implicitly priced by the utility-bearing characteristics observed explicitly. Therefore, as a general pricing model, the hedonic model is appropriate to value the hotel real estate properties given its bundle of attributes and characteristics.

Logistic regression will be employed to investigate the potential determinants of the premium and discount scenarios. The dependent variable of the analysis is the premium or discount scenario indicator.

Results/Discussion/Implication

The results of this paper elucidate that most of the U.S. hotel portfolios were transacted at a premium, with about 72% of all the cases. The conclusion is contradicted with the finding done by Campell, Petrova & Sirmans (2003), saying that portfolio transactions, in general, are zero-sum games. Furthermore, when the portfolios are discounted, the extent of the discount is much greater than that of the premium when portfolios are traded higher than the expected price.

Finally, this research tries to identify the potential determinants of the premium and discount scenarios by mingling both the company-level information and the portfolio-level information. However, I found that only diversification showed some correlations with the premium scenario, which is supported by much previous research.

References are available upon request

#199 CULTIVATING GLOBAL CITIZENSHIP IN HOSPITALITY AND TOURISM STUDENTS THROUGH INTERNATIONAL INTERNSHIP

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Introduction

Globalization has accelerated the internationalization of the hospitality and tourism field (Torres, Fu, & Lehto, 2014). The multicultural environment requires its future leaders to be able to work professionally with people from diverse cultures and deal with cross-cultural issues in the workplace (Malik, Madappa, & Chitranshi, 2017). Amongst many attempts, international internship programs (IIPs), the integration of internship and study abroad, are viewed as a more effective approach for students to simultaneously obtain the cultural knowledge and experience and improve professional skills. However, a large proportion of domestic students still hesitate to engage in such programs due to the fear of stepping out of their comfort zones, stereotypes about foreign cultures, and failure to see the importance of developing intercultural competencies and professional skills (Cai, Wei, Lu, & Day, 2015).

Using one of the pioneering and most sustained IIPs – *"Sponsored Internship and Study Abroad in China"* – in the U.S. as a case, the current study aims to seek effective promotion approaches and make IIPs more accessible to hospitality and tourism students. The specific research objectives include: (1) to investigate hospitality and tourism students' motivations to participate in IIPs, (2) to identify the barriers that prevent students from participating in IIPs, and (3) to make recommendations for IIPs promotion.

Methods

The study employed semi-structured in-depth interviews for data collection. Due to the limited number of past participants in the case program and students in hospitality and tourism major, snowball sampling was adopted to recruit qualified interviewees (Small, 2009). The interview questions were developed based on previous literature and suggestions proposed by the case program management team. The interview data were analyzed by using the flexible coding procedures and thematic analysis method (Deterding & Waters, 2018). A total of 10 interviews were conducted.

Results/Discussion/Implication

The findings indicate that students are motivated to accumulate working experience, experience foreign cultures, satisfy their curiosity about the rest of the world, and explore their potential through IIPs. Meanwhile, supports from different stakeholders increase students' willingness to participate in such programs. However, some students may hesitate to join IIPs due to the unfamiliarity to the foreign country, the culture shock, the long distance from families and friends. Recommendations such as having pop-up-booths and using social media are considered to be helpful for IIPs promotion among college students.

Global citizenship and hospitality and tourism go "hand in hand". IIPs allow students to go international and gain a better understanding of foreign cultures and their people. The current study provides insights for both education and industry in the hospitality and tourism field on how to overcome identified barriers in order to develop more appropriate IIPs and making them more accessible to students.

#201 WHAT DO THE PATRONS THINK? A QUALITATIVE STUDY FOR RESTAURANT SUCCESS FACTORS

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Introduction

This study aims to explore the restaurant patrons` perspectives to analyze the factors determining the restaurant success, in the hope that prospective entrepreneurs and restaurateurs can benefit from the data and insights provided. According to National Restaurant Association (NRA), the restaurant industry is expected to register positive sales growth in 2019, to $863 billion. American consumers are spending 48 % of their food budget on restaurants, as opposed to 25 % in 1955 and as of 2018, there are over one million restaurants in the United States and over 200 million US consumers visited a sit-down restaurant in the same year (www.restaurant-insider/industry-statistics/amp). Thus, opening a restaurant is an attractive investment option and offer lucrative business opportunities for most entrepreneurs and restaurateurs. However, the sustainability of running a restaurant as a viable business enterprise requires tremendous effort and determining the restaurant success factors from the restaurant patron perspective will prove to be a unique attempt.

Methods

Researchers utilized Delphi method (Berezina, 2010; Donohoe & Needham, 2009) to identify the trends in hospitality and tourism along with restaurant development (Horng, Liu, Chou, & Tsai, 2013; Horng, et. al, 2013). Delphi Method entails a group of experts who anonymously reply to questionnaires and subsequently receive feedback in the form of a statistical representation of the "group response," after which the process repeats itself, with the goal of reducing the range of responses and arriving at something closer to expert consensus. Delphi method was chosen for this study due to the fact that restaurant patrons are experts in determining success factors for restaurants as they decide either to be repeat customers or never to come back again. An open-ended questionnaire was given to customers who have dined in a restaurant within 12 months and they were asked to name their top restaurant by also adding the reason why they named that particular restaurant as their top choice. Customers were obtained from Mechanical Turk using a global sample and more than 9,000 entries from 1,367 participants were gathered. Each of these entries was categorized to come up with the list for the top traits for successful restaurants, then these top traits of success for restaurants were sent back to the same customers for ranking purposes and ten top success traits were identified and presented.

Results/Discussion/Implication

In the light of restaurant failure statistics, knowing success factors for restaurants is critically important. This study attempted to find out the most important success factors for restaurants from the restaurant patron perspective. With regard to the analysis, 20 top success factors were identified based on the frequency it was mentioned by the patrons, out of which factors such as *tasty, service, quality, affordability,* and *consistency* created the top 5 list. Restaurateurs would do well by visiting this list and ensuring that they excel in every single one of them. This study is unique in the way that it looked into the success factors by looking into the restaurant patrons` perspectives.

References are available upon request.

#202 MOTIVATIONS BEHIND US CRAFT BREWERY OWNERS' ENVIRONMENTAL PRACTICES

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Introduction

Beer, in general, is considered a sustainable product as the majority of its ingredients are organic or naturally produced (Ceres, 2015). However, the enormous scale of beer manufacturing and consumption in the U.S. has a cost to the earth. It implies a brewing process which consumes a lot of water and energy. The brewing process is comprised of heating/cooling, cleaning, packaging, sanitation and a lot of good-quality water (Fakoya & van der Poll, 2013). To date very limited research has delved into sustainability issues and practices in craft breweries in the U.S. As such, the purpose of this study was to examine current practices and motivations of craft brewery owners which drive these practices. This study used Stakeholder Theory as it related to environmental engagement and its appropriateness within the craft brewing business sector.

Methodology

In this study, both qualitative and quantitative approaches were employed sequentially as a mixed-methods approach. In the initial phase, the primary data collection technique consisted of semi-structured, in-depth interviews involving open-ended questions pertaining to a variety of motivational factors behind environmentally friendly practices employed in the craft brewing industry. The sample set was created using the purposive sampling method and was comprised of craft brewery owners from the US. Using the data collected and analyzed in the initial, qualitative phase of the study, the researcher created the survey instrument that would form the second, quantitative phase. The questionnaire used in this phase was based upon the earlier work of Kasim and Ismail (2012), which investigated the motivations behind environmentally friendly practices in the restaurant industry in Malaysia. An online survey was distributed, via the Brewers Association, to craft brewery owners, across the seven regions of the United States. The survey consisted of a number of distinct sections, each addressing a different theme. These included respondent demographics, operational information about the business, environmentally friendly practices employed on-site and the motivations behind these practices. Descriptive analysis and factor analysis with VARIMAX factor rotation procedure were employed in SPSS 22 as data analyses methods.

Results/Discussion/Implication

The results pointed to craft breweries' environment-friendly practices, the motivational factors behind these practices, and what can be learned and applied from these adoption processes. The study found that the owners' personal beliefs and environmental concerns were a factor that influenced their organizational decision-making. The results of the second phase of the study revealed that the most influential factor is the attitude of top management. The results from both phases related to regulation were in alignment, suggesting 'regulation' as the second key factor to adopting environment-friendly practices. When it comes to opportunities to reduce costs, and increase profits by adopting sustainable practices, both phases of the study were in alignment as well and identified 'financial' factors as the third most important influence factor.

References are available upon request

#203 ASSESSING THE RELATIONSHIP OF ESPORTS AUDIENCES' MOTIVATION ON FLOW EXPERIENCE AND SATISFACTION.

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Introduction

eSports, or electronic sports is an event involving professional game competitions. eSports have emerged one of the hottest trends of hospitality and tourism industry due to its growing popularity. Consequently, the number of multimedia and companies who invest on eSports sponsorship and launch eSports league are growing rapidly (Lee & Schoenstedt, 2011). The experience of flow refers to one's mental state of involvement, engagement, focus, and enjoyment during the process of an activity. It is characterized by one's complete immersion in activity which results in their loss in sense of time, space, self-consciousness (Csikszentmihalyi, 1988; Csikszentmihalyi, 1990). Previous literature associated the self-determined motivation to an experience of flow as a positive affective consequence. They demonstrated that intrinsic motivation and its related constructs facilitate one's state of flow (Jackson & Roberts, 1992; Kowal & Fortier, 2000; Jackson, 1995; Massimini, Csikszentmihalyi, & Fave, 1988). Intrinsically motivated eSports audiences initiate their decision as the e-sport events itself provide them a thrill of watching professional gamers' skills and the sense of engagement with others sharing the same interests (Sjoblom & Hamari, 2017). Because they are internally involved in the event itself, they are more likely to achieve the mental state of flow. However, extrinsically motivated audiences initiate their decision as the e-sport event provide them rewards (e.g., promotional gifts), not involving in the event itself, which disturbs them to experience flow state. Thus, we propose that audiences who have intrinsically motivated will experience stronger flow states, thereby showing a higher overall satisfaction to the event.

Methods

Based on previous literature, a questionnaire will be designed to measure each construct. Self Determination Theory specifies three psychological needs for intrinsic motivation to be exerted, including competence, relatedness, and autonomy (White, 1959; Deci, 1971; Baumeister & Leary, 1995; Deci & Vansteenkiste 2004; Deci, 1971). The intrinsic motivation of why audiences participate in eSports event will be measured based on their competence, autonomy, and relatedness. Their extrinsic motivation will be measured by the factors not directly related to the eSports itself (e.g., gift cards, food, or promotional events). The audiences' flow experience will be measured based on nine-dimension scales, which include challenge-skill balance, action-awareness merging, clear goals, unambiguous feedback, concentration on task at hand, sense of control, loss of selfconsciousness, transformation of time, and autotelic experience (Jackson & Marsh, 1996). The audiences' overall satisfaction (i.e., revisit, recommendation, satisfaction) will be measured based on the scales from previous studies (Tellis, 1998; Oliver, 1999).

Results/Discussion/Implication

We expect our idea will contribute on both theory and practice. In theory, our study will enrich the domain knowledge of self-determination and flow theory and incorporate the foundations of consumers' motivation and involvement. In practice, our study will provide insights into eSports organizations by spotlighting factors that stimulate the audiences' motivations and consolidate the destination development.

#204 DOES "ORDER SMALLER" EFFECTIVE TO PROMOTE GREEN RESTAURANTS? AN APPLICATION OF GREEN DEMARKETING

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Introduction

In recent years, an increasing number of restaurants adopt green marketing to promote their eco-friendly products and services (e.g., Jang et al., 2015). However, inappropriate adoption of green initiatives may lead to skepticism since consumers perceive that companies use green advertisements for company-focused interests and profits (Fowler & Close, 2012). Therefore, this study aims to create a more effective marketing strategy by incorporating the two key aspects: green demarketing (green demarketing vs. green marketing) and green reputation (high vs. low), and further investigate how the effectiveness of green demarketing and green reputation could influence consumers' skepticism, attitude, and purchase intention toward the restaurant.

In this study, green demarketing refers to a strategy that restaurants encourage consumers to buy smaller portion of food for the sake of the environment (Armstrong Soule & Reich, 2015). Previous studies have identified the effectiveness of green demarketing on consumers' perception of the advertising and their attitude toward the brand (Armstrong et al., 2015) since this demand reduction strategy could reflect genuine motives of the companies. Furthermore, previous studies also suggested that consumers will process green messages differently based on their prior knowledge about the companies (Ellen, Webb, & Mohr, 2006). Therefore, this study will investigate the effectiveness of demarketing strategy under the effect of restaurants' green reputation levels (high vs. low).

The objectives of this study are to investigate the effectiveness of demarketing, and its interactional effect with restaurants' green reputation. The findings contribute to the development of more practical marketing strategies for restaurants' eco-friendly products promotion.

Methods

A 2 green messages (demarketing vs. marketing) × 2 green reputation (high vs. low) experimental design will be adopted. Scenario-based online surveys will be developed. The green reputation will be presented by a rating from a fictional ethical restaurant association (ERA) whether from 2 out of 10 (low green reputation) or 8 out of 10 (high green reputation) (Armstrong Soule & Reich, 2015). Then, a green demarketing message (or a green message) will be randomly assigned to each respondent. Participants' attitude toward the green advertisements and intention toward visiting the restaurant will be tested. This study will use general attitude toward green advertising and environmental concern as control variables (Petty & Caccioppo, 1986). Multivariate analysis of covariance (MANCOVA) will be used to test the interactional effect of green reputation (high vs. low) and green demarketing (green demarketing vs. green marketing) on skepticism, attitude and purchase intention.

Results/Discussion/Implication

The results of this study will contribute to the persuasion literature by identifying the effectiveness of green demarketing in promoting green restaurant brands. Managerial implication also will be drawn from the findings of this study.

References are available upon request

#205 SERVICE FAILURES, CUSTOMERS' BLAME ATTRIBUTION, AND REPATRONAGE INTENTION RELATED TO ONLINE DELIVERY PROVIDERS (ODP)

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Introduction

The number of people using food delivery services have been rapidly increasing (The NPD Group, 2019). Since the advancement of technology and customer demand, more third parties have been entering the market of online food delivery to intermediate between customers and restaurant operators. These delivery service providers are defined as Online Delivery Providers (ODP) (Rivera, 2019). The growth of ODP has created a new dynamic, and managing customer relationships becomes a new challenge by adding one additional service provider in the service cycle (Rivera, 2019). Therefore, it is important for both service providers (ODP and restaurants) to understand how to work together and create long-term customer relationships in order to maintain their competitive advantages.

In the process of providing online delivery service, service failure may occur. Service failure cannot be completely prevented, but can be strategically and appropriately recovered, and can become a second chance for service providers to deliver a positive service experience (Miller, Craighead, & Karwan, 2000). With the addition of ODP into the restaurant service process, it is not yet clear who controls the customer experience, more specifically, how do customers perceive service failures and how do the failures impact their re-patronage intentions in this realm of restaurant food delivery? This study aims to address a) Whom do customers blame, ODP or restaurant operators, when service failures occur, and b) is there a difference between customers' blame attribution (ODP or restaurant) regarding their re-patronage intention?

Methods

A self-administered survey was conducted online using MTurk and resulted in 208 valid responses. Participants were given four service failure scenarios, and were asked to indicate who they blame as well as the likelihood of their re-patronage intention under each circumstance. Demographic information was also collected. Descriptive data analysis and t-test were used in analyzing the data.

Results/Discussion/Implication

Among all four scenarios, the majority of customers blamed the ODP when service failures occurred except for when food had bad mouth feel when delivered (scenario 3). This is a strong indication that ODP in the eyes of the customer is an inherent part of this food service experience. Interestingly, customers were still likely to give the ODP a chance in the future considering the service failure. Conversely, when customers blamed the restaurant for service failures, they were not as likely to order from the restaurant again (except for scenario 3).

The findings of this study indicate that customers are more forgiving towards the ODP. This can be useful for practitioners when considering strategies of entering the food delivery market. Collaborating with an ODP might result in a lower chance of losing customers when a service failure occurs. The findings also suggest that customers are less likely to return when they blame the restaurants during online service failure.

#206 FROM ONLINE IMAGES TO DESTINATION IMAGE: MACHINE LEARNING AND NETWORK METHODS FOR DMO'S PHOTO EVALUATION BASED ON USER-GENERATED CONTENT

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Introduction

Tourism researchers have long been interested in the interaction between how destinations project their image and how (potential) tourists receive that tourism destination image (TDI) (Deng and X. Li, 2018). Studies on projected and received images have often considered TDI reception an outcome of image projection, using the gap (Kim and Lehto 2013) or congruence (Mercille 2005) between these images to gauge the effectiveness of destination marketing (e.g., Stepchenkova & Zhan, 2013). These studies have yet to explicitly connect effective destination marketing activities with subsequent consumer responses. Extending previous research, the present study attempts to (a) use received images to inform DMOs' image projection and (b) use online engagement metrics to assess image projection performance by link it to customers' behavioral outcomes.

Essentially, the current research attempts to understand how DMOs should identify appropriate photos to project TDI. By adopting the cognitive–affective and core–periphery structural models of TDI, we explore whether strengthening existing strong images or promoting novel images can contribute to enhanced online customer engagement. Further, this study aims to design a methodological procedure to help DMOs choose the 'right' content and project the 'right' image to enhance their target customers' online engagement.

Methods

In scrutinizing projected and received images, a methodological challenge lies in translating pictorial contents into analyzable elements. This study adopts an advanced machine learning algorithm to extract adjective–noun pairs (ANPs) from online photos, representing the cognitive and affective image elements reflected in each photo. Image elements and their relationships extracted from UGC were applied to construct a semantic network, representing the received image in tourists' collective minds. Image elements' centrality scores, which convey elements' locations in the core–periphery structure of the image network, were then used to inform DMOs' photo selection and image projection.

Results/Discussion/Implication

Our results suggest that centrality measurements of affective and cognitive associations were positively related to online engagement with OGC photos. Further, the effect of the centrality of affective associations was more robust compared to the centrality of cognitive associations when applying different engagement metrics. These findings signify that strengthening tourists' existing core images, rather than promoting peripheral images that are unfamiliar to the audience, can better facilitate online customer engagement. In addition, strengthening already strong emotional associations should be useful for attracting both ‘likes’ and comments.

#207 AGGLOMERATION EFFECT OF THE RESTAURANT CLUSTERS IN THE US

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Introduction

Given the competitive environment of the restaurant industry, location has been identified as one of critical features to give competitive advantage to restaurant businesses (Yang et al., 2017). It appears that similar type of restaurants tend to collocate with their competitors because they view that physical proximity can lead to positive results (e.g., increased demand and improved efficiency) rather than negative impacts (e.g., severe competition, increasing costs). This phenomenon can be explained by the agglomeration effect (Paul & Siegel, 1999). Agglomeration effect has been widely accepted in various industries. However, despite the phenomenon and importance of agglomeration in the restaurant business, relatively little research has paid attention to this topic within the restaurant industry. Furthermore, while customers are the final decision maker influenced by the agglomeration, limited research has investigated the phenomenon from consumers’ perspectives (e.g., satisfaction, revisit).

The purpose of this study is to explore if the agglomeration effect has a moderating effect on the impact of consumers’ satisfaction with product attributes on their revisits. Specifically, the impact of agglomeration will be evaluated by comparing differences on the impact of satisfaction on revisits between restaurants in clustered and non-clustered areas. Restaurant product attributes will include environment, service, taste, and perceived value. This study will particularly use consumers’ online reviews on social media.

Methods

The sample of this study will be collected from online restaurant reviews in TripAdvisor, a social media platform. The main restaurant market for this investigation will be San Francisco, California, which include a crowd place in the northeast part (e.g., Financial District, Nob Hill) for a clustered area and a small town in the southwest part for a non-clustered area. Annual data of consumer online reviews will include the information on restaurant location, types of food, price level, the number of online reviews, overall customer ratings, and ratings on attributes. The sample period will be 2010 through 2019.

Results/Discussion/Implication

This study will fill the research gap on agglomeration in the restaurant industry by comparing online reviews and ratings on restaurants between the clustered and non-clustered areas. This research will further enhance our understanding of how agglomeration affect customer satisfaction and visits as well as its impact on the effects of conventional restaurant attributes that primarily determine customer satisfaction and encourage visits. The presence of agglomeration effect can help current practitioners and prospective entrepreneurs develop their location strategy when planning to open new restaurant operations and relocate their existing operations.

References are available upon request

#209 FAMILY BUSINESS IN HOSPITALITY: PERCEPTIONS AND REACTIONS ACROSS GENERATIONS

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Introduction

Since 2009, the South Korean government has annually increased the federal minimum wage for hourly employees. As a result, many small businesses have been significantly impacted, and firms have been forced to fire employees, reduce operating hours, and/or reduce the amount of hours given to part-time hourly employees (Eun-ji, 2019; Hyun-bin, 2019).

To combat these changes, many firms were created as, or have adapted into, a family-run business, with the idea that individual family members will assist in running the operation, thus negating the need and subsequent expense of hiring additional employees (Ham, 2018). Given that more businesses are now being run as small, family-owned firms (Ham, 2018), there still exists limited research on the impact that family-run businesses has on the relationships *among* entrepreneurial family members (Jaskiewicz *et* al., 2017). Therefore, this study was designed to address the call for more research using family science theories to examine family member business relationships (Jaskiewicz *et* al., 2017).

Methods

Given the context of the increased number of family-run businesses in South Korea, combined with the lack of application of family science theories toward the interactions among family co-owners, this study will draw on a loose framework of two family science models: intergenerational solidarity theory (Silverstein & Bengston, 1997) and the ABCX model of stress (Hill, 1958).

To achieve the research objectives, semi-structured interviews will be conducted with the South Korea family-owned business members operating in the food and beverage industry, since this industry has seen an increase in family-run firms as a result of the minimum wage increase (Duk-joo & Hyo-jin, 2019). The researchers will request information about the family environment of the owners, challenges associated with running a family-owned business, and changes in the relationships among the familial co-owners. This will allow the researchers to explore the various family business environments and the relationship among the family co-owners. For analysis, thematic analysis will be used whereas coding will be conducted after each interview.

Results/Discussion/Implication

This research will provide both theoretical and empirical implications. Theoretically, the research will develop the knowledge of family science literature by addressing the relationship between the theories and the family-owned business, which is lacking in the extant literature, including the hospitality and tourism literature. Empirically, it will provide a nuanced observation that can be used by family-owned businesses when developing or running a family-run firm.

References available upon request

#210 A STUDY ON MEAL REPLACEMENT CONSUMERS' PURCHASING BEHAVIOR

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Introduction

Recently, people are increasingly consuming "Meal replacement" which is a term used to explain a product designed to replace a person's meal or meals throughout a day. Besides providing a nourishing meal, several of these products were developed for and claim to produce additional practical benefits, such as weight loss, weight control, or performance enhancement. Although numerous scholars have conducted studies to understand consumer behavior regarding meal replacement, most research has concentrated on nutrition. However, there is a paucity of research that explains the consuming behavior of meal replacement.

The purpose of this research is to develop and test a model based on transaction cost theory and push-pull theory, which allows for an investigation of the reasons why people purchase replacement meals. This study explores why food consumers purchase meal replacements, discovers how these factors affect Push Pull Mooring (PPM) factors, and determine how PPM factors influence meal replacement purchasing. Therefore, the purpose of this research is as follows: 1. Based on transaction theory, the study aims to determine both the benefits and the costs of meal replacement factors influencing PPM (e.g., grocery and cooking dissatisfaction, meal replacement satisfaction, and switching cost). 2. Based on the PPM theory, this research assesses the PPM factors' influences on meal replacement purchase intentions.

Methods

This study examined the effect of meal replacement shopping benefits (convenience, self-efficacy, perceived value) and costs (the amount of time and effort costs, heterogeneity, and technology fatigue) on PPM factors (grocery and cooking dissatisfaction, meal replacement satisfaction, and switching cost) when people buy meal replacements. Furthermore, this study investigated the relationship of PPM factors and purchasing meal replacement intentions.

To test the model, an online survey was performed. The sample consisted of meal replacement consumers. Respondents of the questionnaire were asked to recall last meal replacement purchasing experience. Overall, 252 samples were collected, and the data was coded. This study used partial least square regression analysis to test the proposed model.

Results/Discussion/Implications

According to the results, all PPM factors were found to be positive predictors of meal replacement purchasing intention. Among these predictors, meal replacement satisfaction most affected purchasing meal replacement intention. The data analysis found that the amount of time and effort costs, convenience, self-efficacy, perceived value and heterogeneity were predictors of PPM factors. The study shows several theoretical implications. First, a new conceptual framework which evaluates the relationship between cost and benefit of alternatives and switch intention via the mediating effects of PPM factors was tested. Second, it was found that grocery and cooking dissatisfaction, meal replacement satisfaction, and switching cost were predictors of meal replacement purchasing intention.

References are available upon request

#211 AN INVESTIGATION OF INDIVIDUAL DIFFERENCES IN PERCEIVING ANTHROPOMORPHIC ADVERTISING FOR UGLY FOOD: IMPACT OF GENDER AND AGE

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Introduction

Ugly foods (i.e. Imperfect Produce) are fresh produces with odd shapes, different colors, and various sizes. Due to the retailers' strict cosmetic standards, nearly 50% of the fresh produce is left rot in the landfills, leading to severe environmental and ethical problems (Gunder, 2012). Therefore, it is important to identify an efficient marketing strategy to promote the ugly food. Thus, this study investigated three key advertising variables: anthropomorphism (anthropomorphic vs. non-anthropomorphic), gender (male vs. female), and age (younger vs. older).

Anthropomorphism is defined as nonhuman objects featured with human-like characteristics, intentions, and behaviors (Laksmidewi, Susianto, & Afiff, 2017), and it has been widely used by advertisers to promote consumers' evaluation toward the products. Furthermore, since previous studies suggest that individuals' perception toward anthropomorphism varies depending on their gender and age (Urquiza-Haas & Kotrschal, 2015; Severson & Lemm, 2016), this study investigated the moderating effects of gender and age on the relationship between anthropomorphism and ugly food purchase intention.

The objectives of this study are to investigate the anthropomorphism's effect, how gender and age moderate the effect between anthropomorphism and purchase intention, and if the interactional effect between anthropomorphism and gender differs across the two age groups (young vs. old). The findings contribute to the development of more sophisticated marketing strategies for ugly food promotion.

Methods

A between-subject full-factorial experimental design was used (two [anthropomorphism: anthropomorphic vs. non-anthropomorphic] by two [gender: male vs. female] by two [age group: younger vs. older]. Two types of single-page color advertisements were developed and utilized as study stimuli. Scenario-based online surveys were developed and distributed via Amazon Mechanical Turk (MTurk). A total of 406 sample was utilized for data analysis. A three-way analysis of variance (ANOVA) was performed for the purchase intention.

Results/Discussion/Implication

Two main effects were found. anthropomorphism and gender can significantly predict consumers' purchase intention. In addition, a two-way effect was found. Compared with males, females who viewed anthropomorphized advertisement have higher purchase intention. Last, a three-way effect was identified. Younger female participants showed greater purchase intention than those who did not view anthropomorphized advertisements, while there is no difference with younger males. In the older group, there is no interactional effect between anthropomorphism and gender was found. Findings could provide the U.S. grocery retailers with insightful marketing strategies to deal with consumers in different gender and age groups.

References are available upon request

#212 LOCAL FESTIVAL VOLUNTEERS' MOTIVATION AND SATISFACTION APPLYING IMPORTANCE RANGE PERFORMANCE ANALYSIS AND IMPACTASYMMETRY ANALYSIS

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Introduction

With the rapid growth of festivals, the importance of volunteers in festivals has also increased (Mahadevan, 2018) because many rural festivals heavily rely on volunteers (Benson, 2011). Volunteers' motivation and satisfaction are crucial factors to understand their loyalty (Baker & Draper, 2013). When the organizer evaluates if volunteers' motivations have been met, she/he can recognize gaps and make efforts to improve the gaps, thereby keeping them in the long run (Cheung et al., 2006). However, most volunteer research focused on motivation only but merely evaluated satisfaction that corresponds to motivation (Wilson, 2015).

Importance-performance analysis (IPA) is a classical method to identify managerial gaps by comparing consumers' perceived importance on the attributes. New methods such as Impact Range Performance Analysis (IRPA) and Impact Asymmetry Analysis (IAA) have been introduced to advance this traditional approach (Mikulić & Prebežac, 2008). The IAA expands the IPA by classifying satisfaction into five levels from extreme dissatisfiers to extreme satisfiers. The IRPA measures the relative importance of each motivational variable for satisfaction/dissatisfaction. The IRPA and IAA was further integrated into a framework to effectively measure the relationship between motivation and satisfaction (Back, 2012; Back & Lee, 2015; Mikulić & Prebežac, 2008; Oh, 2017; Ye at al., 2016), but this approach has not been applied to the volunteer research yet. Thus, the purpose of this study is to investigate the gaps between volunteers' motivation and satisfaction by developing a conceptual framework, integrating the IRPA and IAA.

Methods

Measurement included 18 items each of motivation and satisfaction on a 7-point Likert scale, employing Volunteer Functions Inventory (VFI) that includes six dimensions: value, career, social, understanding, protective, and enhancement measurements (Clary et al., 1998). The sample population of this research will include volunteers in festivals in Iowa, Kansas, and Michigan. An online survey, using Qualtrics, will be conducted to collect data.

For the data analysis, confirmatory factor analysis and correlation analysis will be conducted for reliability and validity tests. For IRPA, an essential determinant of volunteer satisfaction vs. dissatisfaction will be positioned visually and demonstrates the degree of by assessing the impact of motivation on overall satisfaction. Afterwards, IAA will identify the critical determinants among the motivational attributes by classification.

Results/Discussion/Implication

The findings will enhance our understanding of festival volunteers' experiences through an integrated, conceptual framework. The results of this study will help rural festival organizers to recognize outstanding motivational factors, focus on the prioritized factors to effectively recruit volunteers, and increase volunteers' satisfaction.

References are available upon request

#213 DIFFERENCE ON RESTAURANT APPS USAGE INTENTION BETWEEN MILLENNIAL AND GENERATION Z: AN APPLICATION OF UTAUT

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Introduction

Food service businesses have been playing a significant role in daily eating habits, providing over 60 million meals a day for 130 million American diners (Okumus, Ali, Bilgihan & Ozturk, 2018). With the increased number of smartphone usages, more and more consumers order food via smartphone applications (Okumus et al., 2018). Millennials are expected to become the most popular consumers for the restaurant industry (Erdem & Jiang, 2016). Generation Z is another generation cohort that has recently received special interest by the restaurant business. They are sensitive on new trends and innovations for their daily life (Priporas, Stylos & Fotiadis, 2017) and prefer to use new technology (Ozkan & Solmaz, 2015). The unified theory of acceptance and use of technology is a conceptual framework to describe technology users' adoption and acceptance behaviors (Venkatesh, Morris, Davis & Davis, 2003). The UTAUT identifies that performance expectancy, effort expectancy, social influence, and facilitating conditions are key factors that influence behavioral intention to use technology. The study aims to examine how food apps' features influence behavioral intention to use from the perspectives of millennials and Generation Z. Two specific objectives include 1) to evaluate if food app features of performance expectancy, effort expectancy, social influence and facilitating conditions have significant impacts on food apps usage intention and 2) to examine if generation plays a moderating effect on the impact of food apps on behavioral intention.

Methods

Measurement will include 16 questions for restaurant app usages and three items each for performance expectancy, effort expectancy, social influence, facilitating conditions, and behavioral intentions (Venkatesh et al., 2012). An open-ended question will be asked to evaluate respondents' opinion on the various aspects of app service. This study will use a convenience sampling method, using both online and offline surveys. Samples will include 400 college students in the U.S. who belong to one of the two groups: millennials and generation Z. Data analysis consists of descriptive statistics and proposed model testing. To test the proposed model, SEM will be conducted through the measurement model and structural model tests. The evaluation of model adequacy will be based on the Satorra-Bentler chi-square statistic, comparative fix index (CFI), and root mean square error of approximation (RMSEA). Group invariance tests will be further followed to compare the measurement and structural models to determine the moderating effect of generation. The data will be analyzed using the Statistical Packages for Social Sciences (SPSS) 26.0 and Mplus 8.

Results/Discussion/Implication

The present study will expand research on the topic of app usage among restaurant diners grounded on a theoretical approach. The results of the study will provide an insight of understanding the impact of app service on various generation and difference between millennial and generation Z. The findings of this study will provide practical implications that could assist restaurant managers in adopting appropriate apps service to meet their target customers' needs.

References are available upon request

#214 THE IMPORTANCE OF THE DEVOLPMENT OF SUSTAINABITY PROGRAMS WITHIN HOSPITALITY & TOURISM CURRICULUMS

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Introduction

What are the factors influencing the teaching of sustainability, and what will help to increase the importance of having sustainability courses created within Hospitality and Tourism curriculums? Many Higher Education educators are learning the importance of sustainability, (Deale, Nichols, & Jacques, 2013) and are incorporating these courses so that this may help to improve student-learning experiences within the classroom (Batrth, Godemann, Rieckmann, & Stoltenberg, 2007).

This research may help Hospitality and Tourism programs to develop educational type curriculums into formal and informal learning groups with other universities who already teach sustainability.

Methods

The questions will need to be specific and will require a direct response that will help to gather information about the students and faculty experiences (Frances, Coughlan, & Cronin, 2009). The collection of data will be done with various observations and interviews, questionnaires, and group interviews. Based on the pilot survey, the questions will focus on the current teaching of sustainability concepts and practices, methods using to teach and assess sustainability topics, and how are sustainability topics are being incorporated in the curriculum.

To analyze the final collection of data it will be done with an online type survey and then defined by using a descriptive statistics SPSS program. Focusing on the learning process will requires some type of normative framework which will help to identify the student learning opportunities within sustainability issues related to Hospitality and Tourism curriculums.

Results/Discussion/Implication

With students' increasing interest on sustainable type courses within Hospitality and Tourism programs, this study could show the type of relationship that may exist between attitude and behavioral intention toward Hospitality and Tourism curriculums. The development of better sustainable curriculums may increase more positive relationships within the Hospitality and Tourism programs and its students.

The future success of any sustainability program will depend on its relationship with the students, faculty, the curriculum and its program. As these programs continue to grow, many must enlarge and upgrade these facilities to support these new sustainability programs and to welcome this growing class of students. With the increased enrollment and improved curriculum this will better serve the students, the program and the university.

References are available upon request

#215 EXPLORING THE INTERNET OF THINGS AND ITS EFFECT ON TOURIST BEHAVIOR

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Introduction

The Internet of Things (IoT) involves utilizing everyday accessories, which contain sensing, identifying and networking capabilities transmitted over the internet (Whitmore, Agarwal, & Xu, 2015). The concept of IoT is commonly adopted in many different industries such as healthcare, transportation, and energy. However, the hospitality and tourism industry has been relatively slow in adapting the IoT technology (Pizam, 2017). Recently, IoT has attracted much attention from researchers (Kawamoto, Nishiyama, Kato, Yoshimura, & Yamamoto, 2014). Erfanmanesh and Abrizah (2018) reviewed 13,725 literatures from 2011 to 2016, and found that the publication numbers per year increased continuously. However, it is surprisingly that there is little academic research discussing the IoT in the hospitality and tourism field, especially the behavior intention of using the IoT.

This study aims to examine factors that influence tourists' behavioral intention of adopting the IoT, using Disney MagicBands as a case. Disney MagicBands are IoT wearable devices that allow guests to enter the parks, open the hotel room doors, and purchase food and merchandise. (WALT DISNEY WORLD Resort, 2017). The Unified Theory of Acceptance and Use of Technology 2 (UTAUT 2) was adopted as the theoretical model of this research.

Methods

The participants of the survey will be U.S. residences above 18 years old, who have used the Disney MagicBands in the United States. A total of 500 participants are targeted to participate in this study. The electronic survey questionnaire hosted on Qualtrics will be conducted and sent to participants through the Amazon Mechanical Turk. Each participant will receive $0.10 incentive for successfully finishing the questionnaire. This quantitative research will include the following 8 constructs adapted from Venkatesh et al., 2012: (a) performance expectancy; (b) effort expectancy; (c) social influence; (d) familiarly conditions; (e) hedonic motivation; (f) habit; (g) attitude; and (h) behavioral intention; and (i) use behavior. The survey instrument will utilize the 5-point Likert-type scale from 1 (Strongly Disagree) to 5 (Strongly Agree), Socio-demographics questions will be asked at the end of the questionnaire. Data is expected to be collected in Fall 2019. This study will use a two-step approach. First, the reliability and validity of variables will be tested using CFA. Then, SEM analysis will be employed to test the hypotheses in the proposed theoretical model. All analyses will be conducted with SPSS Version 24 and MPlus 8.3.

Results/Discussion/Implication

Successful completion of this study will be valuable to provide implications to the hospitality and tourism industry. Theoretically, this research will be among the first to empirically conduct IoT research in the hospitality and tourism industry. The result will investigate tourists' behavioral intention of using the IoT, thus provide suggestions to hospitality and tourism practitioners on IoT adoption in their businesses.

#217 HOW FOREIGN CULTURAL IDENTITY AFFECTS FOOD & BEVERAGE FRANCHISE OVERSEAS

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Introduction

In the fast-growing franchise industry, Korean franchise companies seek to expand their business size and choose China as the next target for their growth. It is crucial for those franchise companies to acknowledge which segments or influencers are important to them in the foodservice industry (Anderson, 2003). Existing studies lack in their focus on the interlinked relationship among cultural identity with food and beverage (F&B), cultural marketing, service, flow, customer satisfaction, and loyalty in the industry.

This study aimed to enhance the understanding of how these key factors are related to each other which can further lead the franchise companies to take consideration when entering overseas markets.

Method

The data were collected through the pretest survey toward Chinese consumers who had visited foreign franchise restaurants in China. A total of 552 responses, excluding 49 incomplete ones, were used for analysis using SPSS 21.0, AMOS 21.0, and SmartPLS 3.0, etc.

Results/Discussion/Implication

After examining difference in SEM of Korean franchising restaurant style and non-Korean ones, this research tested measurement invariance between two groups using the measurement invariance of composite models (MICOM) approach, which involves three steps: configural invariance assessment, compositional invariance assessment, and assessment of equal means and variance.

According to the result of the configural invariance assessment, measurement properties were desirable, and convergent and discriminant are valid for all constructs. The compositional invariance assessment indicated that measurement invariance was established as the original composite score correlation (c) exceeds the permutation procedure (cu).

Overall study results show that foreign cultural identity has a positive impact on perceived cultural marketing, but it does not have impact on food and beverage or employee services. Perceived cultural marketing affects on F&B, customer flow, and employee service, and it has partial or full impact on customer loyalty.

218 ANTHROPOMORPHISM; ITS IMPACT ON POSITIVE EMOTION, NEGATIVE EMOTION AND BRAND ATTITUDE

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Introduction

The competition between airlines and the need to meet the expectations of active air travelers creates the need to improve customer's attitude towards an airline brand to attract more customers (Lee, Castellanos, & Chris Choi, 2012). To address this challenge, airlines are infusing advanced technology into various facets of airline service (IATA, 2018). Today, self-service kiosks handle the routine boarding-process aspects of a journey (SITA, 2015). However, the incorporation of kiosks has also created service challenges (Kokkinou & Cranage, 2013).

To address the issue, airlines are using another technology to assist customers with the use of kiosks (CNN, 2018). In other words, to create a better customer-technology experience, anthropomorphic (humanlike) technology is being used in conjunction with self-service kiosks to provide more of a human-feel in aiding passengers. Anthropomorphic technologies range from robots (with arms, legs, and round heads) to holograms (that nearly resemble a human) (Mathur & Reichling, 2016). Although anthropomorphism keeps reshaping the human-technology interaction, limited attention has been paid to customers' emotional responses to the degree of anthropomorphism incorporated into a technology.

The objective of this study is to investigate how the degree of a technology's anthropomorphism (hologram: high; robot: low) affects a customer's positive and negative emotions, as well as attitudes towards the brand using anthropomorphic technologies to aid customers at self-service kiosks. Moreover, the study sheds light on the mediating effect of emotions between the type of aid (high vs. low anthropomorphized) and brand attitude.

Methods

A 2-group (anthropomorphisms: hologram/high or robot/low) between-subjects experimental design was used to investigate the relationship of anthropomorphism on positive emotion, negative emotion and brand attitude, controlling for technology anxiety. A total of 215 U.S.-based adult airline customers were recruited from Amazon Mechanical Turk (MTurk) and randomly assigned to one of the two study conditions presented to them through an online link.

Results/Discussion/Implication

The study found that providing a customer assistance through a hologram will have greater effect on positive emotion and brand attitude and reduces negative emotion. In addition, positive emotion mediates the relationship between anthropomorphism and brand attitude. This study contradicts uncanny valley theory. Theoretically, we add to uncanny valley theory by suggesting despite Mori's assumption, highly anthropomorphized technologies do not create negative emotion but rather reduce negative emotion while continuing to evoke greater positive emotion in service setting.

The findings indicate that to resolve problems with the use of self-service kiosks, airlines can use a highly anthropomorphized technology that looks human-like. One limitation of the study is that the experimental design did not allow an actual interaction between participants in the study and the robot or hologram.

References are available upon request

#219 SERVICE FAILURE CRISIS COMMUNICATIONS: A CASE OF "FIVE-STAR HOTELS' HYGIENE HORROR" HASHTAG ON SINA WEIBO

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Introduction

The hygiene problems of hotels not only involve those low-end budget hotels, but also those top-tier luxury hotels. On November 14th, 2018, a Chinese whistle-blower, under a nickname Huazong, posted a 12-minute video on Sina Weibo that recorded how hotel housekeepers violated the hygiene protocols in fourteen top-tier luxury hotels (e.g., Ritz-Calton), such as using the same sponge to clean toilets and cups. This post alone generated 97,636 reposts and 53,108 comments, which triggered a series of headlines given unhygienic hotel rooms with nearly 3.11 billion views and 1.58 million discussions (Sina & Weibo Data Center, 2019). The online discussions not only generated nation-wide critiques of the hotel industry, but also involved traditional news agencies, national and local authorities, and hotel accounts.

In this specific case, the malpractices of housekeepers in luxury hotels, a preventable and repeatedly exposed service failure, generate online secondary crisis communications (Luo & Zhai, 2017; Su, Stepchenkova, & Kirilenko, 2019). This study focuses on the academically and empirically unseen hygiene problems in the hospitality industry, and aims to go through a supervised machine learning process to train five different automated classifiers (e.g., KNN, LDA) in order to identify the optimal classification method to detect the topic patterns of online discussions given this specific crisis.

Methods

The data collection was carried out from August to September in 2019 by two customized python web scraping scripts, and cleaned 23,984 unique messages posted between November 14, 2018 and August 30, 2019 on Sina Weibo. The supervised machine learning approach consisted of four main steps: (1) Manual coding of 2,035 sampled messages to construct the training and testing datasets; (2) Data preparation for computerized text analysis to establish the term frequency-inverse document frequency (*TF-IDF*) matrix; (3) Identification of the optimal machine-learning instrument by comparing K-Nearest Neighbor, Classification Trees (Bagging and Boosting), Support Vector Machines, Multinomial Naïve Bayes, and Latent Dirichlet Allocation methods; and (4) Document topic modeling.

Results

This study identified 10 topics of online discussions: Room hygiene problems; Hotel management problems; Industry standard and hygiene problems in related industries; Society and legislative problem; Hotels' responses; (6) Administrative penalty; Consumers' purchasing intentions and behaviors; Sharing behaviors; Role of media; and Protection of consumer rights. After comparing different automated classifiers, the 10 fold cross-validation indicated that the boosting classification trees and the linear SVM come with the lowest error rate, 0.4803 and

0.5237 respectively, which were used for the final document topic modeling.

References are available upon request

#220 IS RESTAURANT REBRANDING MORE IMPACTFUL ON CUSTOMER REVIEWS THAN RESTAURANT RENOVATIONS?

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Introduction

Online reviews influence travelers' decisions, especially with regard to information searching, holiday planning, and buying decisions (Ayeh, Leung, Au & Law (2012). Furthermore, Dellarocas (2003) pointed out that social media (SM) reviews allow hospitality companies to understand customers' preferences. For instance, all activities of online consumers on SM platforms (clicking, reviewing, post on a blog, etc.) can be documented as data (Lovett, 2011). Hence, many hospitality companies make the management of their SM sites a critical part of online business strategies (Ayeh et al., 2012).

Las Vegas buffet experience has emerged from a value proposition to an elegant dining experience (Komenda, 2013). As diners' tastes have changed, casinos have both renovated and rebranded their buffets to meet the changing needs of their guests (Komenda, 2013). This study focuses on comparing two buffets, the Buffet at Bellagio and the Bacchanal Buffet at Caesar's Palace. The Buffet at Bellagio was renovated in 2018 to increase the number of drink stations and upgrade the seating area (Bradley, 2017). However, across the street at Caesar's Palace, the similarly priced Bacchanal Buffet had been rebranded from the Lago Buffet in 2012 at a cost of $17 million (Trotter, 2014), and is considered the best buffet in Las Vegas (Shoemaker, 2019).

This study used the self-gratification theory to examine the impact of rebranding and renovation on customer satisfaction. According to self-gratification theory, consumers can use SM to share their restaurant experience (David, 2016). Researchers examined the first 100 reviews for the Bacchanal Buffet, in 2013, and the Bellagio Buffet renovated in 2018.

Methods

An SM review analysis was conducted for Tripadvisor sites, of the Bacchanal Buffet and the Buffet at Bellagio in order to answer research questions. First, quantitative data was collected manually from their specific Trip-Advisor sites such as comments, star ratings of each review, and the date of review. Secondly, content analysis was used to analyze consumer reviews Two authors evaluated each review separately, which increases the interrater reliability (Creswell, 2015).

Results/Discussion/Implication

The purpose of this study is to analyze Tripadvisor reviews of The Buffet at Bellagio and The Bacchanal Buffet. The results revealed that the Bacchanal Buffet has higher user rating reviews than the Buffet at Bellagio. Therefore, a rebranded buffet will have a higher star rating than a renovated buffet supporting hypothesis one. A possible explanation can be that Caesar's spent $17 million to rebrand its casino buffet (Las Vegas Advisor, 2012).

Casino buffets are significant revenue centers. As a result, casinos made massive investments to their buffets. According to these study results, there are several challenges which casinos need to solve. One of the challenges that casinos face is the wait time. Casinos might redesign their buffets. Second is that casinos need to offer non-gluten food products and improve vegetarian offerings in their buffets.

References are available upon request

#221 FACTORS AFFECTING THE MANAGEMENT OF AGRITOURISM IN RURAL AREA IN MISSOURI

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Introduction

Agritourism involves any activity based on agriculture which inspires and motivates a tourist to visit a farm or ranch. Tourists visiting in a ranch or farm can experience a wide variety of activities that includes participating in traditional farming, farm stays, U-pick of fruits and vegetables, wine tours and wine tasting and honey, cheese making and purchase of handicrafts among others. Unstable farm income and the desire to diversify revenue sources have increased the importance of agritourism as alternative economic opportunities.

Missouri agritourism is the major supporting activities for the farmers and ranchers for generating additional income and to cope up with the financial distress occurring related to the primary agricultural activities. Missouri is one of the significant states in the United States, which successfully adopted the agritourism concept along with agriculture production.

There are still many issues in developing and promoting agritourism business in rural areas. That is, there are still managerial gaps between ideal ways of developing and growing agritourism businesses and the harder realities faced by agritourism operators. Some of the notable issues faced are seasonality, small scale, lack of knowledge and experience, and a limited support system for small businesses. Based on the realizations, therefore, this study will find more effective and practical ways of growing and sustaining agritourism business in the state of Missouri.

External and Internal Factors

There are external and internal factors influencing the process and performance of an agritourism business operation. Agritourism operator's perception of external factors is considered to have a major impact on agritourism business performance External factors include the role of local community, government supports, agritourism attractions, and accessibility. Internal factors refer to the ability and characteristics of the agritourism operators and includes manger's preference, knowledge, expertise and experience.

Methods

The study will be emphasizing on the agritourism service providers in Missouri. There are more than 500 agritourism service providers in Missouri ranging from large farms to small farms and service offering ranging from the farm stay, bed & breakfast, orchard/U-picks, winery, pumpkin patches, Christmas tree farms, pet farms, cheese makers, etc. A well-structured questionnaire will be used for the survey data collection from service providers. The data collection will be done by mailed questionnaire, telephonic interviews, online surveys, and direct interview based on the location, proximity, and seasons of operations.

Implications

The research investigates the factors affecting the management of agritourism rural areas in Missouri. The results of the study will be anticipated to provide industrial practitioners, lawmakers, state officials and various supportive organizations associated with agritourism in Missouri with meaningful insights and to develop further action based on this.

#223 EVALUATING THE PERFORMANCE OF A UNIVERSITY RESTAURANT USING THE INSTITUTIONAL DINESERV

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Introduction

On many college campuses, a significant number of students possess a meal plan or a similar system that allows them to swipe a prepaid card and pay for food and other items on campus. Having a mandatory meal plan practically forces students to eat at university restaurants. This is a distinctive difference compared to the regular commercial restaurants outside campus. Given the uniqueness of the university restaurants, there is scarce research in this special segment. Drawing on the institutional DINESERV model (Kim, Ng, & Kim, 2009), the purpose of the study was to investigate customers' perception of a university restaurant's performance attributes and their perceived importance and to identify the factors affecting customer revisit intention.

Methods

Customers who dine at a quick service restaurant (QSR) on the campus of a Midwestern University were recruited for the research (n=252). In our sample, freshmen and sophomores accounted for more than half of the participants. A majority of the respondents were Caucasian in ethnicity. Nearly 60% of the respondents were female.

The survey consisted of two parts: (1) customers' perceptions and perceived importance on the restaurant performance attributes adapted from the institutional DINESERV model (Kim et al., 2009) and three new attributes that were added based on the industry trends (i.e., vegan options, gluten-free options, and sustainability) and (2) customer revisit intention (Han, Back, & Barrett, 2009) and demographics. All items were measured on a 5-point Likert-type scale, except for the demographic questions.

Results/Discussion/Implication

An importance-performance analysis (IPA) was performed to identify areas of improvement for the operation. Of the 24 attributes, the most important attributes were "*freshness of the food*, *taste of food*, and *overall food quality*." The highest performing attributes were "*service provided by staff*, *attentive staff*, and *staff appearance*." Furthermore, attributes related to "*value for money* and the *service hours"* were the areas that managers should concentrate and improve upon.

A principal axis factoring with varimax rotation was performed to extract the salient factors of the attributes. Compared to the original institutional DINESERV model, a new factor, "*special concerns*" consisting of gluten-free options, vegan options, and sustainability were identified. However, in the regression model predicting revisit intention, only "*food quality* and *price & value"* were significant among the five factors identified through the factor analysis.

The newly identified factor of "*special concerns*" is representative of trends for the next generation that is more interested in sustainable business practices (Trivago Business blog, 2019). However, the findings suggest that consumers revisit intention is more dependent on "*food quality* and *price & value*" in the QSR concept. University restaurant managers should focus on these factors when looking to retain customers.

References are available upon request

#224 INFLUENCE OF USER-GENERATED CONTENTS ON RESTAURANT CONSUMERS' CHOICE INTENTION BASED ON INFORMATION SEEKING BEHAVIOR.

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Introduction

User-generated content (UGC) refers to information generated from public users who are not experts such as blogs, YouTube, Instagram, and Facebook. UGC enable users to share, exchange, and communicate information with other consumers by posting text, photos, and videos (Pantelidis, 2010; Stephen et al., 2008). Consumers use UGC to obtain information about the restaurant and affect their intention to choose or visit the restaurant (Choi & Namkung, 2015; Seo, 2017). Restaurant consumers raises the quality and credibility of the UGC information with subjective information generated by UGC creators. Moreover, based on cue utilization theory, the quality and credibility of the information that consumers tend to use more depends on the degree of consumer involvement with UGC information. In terms of the UGC utilization process, consumer involvement can be defined by how continuously consumers seek information (Gore et al., 1994). For example, high involvement people search restaurant information continuously. This study intends to investigate influence of information quality of UGC and source credibility on attitude toward UGC and intention to choose restaurants. In addition, moderating role of information seeking behavior among the relationships will be examined.

Methods

The main survey questionnaire will be consisted of UGC information quality, UGC source credibility, attitude toward UGC, restaurant choice intention, and information seeking behavior. All items will be measured using a 7-point Likert scale, ranging from "strongly disagree=1" to "strongly agree=7". Online survey will be conducted. Survey participants will be screened to social media users over 19 years old who have used UGC to visit restaurant.

Descriptive statistics of all measurement items will be analyzed by using SPSS 23.0. Exploratory factor analysis and reliability test will be conducted to examine the reliability of measurement items. Structural equation model will be conducted to test the hypotheses with AMOS 21.0. In addition, the moderating role will be verified through multi-group analysis.

Results/Discussion/Implication

Despite the interest toward UGC which has a significant impact on restaurant consumers' attitude and behavioral intention increased, the studies regarding the moderating role of information seeking behavior was conducted on a limited basis. This study contributed to the hospitality literature by combining consumers' attitude and behavioral intention with consumer involvement.

#225 PLATFORMS, NETWORKS, AND SERVICE GUARANTEE

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Introduction

Multisided platforms (MSPS) are technologies that support online networks of multiple stakeholders in an effort to provide products and/or services that create value (Hagiu, 2014). These online platforms facilitate interaction between customers and network partners: Airbnb's online platforms connects property owners and guests, while Ticketmaster connects events and consumers (Hagiu, 2014). Perren and Kozinets (2018) conceptualize "lateral exchange markets (LEMs)" as "sites of technologically intermediated exchange between actors occupying equivalent network positions" to "develop a more broad-based and differentiated understanding of peer-to-peer, sharing and access-based markets".

Previous studies within industrial organization (IO) economics, strategic management, and technology management have enabled us to gain a better understanding of networks and platforms (McIntyre & Srinivasan, 2017). However, it is important for future studies to merge these three streams of research in order to develop a framework that can be generalizable across platforms in various industries (McIntyre & Srinivasan, 2017). The aim of this study is to develop a framework to make use of IO economics view within a strategic management perspective in an effort to strengthen network effect and platform quality with the strategy of service guarantee.

Methods

The study will be a 2 (service guarantee: present vs. absent) × 2 (strengths of network effect: strong vs. weak) between-subject experiment. 200 participants will be recruited on Amazon Mechanical Turk and be randomly assigned to read one of the 4 written scenarios.

Airbnb usually requires more interaction between property owners (hosts) and guests, while hotel booking on Booking.com can be done by consumers without any interaction with the desired hotel or the website. Therefore, we posit that Airbnb' strength of network effect is stronger while Booking.com's is weaker. A pretest will be conducted to test the assumption that the network effect on Airbnb is stronger than the one on Booking.com.

Airbnb will be used in the two scenarios of a strong network effect while Booking.com will be utilized in the two scenarios of a weak network effect. Participants will then respond to survey questions that measure their perceived reliability and perceived quality of the platform. Questions for manipulation and attention checks will be included in the survey. Demographic information of the participants will be collected at the end of the survey.

Results/Discussion/Implication

Potential findings could offer insights into the effectiveness of service guarantee as a strategy to build sustained competitive advantages for platform firms based on their strengths of network effect.

#226 CHEF'S PERCEPTIONS OF ZERO WASTE COOKING IN RESTAURANTS

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Introduction

Reducing food waste is known to be beneficial to the environment, so why are there not more restaurants utilizing food waste reduction methods in their establishments? Food waste refers to quality food that is worthy of human consumption but gets discarded either before or after it spoils, thus never being consumed (Lipinski et al., 2013). Reducing food waste is environmentally important because it keeps food out of landfills, reduces methane emissions, and lowers carbon footprints. Forty percent of the food produced in the United States end up in landfills, with more than 365 million pounds of food being wasted daily. Americans throw away 15-25% of the food they purchase, equating approximately to 400 pounds per person (Move for Hunger, 2018). In restaurants alone, approximately 11.4 million tons of food is wasted each year (ReFED, 2018). This alone emphasizes the importance of implementing food waste reduction methods in restaurants.

The number of restaurants is growing each year and there is no sign of slowing down, specifically in the state of Arkansas, where this research is set. In 2018, there were 5,288 eating and drinking place locations in Arkansas (National Restaurant Association, 2018; Arkansas Hospitality Association, 2018). Arkansas is projected to grow by 9% over the next four or five years, with more national chains expanding into Arkansas, along with independent restauranteurs opening up for business (National Restaurant Association, 2019). An opportunity exists to educate the chefs of restaurants in Northwest Arkansas about food waste reduction methods and to investigate the methods already being implemented.

Approximately 85% (Move for Hunger, 2019) of food not used or consumed in restaurants is thrown away. This waste is a result of customers not consuming all the food and/or kitchen staff disposing of food due to inadequate quality, overcooking, and spoilage. The purpose of this study is to examine chefs' perceptions and practices relative to current and potentially future efforts to decrease food waste.

Methods

Through qualitative inquiry, a descriptive survey will be distributed to identify food waste reduction practices in restaurants; chef's perception of these practices; the impact these practices have on successfully implementing zero waste cooking; and the practices that could be implemented easily, but are not. Chefs will be contacted using the "NWA Chef's & Culinary Collaborative" web page.

Results/Discussion/Implication

No results have been found, as this study is still in-progress. This study hopes to add to previous literature, providing more insight into chef's practices of food waste reduction.

References are available upon request

#229 EFFECTS OF CRAFT BREWERY BRAND COLLABORATION ON CUSTOMER'S WILLINGNESS TO PAY AND PURCHASE INTENTION

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Introduction

The craft beer industry continues to develop in the United States with a constant sales growth at near four percent by volume, despite the fact that overall beer sales in the U.S. was down by almost 1% in 2018 (Brewers Association, 2019). Each year, numbers of new craft breweries are opening across the U.S., but the trend has slowed down since 2017 to about five percent category-wide growth in new craft breweries. There are also an increasing number of breweries closing down each year. There are many reasons why a craft brewery may fail—increased competition, overall slowed down growth, financial challenges, to name a few (Wilmes, 2018). Many new startup craft breweries now shift their focus to taproom or brewpub types of operation, which gives them direct contact to customers with potential higher retail margins (Shumway, 2018). However, given the nature of it—relatively high operational labor and production costs, it becomes crucial to for the operators to understand the survival or success factors that drive customers to be willing to pay and/or purchase.

About a decade ago, customers started to see collaboration between breweries from various regions. More recently, the concept of breweries collaboration has extended to breweries working with famous chefs, restaurants, clubs, rock bands, sports teams, to name a few (Goldfarb, 2016).

The benefits and risks of brand collaboration have been studied in previous literature. Uggla and Åsberg (2010) explained in a strategic perspective concerning the benefits (financial, functional, emotional, and self-expressive) and risks (image dilution, brand becomes generic, core offering, leverage points, positioning, and power balance). Studies also show that brand collaboration could positively affect consumers' behaviors, such as willingness to pay a premium price and purchase intention (Rodrigue & Biswas, 2004).

Previous literature has mostly examined brand collaboration's effects in large business sectors context, either within the same sector or different sectors in the same industry, or completely crossed industry. Yet it is not clear that whether the positive and/or negative effects of brand collaboration extend to small emerging business like craft beer industry. Therefore, the purpose of this study is to understand the effects of craft brewery brand collaboration on customer's willingness to pay and purchase intention.

Methods

A self-administered online survey will be used to collect data. Questions regarding participants craft beer consumption, attitude towards craft brewery and the collaboration, willingness to pay, and purchase intention will be asked. The measurement scales are developed based on previous studies (Aaker & Keller, 1990; Rodrigue & Biswas, 2004; Simonin & Ruth, 1998).

Expected Results & Implication

This study will apply to craft brewery operators, especially those who have brewpub or taproom type of operation, when they consider brand collaboration strategies with various partners. This study will also contribute to current literatures in understanding the impact of brand collaboration in small emerging business sector.

#231 THE IMPACT OF EXPERIENTIAL VALUE ON PERCEIVED RISK, PRICE CONSCIOUSNESS, BRAND ATTITUDE, AND BRAND EQUITY

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Introduction

While companies focused on functional attribute and quality of product and service, they are recently emphasizing qualitative perspective of consumption experience. As customers' desire to improve quality of life is being stronger, psychological and spiritual value is being more important than material value. It shows that a pattern of consumption characteristic is changing to pursuing functionality and benefit of a product as well as emotional and psychological satisfaction. Customers seek a special and memorable experience inducing companies to develop a product and service with a special value (Oh et al., 2007). Customers pursue not only utilitarian value of a product but also experiential consumption with a pleasure of shopping.

Many researchers have been investigated experiential value (i.e. Echchakoui, 2016). However, there was a lack of studies how it affects perceived risk and price consciousness. This study will empirically test a theoretical model of experiential effect on perceived risk, price consciousness, brand attitude, and brand equity. Also, this study will analyze the mediating effect of perceived risk, price consciousness, and brand attitude on the relationship between experiential value and brand equity.

Thus, this study hypothesized the following. First, higher experiential value will result in lower perceived risk and lower price consciousness. Second, lower perceived risk will result in lower price consciousness, more positive brand attitude, and higher brand equity. Third, lower price consciousness will result in more positive brand attitude and higher brand equity. Fourth, more positive brand attitude will result in higher brand equity.

Methods

The research model investigates the relevant relationships among the constructs by using structural equation modeling approach. Questionnaires on 7-Likert scale will be collected from 1,000 customers who visit hotel restaurants in Southeastern region in US with non-probability convenience sampling and data will be analyzed using SPSS 22.0 and Amos 23.0. Multiple items will be subjected to reliability analysis and confirmatory factor analysis will be conducted to identify convergent and discriminant validity.

Results/Discussion/Implication

This study is discriminated from previous studies in that the path to perceived risk, price consciousness, brand attitude, and brand equity was measured considering experiential value as an independent variable that helps to achieve dominance in long-term.

This study will analyze which experiential value affects perception and behavior of customers and eventually enhances brand equity. The purpose of this study is to recommend not only how hotel restaurants should allocate the limited resources and educate or train their employees but also which value hotel restaurants should focus to provide a special experience beyond customers' expectation. We also aim to provide a practical implication for the establishment of differentiated competitive advantage strategy in an excessive competition.

#232 THE ROLES OF REWARD TYPE AND SOCIAL DISTANCE ON CUSTOMER LOYALTY INTENTION

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Introduction

Loyalty reward is a well-known marketing strategy that companies implement to cultivate customers' loyalty. The two major categories of loyalty rewards are effort-based and luck-based. Many companies assume that surprise rewards will boost customers positive emotions, satisfaction of the experience and loyalty. However, "Surprise and Delight", Marriott's new Bonvoy program campaign, did not receive good responses from loyalty customers as the company has hoped (Ben, 2019). In addition, one previous study shows that people consider luck-based reward unfair to others, resulting in lowering satisfaction (Mattila, Hanks, & Zhang, 2013). Therefore, it raises our doubt that whether luck-rewards work better than effort-based rewards? What are the factors driving how customers respond to these two types of reward?

In the service settings, customers are not alone. Other customers have substantial influence on consumer behaviors and perception of the service (He, Chen, & Alden, 2012). In this study, we will test the influence of observing by different social distance others on customer reaction towards two types of reward. Receiving a reward is an accomplishment which leads customers to feel pride, which is a self-based emotion as well as social-based emotion (Tracy and Robins, 2004). Also, pride is connecting to customers loyalty behavior intention. Our study adds to the literature on the positive emotion pride of hotel customers by exploring customers' loyalty behavior intention when receiving reward.

Methods

This study is a 2 (Loyalty reward types: effort-based reward vs. luck-based reward) × (Social distance: friends vs. strangers) between-subjects experimental design. The actual survey would be conducted via Amazon Mechanical Turk by recruiting 200 participants. Participants will be randomly assigned to one of the four experimental conditions. Subject will be asked to imagine that they were check-in at a hotel.

After reading the scenario, subjects would be asked to complete a questionnaire. The questionnaire includes five parts: pride, satisfaction, loyalty behavioral intention, manipulation check, and realism check.

Results/Discussion/Implication

The expected results are in the effort-based reward condition, customers will have higher satisfaction when the observer is friend than stranger; in the luck-based reward condition, customers will have higher level of satisfaction when the observer is stranger than friend. However, customers will have lower loyalty intention when they receive luck-based reward than effort-based the reward through feeling high level of hubristic pride.

Our finding that the luck-based reward will not lead to loyalty intention will provide information to make managers aware of the benefits of using different reward types in the hotel industry.

#233 BIOPHILIC HOTEL LOBBIES: STUDYING IMPACT OF BIOPHILIC ELEMENTS ON GUESTS' EMOTIONS, PERCEPTIONS AND BEHAVIORS

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Introduction

The hotel industry's focus has been shifting from the guest room experience to the common, shared or public spaces, whereby the hotel lobby becomes the neighborhood living room (Countryman & Jang, 2006). As per Ali et al (2016), physical environment has a strong and positive impact on customers' behaviors in service setting, for instance, banks, hospitals, professional offices and hospitality and retail establishments.

Biophilic design elements within a man-made structure could effectively enhance the health and well-being of individuals and society (Browning et al., 2014). Kellert and Calabrese (2015) have stated effective benefits of biophilic design (plants and water) include positive interactions between people, increased sense of relationship and responsibility for others and emotional attachment to settings and places.

This type of design that includes plants and water promotes socialization and connectivity (Demaria, 2018), an aspect that is in resonance with the lobby becoming a destination itself, a social hub (Carmichael, 2018). Empirical studies point out the exposure to nature positively impact human emotions (Han, 2018). The atmosphere of the hotel lobby, including design elements, indirectly influences guest's loyalty through emotions (Jani and Han, 2015) and satisfaction (Suh et al., 2015). Based on these previous researches, the purpose of this research is to study the effect of biophilic elements on customer's emotions, perceptions, and behaviors.

Methods

The experimental lobby design will be modelled after a real hotel lobby, with the manipulation of adding plants, water and water sound into a short 5 seconds video. Each participant will be randomly assigned to one scenario, ensuring that each participant reviewed only one scenario pair.

Each video and corresponding questions will be posted on the Qualtrics platform and will be distributed online. The questionnaire will begin with one qualifying question, wherein participants will be asked if they have stayed or visited a hotel in the past 1 month. After the qualifying question an experimental scenario will be presented.

All participants will receive questions about their satisfaction, emotions, and booking intentions, the questionnaire will end with the demographic questions. The main study will be distributed via MTurk as a self-administered online questionnaire, and each participant will be paid 0.30 cents, aiming a sample of 300 respondents.

Results/Discussion/Implication

The hypotheses will be tested using ANCOVA as the hypotheses have one dependent variable, namely booking intent and two covariates, satisfaction and emotion.

Overall testing the impact of manipulated variables on satisfaction and emotion, ultimately leading to booking intent. Prior to ANCOVA, ANOVA will be used in order to check that the levels of the covariate do not differ significantly across groups.

#234 THE CORPORATE POLITICAL CONNECTION: DOES IT REALLY HELP RESTAURANT FIRMS?

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Introduction

Although the U.S. political system is transparent (Kaufmann, Kraay, & Mastruzzi, 2003), firms have taken advantage of their connection to politicians (Kroszner & Stratmann, 1998): McDonald's donated nearly 2 million dollars to Republican party in 2016; National Restaurant Association has been actively engaged in political contributions to represent industry-wide opinions.

Contrary to its prevalence, little has been done to examine the corporate-political connection (CPC) effect in hospitality research. Furthermore, the empirical evidence of the effect remains unsolved. Some studies confirmed positive CPC effect (Cooper, Gulen, & Ovtchinnikov, 2010; Fisman, 2001), while others found negligible or negative effects (Aggarwal, Meschke, & Wang, 2012; Ansolabehere, de Figueiredo, & Snyder, 2003).

Objective/Methods

To address these concerns, the objective was to examine the relationship between CEO political connections and restaurant performance with consideration of moderating role of restaurant type and political match.

The annual data used in this study includes publicly traded restaurant firms under the SIC code of 5812 (Easting places) in the U.S. from 1995 to 2018. The sample for analysis included 298 firm-year panel data for 41 restaurant firms. This study used panel regression for the estimation.

Results/Discussion/Implication

This study found that: 1) CEOs' political contributions have an inverted U-shaped effect on restaurant growth; 2) restaurant type significantly moderates the CPC-growth relationship – effect is greater for full service restaurants at lower CPC, but the effect is greater for quick service restaurants s at higher CPC.; and 3) political alignment does not significantly moderate the CPC-performance relationship.

The results of this study provide important practical implications. First, this study provided empirical evidence that while CPC initially helps restaurant growth, further political engagement would be detrimental to restaurant firms. Therefore, restaurant CEOs should maintain their political ties within optimal limits to maximize the effect. Second, the result also found that restaurant type significantly moderates the CPC-growth relationship. Hence , it is recommended that restaurant CEOs should consider the type of operation when building political ties through contributions. Last, the result further revealed that political match between CEO and governor of the state in which firm headquarter is located does not significantly moderate the CPC-performance relationship. Consequently, if restaurant CEOs want to benefit from their ties with politicians, they should extend their political connections to various regions across their markets.

References are available upon request

#235 STUDENTS PERCEPTION ON EXPERIENTIAL LEARNING IN HOSPITALITY EDUCATION: A CASE STUDY ON A JOB SHADOWING PROGRAM

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Introduction

The hospitality and tourism program is unique in that it requires to be tied to the industry given the hands-on nature of the sector's jobs (Deale et al., 2010). Recognizing the importance of industry experience, postsecondary hospitality education programs therefore typically demand that their undergraduate students take part in experiential learning programs, commonly in the form of internships, field trips, and job shadowing, to earn a degree (Kim & Jeong, 2018). The benefits of experiential learning have been discussed extensively in the literature. Experiential learning enhances students' academic achievements (Little & Harvey, 2006) and increases their chances of quickly finding employment (Callanan & Benzing, 2004) because students develop competencies that the industry requires and are well prepared for their careers (Hoof, 2000). Acknowledging that there is a scarcity of research describing students' perceptions of experiential learning, this case study aims to enrich the description of students' perceptions of their experiential learning based upon their experiences in the hospitality education.

Methods

A holistic design was adopted to address the research questions (Yin, 2014).The single case was developed within a mid-western state university that provides a job shadowing program in its hospitality education. The primary data sources were semi-structured one-on-one interviews. 8 undergraduate students who participated in a job shadowing program were recruited. Moreover, relevant documents, including the course syllabus, records of participants' job shadowing positions and hotel assignments, and students' daily reflections during the program were gathered. These informative documents assured enhancement of the understanding of the program's emphasis and detailed components. The multiple sources of data provide corroborating evidence of the study findings, consequently improving the reliability and trustworthiness of the data analysis (Bazeley, 2013; Miles, Huberman, Huberman, & Huberman, 1994; Yin, 2014). Relying on the line-by-line coding technique, a preliminary list of coding and categories was created based on the literature. Then similar categories were merged (Stake, 1995) to enhance the focus of the analysis. This coding categories then applied to the interview scripts manually and confirmed by the researchers.

Results/Discussion/Implication

Three major themes were found considering students' perceptions about the job shadowing program: (1) crucial elements of experiential learning, (2) the enhancement of professional competence, and (3) the long-lasting impact through emotional attachment toward the educational institution and the industry. A well-designed experiential learning program with institutional and industrial support provide students with extensive growth opportunities. Students gain realistic views on their future jobs and industry leaders. Moreover, the current study implies learning can be even more fruitful when students become emotionally attached. Relationships established during the program grant participants positive feelings, social support, and friendship, which in turn students are more committed to their classes, the institution and the industry. This study provides hospitality education institutions and the industry alike with essential elements to consider in designing and implementing an experiential learning program.

#236 THE EFFECTS OF EMPATHY AND PERSPECTIVE TAKING ON EMOTIONAL LABOR AND BURNOUT

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Introduction

The hospitality industry requires the use of emotions in the workplace. As one dimension of service quality (SERVQUAL), empathy is considered a key aspect of high-quality service and hospitality employees are advised to be empathetic to customers as well as colleagues (Min et al., 2015). However, there exists one unanswered question: Is emotional involvement necessary for high-quality service? That is, prior studies have overlooked the effect of two different emotional states, empathy and perspective taking of hospitality employees.

The purpose of this study is to investigate the relationships of empathy and perspective with key attitudinal outcomes, emotional labor, and burnout. Close interaction with customers highlights the role of emotion in the hospitality industry. Understanding the role of emotional or cognitive understanding of others' situations (feeling others' pain-empathy vs. cognitively understanding others' situations-perspective taking) will shed new light on employee burnout and service performance.

Methods

The proposed hypothesis will be tested using data collected from participants who are currently working in the hospitality industry. All study constructs will be measured via existing measurement.

Results/Discussion/Implication

Perspective taking is a cognitive concept explaining the ability to imagine a situation from another viewpoint. Empathy is an emotional concept that focuses on the feelings that come about from experiencing another viewpoint. Perspective taking is a cognitive concept explaining the ability to imagine a situation from another viewpoint. Understanding how an employee's emotional state and emotional understanding affects their productivity in the workplace is important information for businesses. Inactive or incompatible strategies may only increase burnout and emotional labor in employees, which will decrease productivity.

Reduction of emotional labor can occur through higher emotional intelligence (Choi, Mohammad, & Kim, 2019). Perspective taking helps in increasing emotional intelligence by practicing the ability to see things from another angle. Perspective taking indicates the ability to think in a way of higher complexity (Parker & Axtell). Since both empathy and perspective taking can be developed as a skill overtime, they are considered an important aspect of emotional intelligence. By developing the skills of perspective taking, one can increase their emotional intelligence, which in turn reduces the risk of emotional labor and burnout. Perspective taking may also help to invoke surface actions. This is because employees who can understand another viewpoint will also be able to easily understand what that viewpoint wants to see from the employee. Therefore, perspective takers can alter their surface actions to the liking of others without getting their deeper feelings involved, or their deep actions.

#237 SWEET POTATO LEAVES AND STEMS: THE NEGLECTED POSSIBILITY

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Introduction

In 2018, the total U.S. production of sweet potatoes was approximately 27 million cwt (hundredweight), and the value of production was approximately $654 million (National Agricultural Statistics Service, 2019a). The major states growing sweet potato in the U.S., are North Carolina, California, Mississippi, Louisiana, and Arkansas. The value of production in each state comprises of $236 million in North Carolina, $199 million in California, $ 107 million in Mississippi, $ 55 million in Louisiana, and $23 million in Arkansas (National Agricultural Statistics Service, 2019b).

Whereas sweet potato stems and leaves have been used as nutritionally rich ingredients in other countries' cuisines, they have been wasted or commonly used for livestock feed in the U.S. (Islam, 2014). The lack of utilization of sweet potato leaves and stems brings a current discussion of the “nose-to-tail” concept from a horticulture perspective. The “nose-to-tail” principle is an economically and environmentally friendly effort to reduce animal food loss by utilizing every part of the animal in food preparation (Geagan, 2018). This principle can be adjusted to the “leaf-to-root” principle for plant-based foods (Nitzko & Spiller, 2019). The “leaf-to-root” concept indicates the holistic utilization from the parts of plants that are usually consumed, to the parts which are thrown away such as roots, stems, leaves, peel, etc. As stated earlier, in the U.S., the majority of sweet potato leaves and stems are underutilized.

The problem of food loss has gained public attention and it has become one of the most anticipated discussions in the foodservice industry (Nitzko & Spiller, 2019). There are a scarce number of studies identifying the significance of utilizing sweet potato leaves and stems. Most of the studies have focused on the nutritional benefits of sweet potato leaves and stems. Thus, the current study focuses on investigating the marketability of sweet potato stems and leaves in the U.S.

Methods/Expected Outcomes

The current study suggests an investigation of Asian packaging of sweet potato leaves and stems to determine best practices, identification of domestic distribution channels, and more importantly, sensory testing of recipes and menu items to determine the customer/chef acceptance of sweet potato leaves and stems. Initially, the leaves and stems will be provided to chefs for recipe development focusing on sustainable practices and consumer testing will be conducted as well, in conjunction with preparation demonstrations and sensory tests. These consumer tests using Asian recipes are to gauge the acceptance and viability of the products in the U.S. domestic market. This holistic approach to test the marketability of sweet potato leaves and stems will provide insights into market potential for the products and ideally provide a way to reduce waste, improve the profitability of sweet potato farming, and bring a nutritious food source to American tables.

References are available upon request

#238 HOSPITALITY EMPLOYEES HELPING BEHAVIOR TOWARDS VICTIMS OF TRAFFICKING

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Introduction

Human trafficking is the "act of recruiting, harboring, transporting, providing, or obtaining a person for compelled labor or commercial sex acts through the use of force, fraud, or coercion" (US Department of State, 2000). It is one of the fastest growing illegal businesses in both developed and developing countries with 150-billion USD annual profit (ILO, 2014). In 2016, it was estimated that 40.3 million people were the victim of human trafficking (ILO, 2016). In 2018, US National Human Trafficking Hotline reported 10,949 cases of human trafficking. The Hotline reported that hotels/motels were among the top venues for sex trafficking and traveling sale agents and restaurants were among the top venues for labor trafficking. In recent years, the high rate of human trafficking has drawn policy makers' attention to this issue and made them enforce anti-trafficking laws, however, their legal measures have not been based on solid empirical evidence because of the lack of academic research on human trafficking (Weitzer, 2014). The scant research available on human trafficking has been mainly a descriptive overview of this issue or an investigation of trafficking cases to provide better services for survivors. Thus, there is a need for research to explore human trafficking through various perspectives and within various businesses.

To address the gap in the human trafficking literature, the current research aims to A) examine the antecedents of hotel employees' helping behavior towards victims of trafficking, and B) explore the ways to increase employees' prosocial tendencies towards victims of trafficking. In order to address these research purposes, a conceptual model has been developed based on the Empathy-Altruistic Hypothesis and Cost-Reward Model to examine the correlation between helping behavior and various personal and situational factors including hospitality employees' experiential and informational familiarity with human trafficking, perceived severity of trafficking consequences for victims, personal distress, cost-reward assessment of helping victims of trafficking, empathy, otherness, and prosocial moral reasoning.

Methods

To test the above conceptual model, a sequential explanatory mixed-methods will be conducted. First, in the quantitative phase, a survey that includes measurement items adopted from prior literature and some open-ended questions will be distributed among US hotel employees. Then, CFA and SEM will be conducted on the collected data to test the study hypotheses. Next, in the qualitative phase, the survey participants who provide feedbacks to open ended questions will be resampled and semi-structured interviews will be conducted with them.

Implications

Theoretically, the research will fill the gap in the human trafficking literature by focusing on psychological and sociological aspects of this issue. In addition, it will enrich the prosocial behavior literature by integrating Cost–Reward Model and Empathy-Altruism Hypothesis in a new context. Practically, the research will help with the development of anti-trafficking regulations and instructional materials for the hospitality industry.

#239 WHY RETIREES MIGRATE: IMPORTANCE-PERFORMANCE AND GAP ANALYSES OF RETIREMENT NEEDS AND DESTINATION IMAGE

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Introduction

Nowadays, migrant retirees are regarded as a potential economic engine to destination development (Wong & Musa, 2014). In many cases, people tend to identify a future migration destination through vacationing or visiting family and friends (Williams, King, Warnes, & Patterson, 2000; Wong, Musa, & Taha, 2017). Therefore, (potential) retirees' perception of a destination compared to their own needs for retirement should be considered in their decision-making. This study aims to examine the gap between retirement needs (i.e., the factors attracting them to relocate) and perceived destination image (i.e., perceived performance of the destination) and how it influences retirees' migration intention, through combining the method of importance-performance analysis and gap analysis.

Methods

The study included two cross-sectional surveys to examine two sample groups, and the state of South Carolina was selected as case destination. In total, 638 effective questionnaires were collected. Furthermore, 15 items were employed based on related literature (Hudson, So, Li, Meng & Cárdenas, 2019) to measure the respondents' perceived importance of attributes when they consider relocation for retirement, as well as their evaluation to the performance of the corresponding items in South Carolina.

Four dimensions/factors were developed as the indicators of outcome variable by using explanatory factor analysis, which are named amenity, living cost, basic assurance and family bond, respectively.

An econometric model was developed to investigate the impact of four factors on migration intention, the methods of weighted least squares (WLS) and path analysis were employed.

Results/Discussion/Implication

This study reveals the following results: (1) Retirees' decision making of migration is not just influenced by retirement needs, but the gap between perceived destination image and retirement needs; only when the performance outperform the importance will the retirees decide to migrate; (2) Basic assurance of life, cost of living and family bond are identified as the significant factors which positively influence retirees' migrant intention; (3) Those who have travelled to the destination show a stronger intention to consider migrating there; (4) Sites to visit, living cost, medical health and care, safety, climate, welcoming people, close to family positively influence retirees' migrant intention. The study findings provide in-depth understanding of retirees' migration intention and suggests specific implications for destination marketers on how to attract potential retirees.

#240 CAN VIRTUAL REALITY HARM YOUR DESTINATION? BEHAVIORAL OUTCOMES OF TOURISM DESTINATION MARKETING VR EXPERIENCES

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Introduction
The tourism industry has consistently seeking for new information technologies to improve customer experience and enhance overall tourists' satisfaction (Law et al., 2009). A popular stream of technology innovations is virtual reality (VR), which has been increasingly adopted by diverse tourism destination marketing organizations to attract tourists to visit destinations (Guttentag, 2010). Despite the findings that VR stimulates positive tourist behavioral outcomes (Bogicevic et al., 2019; Wei et al., 2019), it is not clear whether VR destination marketing can backfire for certain destination types.

To address this question, the current study proposes to explore the effectiveness of VR experience on tourists' behavioral intentions in conjunction with the destination types. Specifically, this study aims to 1) investigate the relationship between tourists' VR experience (cognitive and affective) and their behavioral intentions; 2) explore whether tourists' perceived curiosity mediates the relationships between VR experience and behavioral intentions; 3) test the moderating effect of destination types (educational vs. esthetic) on the relationships between tourists' VR experience, perceived curiosity, and their behavioral intentions.

Methods
The study will employ an experimental design to attempt to investigate the effects of two types of destinations (educational vs.. esthetic ones) on the relationships between VR-induced experiences and tourists' behavioral intentions. A pretest with 60 Amazon MTurk's participants will be conducted to select 2 representative VR destinations, one featuring an educational appeal, another with esthetic appeal. These participants will watch selected promotional videos for educational destinations (i.e. art gallery or museum) and esthetic destinations (i.e. beach or national park), and evaluate the extent to which the destination is educational or esthetic. The VR destination marketing stimuli with the highest scores will be selected for the main data collection. In main study, 200 participants will be randomly assigned to "virtually visit" one of the 2 destinations (educational vs. esthetic) for 5 - 7 mins. Immediately after this experience, the participants will be asked to take an online survey and assess their' post-VR experience and behavioral intentions.

Results/Discussion/Implication
This study is expected to explore cognitive and affective VR experiences across the two destination types in order to understand when the tourist experiences in VR translate into elevated curiosity about tourism destination, as well as enhanced behavioral intentions.

Theoretically, this study attempts to offer empirical support for the double-side effectiveness (positive vs. negative) of using VR technology on visitor experience and post-consumption behaviors. Moreover, this study will provide important implications for technology adoption and experience design for tourism practitioners.

#241 "CHIPPING AWAY AT ACADEMIA'S GLASS CEILING"

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Introduction

Faculty members "comprise the essential core of a college or university, its epicenter," and "epitomize the values of their institutions." In addition, they also serve in "important ways as role models for their students," and "for that to occur for all students, diversity in the faculty ranks is crucial." Furthermore, faculty also serve to "intensify the efforts to diversify the faculty remains, and an imperative for American higher education." (Flaherty, 2017). The purpose of this study is to explore the gender equity, gender bias, and personal and professional sacrifices women in higher education have experience in their careers. The study also seeks an explanation as to why women abandon or alter their career path in academia.

Historically, females, as compared to males, have represented a lower percentage of college professors and administrators in the United States. The tendency for males to outnumber females in the professoriate and college administration has existed since United States higher education institutions formed in the early 1800s and still persists today (Parker, 2015Female academics are often perceived as being more emotional, easier to "bully" or persuade, are more competitive, and make more personal sacrifices. For one to fully grasp the issues and differences between males and females in higher education, the historical role of women of women in higher education a full literature review was research and written.

Studies have shown that female students have earned half or more of all baccalaureate degrees for the past thirty years and women have earned more than 50% of all doctoral degrees since 2006 and master's degrees since 1987 (ACE, 2017). But as of 2015, women held only 32% of the full professor positions at degree-granting postsecondary institutions (ACE, 2017). ACE recognized in 2017 that even though women have higher education attainment levels than men, which was not reflected by the number of women holding positions in higher faculty rank, salary, or prestige. Women of all races and ethnicities were more likely to hold lower ranking faculty positions. In fact, men outearn women by $13,874 at public institutions and at private institutions outearn women by $18,201.

Methods

In this particular study the researchers will survey both male and female instructors working in four year hospitality degree granting programs located in the Southeastern region of the United States on their experiences and perceptions of gender bias, equity, and sacrifices made working in higher education.

Discussion

It is hoped the results from this study will lead to further research resulting in greater awareness of females in higher education, and the challenges that they endure.

References are available upon request

#242 ENHANCING CELLAR ROOM SERVICE QUALITY THROUGH MINDFULNESS BEHAVIORS

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Introduction

According to Thach (2019), the US remains the largest wine consuming country in the world, with a total dollar value of $70.5 billion in 2018. Winery tasting rooms as a "direct to consumer" selling channel is fast growing in the US market. According to O'Neill and his colleagues (O'Neill and Charters, 2006b; O'Neill, Palmer, & Charters, 2002), consumers' perception of service satisfaction directly affects their intention to purchase wine. Therefore, as good service is what consumers expect to receive, employees should provide good service to improve their satisfaction (Charters, Fountain, & Fish, 2009). It is found that employees with high-level engagement can perform better service (Myrden & Kelloway, 2015). Also, according to Abraham (2012), a higher level of employee satisfaction leads to higher engagement. To achieve both satisfied and engaged employees, "internal service quality" is essential based on the conventional service-profit chain model. This could provide support services for employees, and employee satisfaction can be positively improved (Hogreve, Iseke, Derfuss & Eller, 2017). Under this scenario, this research considers mindfulness-based intervention as a method to improve internal service support. We, therefore, hypothesize that: a. Mindfulness-based interventions positively increase employee satisfaction; b. Higher employee satisfaction leads to higher employee engagement; c. Employees with higher engagement provide better service, which positively enhances customer satisfaction.

Methods

This study examines the impact of mindfulness meditation of employees, in a winery's cellar door service over a four-week period, on guest's service quality assessments. Analyses are guided by a pretest-posttest analytical framework using scores from three instruments: 1) Mindfulness Attention Awareness Scale (MAAS) measures employees' mindfulness states; 2) The Gallup Workplace Audit measures employees' satisfaction and engagement levels; and 3) SERVQUAL is used to measure guest's assessment of service quality.

Results/Discussion/Implication

It is probable this research will find employees at various levels of satisfaction and engagement, pre and post the experimental intervention. Findings that suggest high levels of employee engagement are correlated with high levels of service quality assessments and customer satisfaction would support the working hypothesis.

#243 EXPLORING AND QUANTIFYING SYSTEMATIC AND UNSYSTEMATIC RISK IN US HOTEL REITS

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Introduction

This study demonstrated an inferior performance of hotel Real Estate Investment Trusts (REITs) portfolios compared with general market performance by Jensen Index. Using Capital Asset Pricing Model (CAMP), firm risks were broken down into systematic risks and unsystematic risks. Following Gu & Kim (2003), and Kim and Jang (2012), this study tested the effects of factors on systematic risk and tried to explore the components of unsystematic risk.

During the past few years, researchers tried to observe, measure, and test noise trader behavior. "Sentiment" is used to represent the irrationality of trading behavior. Brown and Cliff (2004) pointed out that sentiment represents the expectations of investors in the market compared to the average, which it would explain a large portion of the unsystematic risk of each of the REIT companies.

Methods

Data will be collected from CRSP about 19 selected hotel REIT companies from 2000 to 2018. Jensen Index has been selected as the measurement for risk-adjusted performance comparing REIT portfolios with market average performance. This study regressed liquidity, operational efficiency on systematic risk of each company deriving from CAMP and regressed ownership percentage, investor sentiment index on unsystematic risk to explore the major components explaining unsystematic risk.

By comparing trends in institutional ownership of hotel REIT stocks with patterns in unsystematic risk, this study identifies a strong negative and statistically significant correlation between the two variables. Finally, drawing upon previous studies that identified "herding behavior" as being prevalent in the industry, this study quantifies the level of unsystematic risk that could be attributed to sector risk and thereby systematized, significantly reducing the overall level of unspecified unsystematic risk.

#244 PEER TO PEER ACCOMMODATION AND CHINESE SENIOR TOURISTS' SUBJECTIVE WELL-BEING: A COMBINED PERSPECTIVE OF LEISURE AND WELLNESS

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Introduction

With the worldwide aging process, many countries are facing an aging population. Among these countries, China faces the most challenging situation. This challenging situation posts serious problems to the Chinese economy and society. But it also provides emerging opportunities to the tourism industry.

The purpose of this study is to investigate Chinese senior travelers' perception of using P2P accommodation for wellness purpose, as well as examining its impact on elderly's subjective well-being. The research questions to be answered in this research are: what factors are considered when Chinese senior travelers evaluate the use of P2P accommodation in wellness tourism? And how does the use of P2P accommodation influence Chinese senior travelers' subjective well-being? Relying on self-determination theory (SDT) and quality-of-life (QOL) theory of leisure travel satisfaction, this study proposes that Chinese senior travelers who are more satisfied with P2P accommodations in wellness tourism increases their subjective well-being through both increased autonomy and reduced loneliness.

Methods

Since this research is the first to explore Chinese senior travelers' perception on P2P accommodation and its impact, we propose a mixed method approach. In the first study, we plan to conduct a qualitative analysis to explore both housing providers and senior travelers' opinions of using P2P accommodations in wellness tourism. We will conduct interviews with both sides to reveal deep understandings of the factors influencing the evaluation of using P2P accommodations in wellness tourism. A snowball sampling technique will be used to recruit participants in study 1.

The second study involves an examination of a structural model. Except for the evaluating factors of P2P accommodations, the rest of constructs will be measured by existing scales. The scale of autonomy will be adapted from Oh, Jeong and Baloglu's (2013) study. Loneliness will be measured using six items from Kim, Kang and Kim (2005). Subjective well-being will be assessed using three indicators adapted from Kim, Woo and Uysal (2015). The data will be collected via a survey using a convenience sampling to access senior population in China. Data will be analyzed in SPSS and Amos to test the proposed research model.

Results/Discussion/Implication

This study fulfills both exploratory and confirmatory purposes. The results will contribute to both wellness tourism and P2P accommodation literature. Meanwhile, it will complement the QOL theory of leisure travel satisfaction as well as SDT by examine its application into a specific context. In addition, this study will provide critical implications to the accommodation providers, such as Airbnb hosts, on how to better promote their housing to senior travelers in China who are specifically looking for wellness enhancement.

#245 EXPLORING THE ROLE OF SENSORY PERCEPTION IN HOSPITALITY OPERATIONS

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Introduction:

Industry professionals have been using sensory marketing to understand consumer behavior and how to influence perception, preferences, and attitudes with the goal of increasing sales and building brand loyalty (Yozukmaz, N. & Topaloglu, C., 2016). The purpose of this study is to understand how the five senses (visual, auditory, olfactory, gustatory and tactile) affect the perception of hospitality guests when they are visiting new environments, such as hotels. This paper aims to frame this topic with a phenomenological approach as the experiences can differ among individuals. One of the goals of this study is to explore the relationship between basic physiology of the senses, the role they have in each individual, and how it can be applied in the hospitality industry. This study will focus on the guest life cycle model and propose the expansion of the model by including the role of the five senses.

A comprehensive review of the sensory perception literature revealed several studies focusing on the role of the senses in hospitality and tourism studies. Ditoiu and Căruntu found that tourists were more likely to perceive experiences as meaningful and more real once they delved into all five senses at the destination level (2014). According to Dudel, the sense organs are the ones experiencing all events that take place around each individual on an indirect way, with the specialized organs of the senses (eyes, nose, skin, ear and tongue) that sends the information to the central nervous system, which translates to sensory impressions, what designates the elements, simple units of our surroundings (color, temperature, tastes, etc.) that hardly happens in isolation. The combination of impressions will determine sensations, combined interpretations with reference to what has been learned and experienced in the surroundings will result in what is known as sensory perception. (1986).

Methods

This research will take a mixed-methods design using both qualitative and quantitative methods. The first phase of the study will include focus groups and in-depth interviews with hotel managers to gain insight into how hotel design affects the senses. The second phase of the study will use an online survey of hotel guests to explore each of the senses. For example: visual (colors and decoration of the common areas of the hotel, lighting of the common areas, colors and decoration of guest’s rooms, distribution and design of public and rooms bathrooms, uniform of hotel staff).

Results/Discussion/Implication

This paper examines how hotels can successfully use sensory marketing and its effect on the daily operations of a hotel. Hotel managers need to have special consideration when performing renovations to the hotel, as well as the importance that sensory perception has over the perception of the quality of service. A guests' senses can affect their overall experience in the establishments, which can lead to higher intention to recommend the property, higher intention to return and generate a create brand loyalty.

References are available upon request

#246 INVESTIGATION OF PARTICULATE MATTER POLLUTION IN A HOOKAH LOUNGE

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Introduction

Among the bars in South Florida that permit smoking, hookah bars and lounges offer an indoor environment for hookah smoking in addition to restaurant services. Hookah tobacco smoke contains tar, carbon monoxide, particulate matter, and other toxins found in cigarette smoke. Among the toxins, particulate matter (PM) is a newly identified carcinogen. The purpose of this study was to measure indoor particulate matter pollution in the inside of a hookah lounge and examine temporal variations of PMs in order to identify the sources of indoor PM pollution. The findings of this study would provide information that will assist smoking lounge operators in formulating the strategies to create a safer environment and also help tobacco policy and public health officials find ways to minimize adverse health effects of hookah smoke on the patrons and employees of hookah lounges.

Methods

The concentration of airborne particulate matter (PM2.5 and PM10) was measured using a laser airborne particle counter. Air samples were taken continuously for 24 hours for a week in the third week of August, 2019. Each sampling was set for a five-minute interval and a ten-second hold between samples. The equipment was placed four feet above the bar counter. Staff members were uninformed for the field tests so that they do perform their routine tasks as usual. There was no open windows during business hours and the air conditioning runs 24 hours a day.

Results / Discussion / Implication

On weekends (Fri, Sat, and Sun) there are non-systematic PM2.5 variation to be detected. Activities such as cleaning and organizing, shows an impact in the closing and opening hours of the lounge respectively, on the three days of weekends. Also, non-systematic scattered peaks are observed due to active hookah smoke. During weekdays, PM2.5 temporal variation shows peaks and troughs during active business hours. The frequency of spikes higher than the acceptable levels seems greater as a day gets closer towards the weekend. Also, the results of PM10 temporal variations show scattered peaks appear above or below of those standards when hookah lounge is actively running, providing evidence of PM10 pollution in a hookah lounge. On Friday a sharp spike almost reaching 100 micro grams of PM2.5 and 2,500 micro grams of PM10 was generated by spraying an air freshener, making a dramatic impact on the results. This study shows that hookah smoke affects not only on PM2.5, but also PM10, which hasn't been examined before. The results confirms a possible health risk that is associated with hookah smoke for patrons and employees in the lounge when exposed for a longer period of time. The results also uncover the outrageous impact of air freshener on indoor particulate matter pollution. Air freshener should refrain from using in the smoke lounge to eliminate the odor of smoke.

References are available upon request

#247 WHAT DOES PERFORMING OCBS MEAN TO EMPLOYEES—THE BRIGHT AND DARK SIDES

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Introduction

Employees in organizations were found to engage in some discretionary behaviors that go beyond their job requirements such as helping coworkers when they are absent from work (Bateman and Organ, 1983). These extra-role behaviors were then termed by Smith, Organ and Near (1983) as "organizational citizenship behavior" (OCB). Over the past few decades, a massive number of OCB research were conducted to identify factors that lead to OCB (Bragger et al., 2005). However, limited number of studies have been focused on exploring outcomes of OCB (Podsakoff & MacKenzie, 1997). While some studies attempted to find potential implication of OCB, most of them focused on analyzing consequences OCB from the organizational level, with few studies have sought to understand OCB's influence on individual employees (Ma, Qu & Wilson, 2016).

Given the importance of OCB on not only organizations but also OCB performers, the primary goal of this study is to fulfill these gaps by exploring individual consequences of OCBs toward organizations (OCB-O) and co-workers (OCB-C). To be specific, employee-level consequences of OCB from both the bright side (positive emotion and quality of work life-QWL) and dark side (role-overload) will be explored.

Methods

The target population of this study is hotel employees in China. Participants were recruited from a national online marketing panel to complete a self-administered online survey. All measurements in the survey were adapted from previous identified and well-established measurements with necessary modifications to suit the context of this study

Results/Discussion/Implication

The study results showed that the both OCB-O and OCB-I have a significant positive effect on employee positive emotion. It was also found that positive emotion has a significant and positive impact on employee QWL. In this study, we hypothesized that the increase in OCB-O engagement will also increase perceived level of role overload. However, the results showed that a higher level of OCB-O engagement actually lead to a lower level of employee perceived role overload.

Current study answered the call for more efforts should been put on investigating OCB's influences on employees (Ma, Qu & Wilson, 2016) and provided a deep insight of under which condition OCB does as much harm as good. Although some researchers suggested that OCB engagement results in a higher level of employee role overload (Bolino & Turnley, 2005), we found that this relationship is actually negative. Performing extra-role behaviors toward organizations decreases employees' feeling of bearing more responsibilities that exceed their abilities. Furthermore, our study differs from traditional OCB studies that stressed only on OCBs' organizational benefits, we highlighted personal profits that employee can earn from their OCB engagement. By emphasizing on these benefits, hotel managers can motivate employees to engage in more OCB activities with no monetary investment needed.

#248 COMPARISON OF THE HYPERLINK NETWORKS OF NATIONAL DMO WEBSITES: KOREA TOURISM ORGANIZATION (KTO) VERSUS JAPAN NATIONAL TOURISM ORGANIZATION (JNTO)

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Introduction

The level of academic interest in national official and local DMO's websites dropped with the development of social media, online travel platforms, and review sharing websites such as Twitter, Expedia, TripAdvisor, and similar. This study investigates the current role of DMO websites, especially at the national official level, in channeling tourism information to consumers of tourism products. It does so by examining and comparing the networks of external links between national official DMO website and various local websites for two countries: South Korea and Japan. More specifically, the question is: How do national official DMO websites of South Korea (KTO) and Japan (JNTO) channel tourism-related information from destination agents to consumers? This question is approached by creating the network of hyperlinks that the national official website provides to various external agents. The multiplicity of those agents includes local DMO websites, attractions, business, local organizations, influential travel blogs, and many other types of hyperlinks. The two hyperlinks networks are described in terms of their numerical characteristics and contrasted to evaluate similarities and differences in information sharing and destination promotion.

Methods

The web-based crawler VOSON was used to identify hyperlinks. In the first phase, the two primary websites were given to VOSON as the seed websites for the crawl from the perspective of ego-centric network. After completing the first crawl from two seed websites, same procedure was applied to sub-node group for investigating the whole network. In the present study, sub-node group was defined as governmental management group such as government agencies, local government and local tourism authorities. For generating basic statistics and further analyses, UCINET 6.652 was used. Also, for mapping the information interaction between nodes Gephi was employed.

Results/Discussion/Implication

In the ego-centric networks, all hyperlinks crawled from each seed site were categorized based on a touristic attribute. They were classified into 16 categories (in order of joint frequency): *Accommodation, Blog, Diplomatic Mission Abroad, Government Agency, International Relation, Local Resident Community, Local Tourism Authorities, Media, MICE, OTA, OTC, Other, Tour Attractions, Tourism Marketing, Tourism Services, and Transportation.*

While KTO relies heavily on online word-of-mouth sources exemplified by *Blog* category, JNTO prefers to promote and boost their local tourism. They connect local tourism bodies whose aim is to grow the local economy by supporting businesses related to local resident communities.

In the whole-networks, JNTO network shows a low density (.004) compared to that of KTO (.013). Also, four centrality measurements including degree, betweenness, closeness, and eigenvector centralities were calculated. The most popular social media platforms such as Facebook, Twitter, and Instagram have the highest eigenvector centrality meaning a node's importance in both networks. It leaves room for further research involving more countries.

#249 HAZARD ANALYSIS AND CRITICAL CONTROL POINTS IN THE FOOD SERVICE SUPPLY CHAIN TO PREVENT LABOR TRAFFICKING

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Introduction

Human trafficking is one of the fastest growing crimes in the world (Sulavik, 2003), associated with the increase of migration flows, child prostitution and child sex tourism (Gozdziak & Collet, 2005). Human Trafficking Search (HTS) categorized human trafficking into two groups of sex and labor trafficking. Sex trafficking is "a form of modern-day slavery in which individuals perform commercial sex through the use of force, fraud, or coercion" (National Human Trafficking hotline, 2019). While, Labor trafficking is "a form of modern-day slavery in which individuals perform labor or services through the use of force, fraud, or coercion" (National Human Trafficking hotline, 2019). International Labor Organization (ILO) estimated that 24.9 million people were the victims of forced labor and 4.8 million people were the victims of forced sexual exploitation in 2016. According to the US National Human Trafficking Hotline (2018), hospitality industry is a top venue of this heinous crime. Restaurants and traveling sales agents are among the top venues of labor trafficking, and hotels/motels are among the top venues of sex trafficking.

The scant empirical research available on human trafficking is limited to the sex trafficking issue and its victims' experiences and needs (Gozdziak & Collett, 2005). Thus, there is a significant research gap in the human trafficking literature, which the current study aims to address. This study seeks to explore the labor trafficking issue, the overlooked type of trafficking, by focusing on the intersection of supply chain and corporate social responsibility (CSR) in the food service industry. More specifically, the current study aims to A) perform a hazard analysis of the supply chain in the food service industry to identify its critical points that are susceptible to labor trafficking, and B) develop CSR practices to control these critical points and prevent the occurrence of labor trafficking.

Methods

A qualitative study will be conducted in the food service industry, the top venue of labor trafficking. First, prior literature on the human trafficking issue and supply chain management will be reviewed to identify potential critical points along the supply chain of the food service industry. Next, interviews will be conducted with supply chain and sustainability managers/directors of ten international chain restaurants to assess their perception of the labor trafficking issue, evaluate their current anti-trafficking practices, discuss identified critical points along the supply chain of their companies, and develop new CSR practices that can control the critical points. Interviews will be analyzed using Colaizzi's 7-step framework (1978).

Implications

In terms of theoretical implications, the research will fill the gap in the human trafficking literature by focusing on the issue of labor trafficking in the food service industry. In addition, it will enrich the sustainability and CSR literature by examining the labor trafficking issue in supply chains. In terms of practical implications, the study will provide an instructional guide for the hazard analysis and control of critical points in the food service supply chain to prevent labor trafficking. Furthermore, new anti-trafficking CSR practices will be provided for restaurants.

#250 WHY JAPANESE TOURISTS DO NOT TRAVEL ABROAD? CONSTRAINTS TO OUTBOUND DESTINATION CHOICE

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Introduction

Since the Visit Japan Campaign kicked off in 2003 and the government created the Japan Tourism Agency in 2008, strenuous efforts have been made to stimulate inbound tourism. In 2016, the number of inbound travelers topped 20 million for the first time. Conversely, outbound travel has attracted much less attention over the past few years, the number of Japanese travelling abroad has barely been increased since the 21st century even though Japanese government promote outbound tourism such as making different countries' visa waivers. Apart from the issue of weakening yen, are there any other factors that affect Japanese people traveling abroad?

Even though Japan has become one of the Taiwanese most important tourist source market (JNTO,2018), the tourism deficit between Taiwan and Japan has reached more than 3 billion US dollars since 2015. In general, the Japanese visitor market to Taiwan can be characterized as a multi-destination group traveler, indicating that the group tour remains an important offering for Taiwanese outbound tourists. Given the significance of commercial package tours in Japanese outbound travel, the barriers group package tourists travelling abroad face should be addressed.

Noting the existing research gap on barriers to the Japanese outbound group market and the contingent nature of outcomes of tourism deficit, this paper investigates the attitudes of tour operators. Tour operators are front-line professionals who design itineraries, market and sell tour products to customers, and together with ground operators administer on-site operations. This research puts forward a model of the key barriers to operators' consideration of group package products. The research questions of this study are: What general attitudes do tourism professionals hold with respect to Japanese group travelers? What is the specific cooperation process between outbound tour operators and destination suppliers? What factors contribute to or hinder the provision of the Taiwanese products to Japanese tourists?

Methods

The interview questions are developed based on Tsaur & Lin's (2014) study regarding the overseas tourism distribution system and Sirakaya & Woodside's (2005) definition of constraints. In order to reveal more meaningful insights and assess the differences across different segments, data used in this paper were primarily obtained from semi-structured in-depth interviews with ten Japanese and Taiwanese professionals (6 from industry, 2from the government, 2 from the government, 2from academy) who are related to this study.

Results/Discussion/Implication

In addition to analyzing the overall trend of Japanese tourists and coming to Taiwan and constructing a flow chart for Japanese group visitors, the study also finds barriers for Japanese group visitors to Taiwan and proposes relevant suggestions based on the above questions.

#251 CUSTOMER'S REACTION TO POST-MERGER & ACQUISITION (M&A) OF LOCAL FOOD BRAND: ROLE OF MORAL JUDGMENT IN BRAND BETRAYAL EVALUATION

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Introduction

Merge and acquisition (M&A) strategy may undesirably influence the relationships with existing customers (McLelland et al., 2014). Customers who have a high level of loyalty toward the brand and food locavorism (i.e., preference of local food) (Reich, Beck, & Price, 2018) may experience betrayal (Christofi et al.,2017). Recent M&A of Whataburger, a family-owned franchise from Texas, by an investment company BDT Capital based in Chicago appears to have caused betrayal for its loyal customers.

Previous research defined this “love becomes hate” effect as brand betrayal, referring to customers’ aversive psychological state towards a brand when the brand violates the fundamental norms to the relationship (Grégoire & Fisher 2008; Reimann et al., 2018). Limited studies have examined betrayal occurred during a legitimate business activity such as M&As and how locavorism influences customers’ post-M&A response.

To fill this gap, the current study will develop and examine a framework that incorporates brand betrayal (Reimann et al., 2018), locavorism (Reich et al., 2018), and moral foundation theory literature (Graham et al., 2013). Specifically, the present study will investigate the interaction effect of brand relationship quality and locavorism on customers’ perception of brand betrayal in a local brand acquisition situation and the moral psychology mechanism underlying the relationship between customers’ brand betrayal perception and their adverse reactions to M&A activity such as the desire for avoidance and rumination.

Methodology

Regular customers of Whataburger restaurant will be recruited using Mechanical Turk (MTurk). Relationship quality and Perceived betrayal will be measured with a scale adapted from Grégoire and Fisher (2008). Locavorism scale is adapted from Reich et al. (2008), and a scale adapted from Thong & Yap (1998) will measure Moral judgment. The scales of desire avoidance and rumination will be adapted from Reimann et al. (2018).

A confirmatory factor analysis (CFA) will be conducted to examine the construct validity of the measurement model and a structural equation model (SEM) will be used to examine the relationships between the constructs. Mediation by bootstrap resampling method (Preacher & Hayes, 2008) and latent moderation analysis (Maslowsky et al., 2015) will be used to test the mediation and moderation within a structural model.

Expected Results and Implications

Findings may help understand customer's negative attitudes and behaviors as results of brand betrayal through the role of moral judgment in an M&A context. In addition, the result will contribute to the understanding of the brand-customer relationship and how locavorism influences the link between relationship quality with the brand and its betrayal.

#253 LAST 1 ROOM LEFT: THE IMPACT OF SUPPLIER INDUCED SCARCITY ON ONLINE BOOKINGS

This study focuses on the scarcity messages on the booking channel and how it relates to purchase intention. In this study, we analyzed hotels' booking data of 10 hotels in Istanbul, Turkey that implemented the practice of scarcity notices in their booking engine. These 10 hotels all started to use this feature in March 2019. In other words, before this date, the customers who search for a hotel room in these hotels did not see any limited inventory information. To test the hypothesis, several independent t-test analysis was conducted. The results of the data suggested that Frenzy and Commodity Theories are supported within the context of hotel booking websites. The fact that the limited inventory is highlighted and communicated to visitors urged them to book.

This study attempts to find out if scarcity of goods impact book-to-look ratio and conversion rates in an online booking engine provider. The hypothesis of this study is:

H1: The implementation of scarcity notices impact number of bookings in a hotel booking engine.

Hwe2: The implementation of scarcity notices impact look-to-book ratio in a hotel booking engine.

H3: The implementation of scarcity notices impact conversion rate in a hotel booking engine.

Methodology

In this study, secondary data was used as obtained by a hotel booking engine. HotelRunner.com is a hotel booking engine used in 36025 hotels in 1129 cities in 192 countries (hotelrunner.com, 2019). HotelRunner offers a variety of services to hotels including electronic distribution channel management. HotelRunner started to offer a new feature to hotels that shows the scarcity of the products based on the real inventory information. When a consumer search for availability for a given date, the inventory information is shown if the available inventory is limited. Figure 1 shows the way customers see the limited inventory notice. This notice is shown to the customers who are searching for a room for the last 3, 2 and 1 rooms. The language used is "Hurry up, last 2 rooms" or "Last 2 rooms." Usually this notice is highlighted visibly in the site with a bold text.

Conclusion

The results of the data suggested that Frenzy and Commodity Theories are supported within the context of hotel booking websites. The fact that the limited inventory is highlighted and communicated to visitors urged them to book. The results of this study showed positive and significant improvement in all three key performance indicators: number of bookings, look-to-book ratio and conversion ratio. These results show that hoteliers would do well by integrating the inventory information to their booking sites. When a room is displayed to the website visitor, if the inventory of that particular room is limited (last 3), this information should be highlighted and shown to the visitor. Commodity theory suggests that when a commodity item is scarce, the value associated with it by the consumer is higher. This particular theory was supported in this study. This study is significant because it is the first study that investigated the impact of supplier induced scarcity in hotel booking websites that used the real booking data. Some other studies done in other fields used quasi-experimental studies where the consumer was asked to imagine buying an item. In this study, all booking data was real and purchased by real customers.

#254 CUSTOMER ENGAGEMENT, SUBJECTIVE WELL-BEING, AND INTENTION TO REVISIT

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Introduction

The effects of travel experiences have been extensively examined in the past three decades (e.g. Cohen, 1988; Graburn, 1989; Aho, 2001; Larsen, 2007). Previous studies have established that tourists' experience generates important outcomes, one of which is behavioral intention. Repeat visitations are crucial to the long-lasting thriving of tourism destinations (Huang and Hsu, 2009). Despite its fundamental importance, experience-related research remains under-studied in the tourism literature (Ritchie et al., 2011), particularly on how experiences may lead to other relevant consumer outcome constructs such as customer engagement (Khan et al., 2016) and subjective well-being (Uysal, 2016). Research on interrelationships between destination brand experience, customer engagement, subjective well-being, and intention to revisit is inconclusive (Ahn and Back, 2018; Lee et al., 2018). It is noted that much of prior knowledge was based on one-off, cross-sectional studies (Xiao and Chen, 2013). How these well-established constructs connect with each other over time is relatively unknown. Thus, this study, adopting a longitudinal three-wave research design, aims to explore the relationships among destination brand experience, customer engagement, subjective well-being, and intention to revisit.

Methods

Three online survey questionnaires were conducted to obtain the required data from a sample of participants across three time points (one-month interval). The questions cover four dimensions of experience, customer engagement, subjective well-being, and intention to revisit, as well as demographic characteristics. Finally, 1198, 428 and 215 valid surveys were collected in the first wave, second wave and third wave respectively. A longitudinal structural equation modeling approach was used to analyze the data.

Results/Discussion/Implications

The results indicate that tourists' affective experience ($t1$) impact customer engagement ($t2$) directly and significantly, and sensory experience can influence subjective well-being in time 2 as well. In addition, customer engagement ($t2$) also significantly related to the intention to revisit ($t3$). But subjective well-being ($t2$) is not significantly related to intention to revisit. The current study attempts to develop a conceptual model explicating the determinants of intention to revisit and considering time lag at the same time. The findings demonstrate impacts of tourists' affective experience ($t1$) on customer engagement ($t2$) and intention to revisit ($t3$) after the tour, contributing to a more comprehensive understanding of the relationship between tourist experience (t1) and revisit intention (t3). Thus, the study suggests that enhance tourist affective experience could induce higher customer engagement that in turn affects tourists' future behavior intention. More importantly, the result implies that sensory experience exerts impacts on tourists' subjective well-being later.

#255 CLEISURE: CONTRIBUTION OF LEISURE PROGRAMMING TO CONFERENCE ENJOYMENT

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Introduction

Existence of common interest among conference attendees brings the authors' attention to the opportunities of providing enjoyable activities for attendees when they are attending conferences in places other than where they reside in. This further inspires the authors to propose a concept termed "Cleisure"—a blend of (academic) conference and leisure—aligned with typical festivalization strategies. Cleisure could be considered a subcategory of bleisure; and that the important success factors in bleisure tourism could also be considered in Cleisure. It also aligns with festivalization of events, partially due to the notion that festivalization fits the events in which attendees' habits, preferences, and needs are fundamental (Getz and Page, 2016; Jakob, 2013; Roth & Frank, 2000; Wynn & Yetis, 2016; Zherdev, 2014).

This study aims to detect the enjoyable activities that could lead the attendees of academic conferences to feel the festivity, not only based on what is already happening in such events but also based on what could be enjoyable. It is important to create event experiences that can lead to better engagement and resonation on the part of the attendees. Outcomes contribute to the literature of event management and help practitioners to organize more enjoyable conference experiences.

Methods

In order to predict the behavior of potential tourists based on their attitudes about how enjoyable certain activities could be, a questionnaire was constructed to solicit respondents opinion as to the enjoyability of a list of 35 conference activities—based on offerings of academic conferences and several professional event management institutes (e.g. AssetWorks (2019), Economist Intelligence Unit (2018), and Global Conference Organizers (2019)).

An exploratory study was conducted using the questionnaire, in which 120 respondents were asked to express their enjoyment level via a 5-point Likert scale with regard to the activities. Based on descriptive statistics, the characteristics of the respondents in the sample were profiled and their perceived enjoyment of the leisure activities were ranked in terms of the mean score—while controlled upon different demographic factors.

Results and Discussion

Attending a conference is part of being in academia. Based on this study, the top four enjoyable activities included "having food at authentic restaurants," "having special experiences unique to the location," "Attending a conference in a location where the attendee has never been to," "going to local markets or handicrafts auctions." Significant gender gaps were also detected for different activities. For example, females showed higher preference for "attending meditation sessions" which indicates they prefer to have more private time, compared to their counterparts. This study suggest that conferences are potentially more efficient and distinguishable, if conference attendees' professional goals are complemented with fuller sense of enjoyment. It further provides conference organizers with some suggestions for the betterment of the event.

References are available upon request

#256 TAKING A BREAK IS NOT A GUILTY PLEASURE: IMPROVING EMPLOYEE (GEN Y) WELL-BEING THROUGH WORK BREAKS USING VIRTUAL REALITY

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Introduction

Hospitality employees today experience increasing work demands, which result in escalating of job stress and emotional exhaustion (Ariza-Montes et al., 2018). As people spend a third of their day time at work, it would be effective to enhance employees' mental health by improving work environment. Previous studies have shown that work breaks, a short period of time off at work, are positively related to decrease fatigue and increase productivity (Demerouti et al., 2009), yet there are still many unanswered questions. Thus, in study 1, the effect of the physical environment of employee break room and characteristics of work breaks (e.g., control of breaks, preferred break activities) on psychological well-being through a feeling of energy are investigated in a hotel setting. In study 2, the relationship between a proper layout and workplace friendship opportunity, emotional exhaustion, and job satisfaction are examined. Effort-recovery model provides theoretical background for the current study.

Methods

Our samples were millennials who were born from 1982 to 2000. For study 1, online survey through Amazon M-Turk was used for data collection with an anticipation of more diverse participants (Woo, Keith, & Thornton, 2015). The total of 198 samples was collected. For study 2, the experiment with a pre-post experimental design was conducted with 32 participants recruited via announcements in class. Participants were asked to wear virtual reality (VR) headset and to experience a computer-generated simulation of a 3D environment of breakroom (i.e., existing and manipulated condition). After each VR experience, they were asked to answer the questions about their perception of the physical environments of break room.

Results/Discussion/Implication

As a result, physical environment of employee break room, preferred break activities, and control of break were positively related to psychological well-being through the mediation effects of feeling of energy. Also, given physical environment of break area as the strongest predictor of employee well-being, our study suggested layout with enhanced privacy can boost workplace friendship opportunity and job satisfaction and decrease emotional exhaustion.

This study contributes to knowledge on the effect of workday breaks on employees' psychological well-being in a hotel context where the related studies are extremely rare but are much needed. Secondly, by uncovering a feeling of energy as a mediator, the current study enhances our understanding of the theoretical process underlying between work break characteristics and recovery, leading to employees' psychological well-being. Lastly, we revealed the potential impact of physical conditions of employee break room on employees' psychological well-being as well.

Our study offers a take-home message to practitioners that allowing employees to have control over their workday breaks and engage in their favorite activities will enhance employees' well-being. In terms of layout, break areas should be designed in a way which employees can have opportunities both to mingle with coworkers and to secure their own private time concurrently by utilizing a movable partition.

#257 THE BLEISURE TRAVEL EXPERIENCE

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Introduction

Many companies offer only a few days of time off for their employees, especially in the United States where no federal minimum requirement has been determined for time off and nearly 23 percent of American firms do not provide paid vacation (Maye, 2019). In order to deal with this challenge, some employees try to extend their business travel and add leisure aspects to it. A recent study conducted by the Global Business Travel Association (GBTA) (2017), showed that 37 percent of business travelers in North America extended their business trips to have more opportunities for leisure. The growing desire of business travelers to add leisure elements to their travels has been named "bleisure" by several researchers (e.g. Hudson & Hudson, 2017; Lichy & McLeay, 2018).

Although previous studies investigated the similarities and differences between leisure travelers and business travelers (e.g. Lo, Cheung, & Law, 2009; Miller, Mayer, & Baloglu, 2012; Kashyap & Bojanic, 2000), how people experience travel for work and travel for leisure in the same trip has not been clearly identified. The current study has three main objectives. First, it aims to examine how travelers experience bleisure travel. Second, to explore how they balance leisure and business aspects as the two purposes of their trips. Finally, this study seeks to identify how beleisure travel experience, as a combination of business and leisure, impacts each travel component individually.

Methods

A qualitative approach involving semi-structured interviews with bleisure travelers in the U.S will be employed. To recruit experienced bleisure travelers who can provide abundant information for the initial interviews, purposive and convenience sampling will be used. The initial interviewees will be selected by personal connections and then by using snowball sampling, each interviewee will be asked to recommend other participants. The sample size will be determined based on theoretical saturation. According to the pre-study, each interview will take approximately 30 to 40 minutes. The interview will consist of 24 open-ended questions which based on the study of Unger, Uriely, and Fuchs (2016), will cover five main categories: ice-breaker questions, characteristics and frequency of travel, trip preparation experience, travel experience, and homecoming experience. As recommended by Braun and Clarke (2006) thematic analysis will be used to find the main themes of a bleisure travel experience.

Implications

This study has both theoretical and practical significance. On the theoretical front, it investigates bleisure travel experience as a hybrid type of travel. By studying this type of travel, the study contributes to both traditional leisure and business travel literature. Moreover, the current study will contribute to the tourism domain by responding to the need for more knowledge about such emerging trend. The study can also have essential practical implications. Increasing knowledge about bleisure travelers' preferences is necessary for marketing managers of hotels and tourism companies to enrich their travel experiences. The formation of this new travel segment provides new challenges and opportunities for tourism companies and they should revise their marketing strategies to respond to the needs of the bleisure travelers.

#258 A MIXED STUDY OF SOCIAL MEDIA ENGAGEMENT IN THE CONTEXT OF HASHTAG USERS

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Introduction

Hashtag as a central feature of social media is a convenient way to make individuals engage in social media and find local events (Zhang, et al., 2015). With regard to social media behaviors, active users spend time on creating contents and/or hashtags, while passive users use the time to browse contents created by others, such as click on hashtags (Paganni, et al., 2011). Hence, we argue that hashtags can actively and passively allow a person with different motivations to engage in social media. In the context of the approach of social media affordance, three customer engagements (persistent, customized and triggered engagement) are adopted to explore the social media affordances (Cabiddu, et al., 2014). On the other hand, affective commitment as a form of psychological bonding results from social media engagement and is employed as an outcome variable in this study. A lack of understanding exists as to how hashtags facilitate event attendees' social media engagement and marketing outcome. Therefore, this study aims to examine event attendees' motivations and behaviors for using hashtags which can lead to social media engagement and further affective commitment towards social media.

Proposed Method

A mixed method will be applied in this study since there is a need to improve the measurement of content validity to explore the concept and especially the mixed method can be helpful to explain complex social and cultural phenomena (Malterud, 2001). A qualitative study will be conducted first by interviewing focus groups. The 16 participants will be purposively chosen through the following criteria: individuals who have been to a local event in the last six months and who actively or passively use hashtags relevant to that event on Instagram. Based on the literature review, the guiding questions focus on 1) motivations for using hashtags, 2) active and passive hashtag usage, and 3) affordance of social media engagement. Then, the qualitative data will be analyzed through thematic analysis to generate new survey items. The new items will be integrated with the original items from the literature to generate the scale for a quantitative study. An online questionnaire will be administered to collect data from Instagram users. The structural equation model will be used to examine the hypothesized relationships among all variables. Both validity and reliability will be considered during the whole study.

Expected Results/Implication

This study will explore 1) event attendees' different motivations for using hashtags that have an effect on active and passive hashtag users' behaviors, 2) those behaviors which can lead to the affordances of social media engagement, and 3) event attendees' social media engagement contributing to the enhancement of affective commitment to social media. As theoretical implications, this study will extend the literature review related to motivations and behaviors for hashtags, social media engagement towards affordance, and affective commitment. Practically, event managers will identify different motivations and actions for active and passive hashtag users and facilitate the social media engagement of event attendees. In addition, the findings will inform the event managers of the potential marketing strategy that influence on event attendees' affective commitment to social media and enhancement of the loyalty of the event.

#259 MILLENNIAL SOCIAL MEDIA USERS' INTENTION TO TRAVEL: THE MODERATING ROLE OF SOCIAL MEDIA INFLUENCER FOLLOWING BEHAVIOR

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Introduction

Influencer marketing refers to the relationship between a brand and an influencer where the influencer promotes a brand's products or services on various social media (SoMe) outlets (Mathew, 2018). Researchers have found significant impact of influencer marketing and how it influences consumer purchasing habits (Claude et al., 2018; Glucksman, 2017). However, limited research exists regarding impact of SoMe influencer on Millennials' (born between 1981 to 2001) travel behavioral intentions despite their significance in tourism. Many researchers argue that source credibility is a major player in establishing successful influencer marketing (Grafstrom et al., 2018; Xiao et al., 2018). Various research findings have demonstrated that consumers' attitude towards SoMe influencer marketing was positively associated with their purchase intention of the endorsed product (Evans et al., 2017; Lim et al., 2017). Moreover, little is known whether the SoMe influencer following behavior (IFB) has an impact on Millennial SoMe users' perception of credibility and attitudes towards the influencers' posts, which may influence their intention to travel. The purpose of the current study is to examine how perceived source credibility of SoMe influencers' post influences Millennial SoMe users' attitudes, which may further influence their intention to visit the endorsed destination. Furthermore, the study investigates the moderating role of Millennial SoMe users' IFB on the above-mentioned relationships.

Methods

Data were collected from 212 American Millennial SoMe users with an active Instagram account using an online survey. Almost 75% of the participating Millennials are in the age group of 18 to 24. A brief definition and examples of SoMe influencer were provided to the participants at the beginning of the survey. Participants were instructed to think of a specific SoMe influencer on Instagram and complete the survey. The measurement scales for all constructs were based on previously validated scales and were modified to fit into this study (Chen et al., 2014; Moon & Kim, 2001; Xu & Chen, 2006). Multiple regressions were performed to examine the hypotheses.

Results/Discussion/Implication

Results indicated that source credibility is positively related to Millennial SoMe users' attitudes towards influencer marketing, which is positively associated with their intention to visit the endorsed destination. The results are consistent with previous research findings (Ayeh et al., 2013; Xu & Pratt, 2018). In addition, IFB was found to strengthen the positive relationship between source credibility and consumers' attitudes and the positive relationship between attitudes and consumers' intention to visit the endorsed destination.

The study contributes to the current literature by expanding the influencer marketing research, especially the moderating role of SoMe IFB, into the tourism field. Practically, destination operators could incorporate SoMe influencers who have high credibility into their marketing strategy towards Millennials. In addition, destinations or CVBs can provide incentives to encourage Millennial users to follow their SoMe account or partner with influencers to promote awareness of the SoMe account.

References are available upon request

#260 SMART HOTEL ROOMS AND THEIR IMPACT ON TECHNOLOGY SATISFACTION & RE-PATRONAGE INTENTIONS

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Introduction

In general, satisfaction with guest technologies has a strong impact on overall customer satisfaction (Barsky 1992; Cobanoglu et al. 2011; Beldona et al, 2018). Consumers often compare the offerings and services, like technology, of a hotel to the offerings found in their own home (Lashley, 2000). Extant research indicates that greater is a consumer's perception of technologies at the hotel over his/her home, higher is the satisfaction with guest technologies at the hotel (Beldona et al, 2018).

In the US market, smart phone ownership has increased by 11% over the last three years, reaching 82% in 2019 (Pew Internet Project, 2019), and the penetration of smart home technology is expected to double over the next six years (Statista, 2019). Both these values are augmented by increased dependency on them due to the proliferation of features and connectivity.

This study's purpose is to examine the effects of smart technologies in hotel rooms on guest evaluations as in technology satisfaction and word of mouth advocacy. Using a within-subjects correlational design based on factors in smart technology ownership at home and smart technology availability during their most recent hotel stay. Theoretical and practical implications are discussed.

Methods

Data was collected using the survey distribution site Prolific via self-administered online survey in November 2019.

The study will build on Beldona, Schwartz and Zhang's (2018) study. Home ownership/use of smart technologies was collected and respondents. Similarly, technology use in hotels was collected.

Three dependent measures will be employed for the study namely technology satisfaction and word of mouth advocacy (WOMA).

Results/Discussion/Implication

Results of SEM modeling determined that when perception of tech at hotel than home, the higher tech satisfaction and subsequently increased customer satisfaction as well as WOMA. This indicates that the relationship between customer satisfaction and WOMA holds even when the primary moderator is technologically based.

Contrary to prior findings (Beldona, Schwartz and Zhang, 2018) the effect of the tech discrepancy on tech satisfaction and customer satisfaction was uniform across all hotel classes.

This finding may indicate that smart home technology has read a level of saturation where all incomes have access to, and high expectations of, the technological offerings of a hotel.

Additionally, age, gender, and income all proved to be significant moderators of the effects seen. With younger participants being placing higher overall importance on smart technology used for both equipment and services, while higher income participant as well as female participants placed higher importance on services based smart technology

References are available upon request

#261 OKLAHOMA FOOD MEMORIES: AN EMBODIED COOKING EXPERIENCE

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Introduction

This study follows a Malaysian professional chef's journey, in his quest to understand food memories, and the ways local Oklahoman households embody the process of food preparation.

Food memories are defined as "food-centered forms of memory," "recalled, memorialized, and used to construct the present" (Holtzman, 2006, p. 363). These memories "re-assemble" sacred collections of a past that ties individuals to sociocultural identities, ancestral histories, ethnicities, and more (Heldke, 2016; Holtzman, 2006). On this note, an integrated theoretical framework involving *imprinting theory* (Marquis & Tilcsik, 2013) and *gustemology* (Sutton, 2011) served as the analytical lens, asserting that food memories are lasting imprints that are remembered, retained, and evoked through sensual and synaesthetic occurrences. The purpose of this study was to uncover the ways food memories are constructed at the local household level, and its flourishing potential as a tourism resource for place development.

Methods

This study employed a qualitative methodology of narrative inquiry. In addition, the research draws close attention to "embodiment" (Ellingson, 2017) through the act of cooking, recognizing researchers and participants' "bodies and food as sites of knowledge," while embracing "researchers as researcher-participants in reflexive, collaborative study" (Brady, 2011, p. 322). It "invites researcher-participants to actually make food as the means of exploring the processes by which identity is performed, or 'done' through the body" (Brady, 2011, p. 324).

This paper presents a sample vignette of the primary researcher and his sampled site of inquiry—cooking with a family at a lakeside cabin in Oklahoma on the Fourth of July. Modes of data include participant-observation (via cooking), kitchen conversations, interviews, and artifact collections. The data was analyzed by a process open coding and closed coding (Saldaña, 2016).

"Cooking with Janice"—Discussions, and Implications

This sample vignette follows Janice, a white, middle-aged wife and mother with two children. Janice does not cook on a daily basis, but for this special occasion, she took the effort to preserve the traditions of preparing meals from scratch, referring to it as a "rite of passage" in becoming a "provider of the family." In preparing this meal, Janice commanded her kitchen like a battlefield, using the primary researcher as her prep cook, while also using a series of peculiar techniques to maintain focus during the midst of chaos. This included a series of 'talking to herself' and a unique decision to stack two pots orthodoxically during the cooking process. It was later learned in the post-interview, that these unorthodoxies represented her "learnings and trainings" from her mother and late-grandmother, 'imprinted' in her bodily motions during the present.

In essence, the 'stacked pots' and the 'talking to herself' were examples of Janice taking and having command of her kitchen. Her motions in improvising and coping with the situation reflected her 'trainings' for this special occasion—to be the provider for her family—a reminder that echoes the memoirs of her mother and grandmother. This vignette showed how far-reaching a simple cooking activity represents when framed as a research endeavor. It also sheds light onto how food memories could very much serve as a key identity aspect for destination locals, that collectively, could serves as a potential resource for place development.

#262 LOWEST PRICE GUARANTEE POLICY CHANGES: A COMPARISON OF BRAND.COM AND OTA POLICIES

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Introduction

The percentage of United States (US) travel products purchased online increased from 60% to 84% in the last five years (Statista, 2019). Growth in online distribution channels has further complicated the research phase of the travel booking funnel for consumers who have identified price as the biggest influencer on travel website purchase (Yieldify, 2019). To motivate booking through their own domains, major hospitality service providers have launched various lowest price guarantee policy (LPGP) programs (Garrido, 2012) to compete for market share against third-party online travel agencies (OTAs).

Today, providers have either evolved or eliminated their LPGPs due to the financial and legal risks involved (O'Neill, 2017). For consumers, the restrictions placed in LPGPs increase the hassle costs, making the process of requesting refunds more difficult (Hviid & Shaffer, 1999). Using an LPGP to claim a refund is a cost-benefit calculation consumers will invoke only if the expected benefit exceeds the cost.

Based on the theories of hassle cost and cost-benefit analysis, this study, therefore, identified and compared changes in the LPGPs of major online travel websites in 2014 and 2019. The results of this study adds to the research gap in the literature by examining how restrictive LPGPs have become as evidenced in the marketplace.

Methods

This qualitative study used content analysis to categorize common components of LPGPs. Sixty-three sets of valid data were collected from forty-five websites in 2014 and in 2019 across four travel segments (hotels, airlines, car rental, and cruises) and two distribution channels (Brand.com and OTA). To establish inter-coder reliability, LPGPs were manually coded independently by two raters based on an agreed upon scheme developed from a preliminary examination of the policies. The strength of agreement was substantial (Landis & Koch, 1977), and the reproducibility (i.e., the agreement among coders) was 78%, thus satisfying stability.

Output codes were not only categorized based on the degree of strictness but also were analyzed by comparing changes in quantities and strictness across segments and channels.

Results/Discussion/Implication

With the exception of the hotel sector, all other sectors showed a change in the number of polices offered, particularly the airline sector which experienced the sharpest decline in quantity of LPGPs. This finding is consistent with Xu's (2016) study that the average affordability of launching a LPGP for airline business is 18.8%. Profit decrease will exceed capacities for airlines to offer consumer friendly LPGP policies in future.

The clauses' similarity and level of strictness evidenced in Brand.com LPGPs increased within the hotel and car sectors but were found to be more diverse in the cruise sector. Since the industry responds similarly to legal and financial risks (Bennet, 1991), LPGPs will likely move toward greater convergence. Future research could examine the theory and application of hassle cost and cost-benefit analysis on consumers' perceptions of and participation in the LGPGs of travel products purchased online.

#263 EFFECTS OF EUDAIMONIC (INSPIRATIONAL) MEDIA EXPERIENCE IN INSTAGRAM ON SELF-TRANSCENDENCE AND EUDAIMONIC TOURISM EXPERIENCE.

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Introduction

Unlike the intensely researched hedonic media experiences that focus on pleasure-seeking, social media scholars have started to pay attention to the eudaimonic side which emphasizes inspiration that could generate eudaimonic affect (Oliver *et al.,* 2018).

Tourism scholars have also begun to assess the social media influence on tourists' actual travel experiences knowing the positive emotions generated by social media consumption could determine the characteristics of tourists' travel experiences (Filep, Cao, Jiang, & Delacy, 2013). One set of such positive emotions are self-transcendent emotions that feature awe, elevation, admiration or gratitude (Algoe & Haidt, 2009). These emotions are considered as antecedents of self-transcendence, which reflects a diminished self and connection to something larger (Oliver *et al.,* 2018). Such affect was prevalent in many eudaimonic travel experiences (Matteucci & Filep, 2015). While Facebook and YouTube have been the major platforms for spreading user-generated-contents (Kim & Fesenmaier, 2017), there has been a limited focus on another fast-growing video-sharing social networking site with a huge base of young audience --- Instagram (McKinnon, 2018). The US currently holds the biggest portion of Instagram users (110 million) and this number is expected to grow in the future, highlighting the importance of Instagram studies in this market (Clement, 2019). This study examines whether viewing inspirational contents in Instagram would lead to eudaimonic travel experiences.

Methods

Participants will be recruited throughout the US via Amazon Mechanical Turk (Mturk) as it is considered a reliable tool with a demographically diverse data source (Johnson & Borden; Buhrmester, Kwang, & Gosling, 2011). Participants will be asked whether they are 18 years or older and whether they have taken a trip in the past three months. Extra details regarding the trip will be requested (i.e. start/end date, duration) to ensure the accuracy of the memory. Finally, they will be asked whether they have searched for and browsed inspirational contents (i.e. encouraged, motivational) regarding the trip in Instagram. Oliver & Raney's (2011) scale will be used for affective responses (hedonic versus eudaimonic). Some parts of Yaden *et al.*'s (2019) Awe Experience Scale (AWE-S) that reflect self-diminishment and vastness will be adopted to measure self-transcendence. Waterman's (1993) Personal Expressiveness Activity Questionnaire (PEAQ) will be used to assess the eudaimonic quality of the tourism experience.

Results/Discussion/Implication

Since self-transcendent emotions are considered as antecedents of proposed self-transcendence, and self-transcendence traits were present in many eudaimonic travel experiences, the expected causal relationship would be: viewing inspirational contents in Instagram generates self-transcendent emotions, which then can lead to self-transcendence. Finally, self-transcendence contributes to an eudaimonic travel experience. Industry practitioners can work inspirational posts into their related travel programs. This study also contributes to the knowledge of how social media experience affects and alters tourism experiences.

#264 DESCRIPTIVE NORMS IN NUDGING PRO-ENVIRONMENTAL BEHAVIORS: THE EFFECTS OF CULTURAL VALUES AND GENERATIONAL VALUES AS MODERATORS

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Introduction

Social norms have a robust effect on nudging behavior (e.g. Dolan et al., 2012). Research has shown descriptive norms – a type of social norms – are likely to nudge pro-environmental behavior such as nudging individuals above the norm to use less energy to conform with their peer's energy consumption (e.g. Chang, Huh & Lee, 2016). Descriptive norms refer to what most people actually do in the situation (e.g. Burger et al., 2010) and provide a standard from which people do not want to deviate from the majority (e.g. Schultz et al., 2007). However, classic works also have found culture exerts significant influence on human behavior (e.g. Hofstede, 1980, 1991), and a specific generation may behave differently from other generations because of sharing distinguished core values (e.g. Rentz & Reynolds, 1991). These observations raise questions regarding the interaction of culture, generations differences and descriptive norms on nudging pro-environmental behavior.

This study aims at exploring whether culture and generations could moderate the effects of descriptive norms on nudging pro-environmental behavior. It is important to understand how distinguished situations influence the effect of descriptive norms so that we are enabled to utilize descriptive norms efficiently in nudging pro-environmental behavior under an appropriate situation. Outcomes would contribute to the literatures of pro-environmental behavior and help hospitality industry better take advantage of descriptive norms in nudging energy conservation, green products purchase, etc.

Methodology

Adapted from previous research (Kim, Lee & Hur, 2012), this study will imitate the situation that a consumer faces when she just clicked on the website of a utility company and can choose between two different contract offers, one of which is buying conventional energy, the other one is buying a 50%/50% mix of renewable and conventional at a higher cost. The subject's income and budget for different living expenditure will be provided by authors based on real life situation. On the website, we will add the following sentence to the subject: "From your local energy provider you receive the information that the majority of your neighbors uses an energy mix that features 50% renewable energy".

With a 2 (cultural contexts: individualism, collectivism) x 3 (generations: baby boomers, generation X, generation Y) full-factorial within-subjects design, further analysis of culture-generation interactions will be conducted with ANOVA.

Implications

Results of this study will help to understand how people with individualistic or collectivistic cultural values behave pro-environmentally differently by the intervention of descriptive norms. Theoretically, the findings will supplement the existing body of pro-environmental behavior literature from the perspectives of cross culture and cross generations. Practically, being aware of consumers' cultural and generational background helps hospitality industry better utilize descriptive norms in nudging energy conservation, green products purchase, etc.

References are available upon request

#265 THE BEAUTY OF CULTURE: DEVELOPING A CULTURAL ATTRACTIVENESS INDEX FOR WORLD TOURISM CITIES

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Introduction

As a significant aspect of attracting visitors, cultural attractiveness is one of the most prominent attributes of tourist destinations and (Richards, 2002). However, there is no generally accepted definition of cultural attractions in the existing literature (Leask, 2010), let alone a quantitative evaluation index. Without an index, it is difficult to compare the cultural competitiveness among destinations and make improvements. The study attempts to develop and test a cultural attractiveness index (CAI) through the Delphi method.

Methods

This study adopted the Delphi method to conduct three rounds of experts' ratings, to eliminate indicators using *four-step statistical tests*, and to reach the consensus through correction and outlier analysis (Wang & Si, 2001).

First, the research identified 52 indicators of cultural attractiveness from the existing literature. In each of three rounds of data collection, four-step statistical tests were performed to each indicator: *Step 1*: calculate the mean ($\bar{x}_{ij}$) and the full-score percentage (k_{ij}); *Step 2*: calculate the standard deviation (σ_{ij}) and volatility (v_{ij}), ($v_{ij}= \sigma_{ij} / \bar{x}_{ij}$); *Step 3*: test the consistency of opinion $w_{ij}= \sigma_{ij}/ \max \sigma_{ij}$; the max σ_{ij} represent the max σ_{ij} of all indicators in the same round; and *Step 4*: eliminate invalid indicators using the *four-elimination rule*.

Rule 1: mean of an indicator $\bar{x}_{ij} > (\bar{x}_i - \sigma_i)$, if not, violate this rule; *Rule 2:* full-score percentage $k_{ij} > k_i - \sigma_i$), if not, violate this rule; *Rule 3*: volatility vij < minimum value between ($v_i+\sigma_i$) and ($w_i + \sigma_i$), if not, violate this rule; and *Rule 4:* consistency of opinion w_{ij} < minimum value between ($v_i + \sigma_i$) and ($w_i + \sigma_i$), if not, violate this rule. When an indicator violated two or more rules, it was removed for the next round of data collection.

Lastly, the normal order for standard deviation (σ) of three rounds of consulting should be $\sigma_1 > \sigma_2 > \sigma_3$, indicating the increased agreement among experts, to identify the outliers. After the outliers were eliminated, the cultural attractiveness index (CAI) was developed with the remaining 12 indicators.

Results/Discussion/Implication

The study empirically tested the new-developed CAI with three cities (New York, London, and Beijing). Using the average value of three cities in each indicator as the benchmark, the data were standardized for comparison. The empirical results were supported by other indexes or research findings, proving CAI's effectiveness and validity.

This study provides both theoretical and practical implications. Theoretically, the study creatively adopted the systematic statistical tools to examine experts' ratings of Delphi methods by screening invalid indicators and eliminating outliers. Practically, the study provides efficient tools for governments and destination marketing organizations to adjust and implement relevant cultural development policies to improve their cultural attractiveness. This index was adopted by Beijing in its City Five-Year Development Plan.

References are available upon request.

#266 THE EFFECTS OF HOTEL EMPLOYEE RECOVERY EXPERIENCES ON WORK-LIFE BALANCE AND SUBJECTIVE WELL-BEING: MODERATING ROLE OF TRAIT MINDFULNESS

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Introduction

The hotel industry is not much different in stressful working conditions — long working hours, holiday work, inflexible working schedules, heavy and repetitive work duties, relatively low pay, and demanding customers as well as supervisors. Growing up in the information era, Generation X and Y value both growth opportunities and work–life balance, and they seem not to abide by the traditional value (Gursoy, Chi & Karadag, 2013). Working in a long day might seem like an opportunity to realize personal value through their jobs, yet employees might lose their value as human beings during overloading work. It does not only imply that current working individuals are changing their value in work, seeking healthier working conditions, and trying to balance work and personal life, but also indicate that they have a serious concern about their well-being. However, they lack internal personal strategies in the face of conflicts between work and life. Recovery experiences, the psychological activities occurring underneath the recovery process is crucial to energy restoration (Sonnentag and Fritz, 2007) and employee well-being (Lee, Choo & Hyun, 2016). Employees in higher trait mindfulness tend to do better self-regulation, which is boosting the recovery process and beneficial to ones' well-being (Grevenstein, Aguilar-Raab & Bluemke, 2018).

The present study aims to evaluate the effects of recovery experiences on work–life balance and employee subjective well-being among hotel employees, and to examine the mediating role of work–life balance on the relationships between recovery experiences and employee subjective well-being, as well as the moderating role of trait mindfulness on all the above-mentioned relationships.

Methods

The present study will use a self-administrated online survey in a convenience sampling approach to collect data from hotel employees in China. The target sample size is 500. The four constructs are measured by 62 items adopted from previous literature. A confirmatory factor analysis (CFA) will be conducted to evaluate the validity and reliability of each measurement item. Structural equation modeling (SEM) will be adopted to examine the proposed model.

Results/Discussion/Implication

The expected outcomes should show all supported hypotheses as in the proposed model. Theoretically, the present study would contribute to literature an empirical application of recovery experiences and WLB in the tourism and hospitality context. Practically, the present study should encourage more extensive implementation of recovery experiences as guidelines for organizational support (Lee, Choo & Hyun, 2016). The HR department should consider applying the Mindful Attention Awareness Scale (Brown & Ryan, 2003) in the recruitment process and provide employees training for mindfulness skills.

References are available upon request

#267 EXPLORING CONSUMER'S ELECTRONIC WORD OF MOUTH FOR ETHNICALLY THEMED GREEN RESTAURANTS.

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Introduction

The restaurant industry has experienced a tremendous shift toward sustainability in the last decade in response to the increasing environmental demands (Duff, 2012). In addition to the benefits toward the natural environment, green practices serve as a marketing tool and brand building strategy for restaurants seeking to increase their environmental visibility to foster consumer patronage.

Electronic word of mouth (eWOM) is important for consumers as it reduces the risk associated with the consumption of intangible services. For restauranteurs, eWOM about perceptions of green restaurants highlights the areas for improvement in their marketing strategy (Pantelidis, 2010). This study builds upon the premise that post-consumer restaurant experiences expressed in the online setting can portray aspects of restaurant green practices. The focus of the study is ethnically themed green restaurants as they have been understudied for their environmental efforts (D'Antuono & Bignami, 2012). Therefore, the purpose of this study was to explore consumers' green eWOM as expressed in online reviews to identify salient topics relevant to environmental practices in ethnically themed green restaurants in the U.S.

Methods

This study is exploratory in nature employing a qualitative research design. The sample consisted of 34 ethnically themed green restaurants that were filtered from a list of 619 restaurants with the green certification awarded by the Green Restaurant Association. We extracted restaurant reviews from Google Map for all the samples within the period between October 2017 and August 2019. The final dataset comprised of 250 green-related online reviews, including owner's responses. We followed Braun and Clarke's (2006) six-step strategy for thematic analysis with an inductive approach to allow patterns and meanings emerged into the themes (Adams, McCreanor, & Braun, 2013).

Results/Discussion/Implication

Two major themes emerged from this study. First, consumers' online reviews about their experiences in green restaurants revolved around the topic of *"sustainable food"* to a greater or lesser extent. Some consumers perceived sustainable food as supplementary to their dining experience, but it became the essence of it for their counterpart. Reviews around food quality, price and sustainable food seemed to be intertwined and comments about sustainable food remained positive as long as the food quality and price met the expectations. Whilst consumers' perceptions of sustainable food seem to have a positive influence on their opinions, restaurateurs need to keep in mind that food quality and price remain the focus of the restaurant.

Second, the emergence of green-related reviews as a way of *"communication"* occurred not only among customers but also between owners and consumers, supporting the advantageous use of online reviews as a marketing tool. Restauranteurs may take advantage of this tool as their environmental marketing strategy or service recovery tactic.

References are available upon request

#268 ROLE OF DEINDIVIDUATION BETWEEN PERCEIVED CROWDING AND TOURIST BEHAVIORS: MODERATING EFFECT OF ENVIRONMENTAL KNOWLEDGE

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Introduction

More tourism destination crowding has been observed, which potentially leads to social constraint for tourists and the destination itself (Shi, Zhao, & Chen, 2017). Destination crowding negatively affects destination image, tourist satisfaction, traffic, tourist safety, service quality, and tourist behaviors (Li, Zhang, Nian, & Zhang, 2017). Crowding has found to have associations with more deviant behaviors and less pro-environmental behaviors (Wang, 2016). When perceiving more crowding, tourists are more likely to engage in deviant behaviors, influencing travel experience and the environment (Li & Chen, 2017). Deindividuation, a reduction of public self-awareness, individuals becoming more invisible in a crowd, influences one's behavior as less constrained. With environmental knowledge, tourists should help in restricting deviant behaviors or promoting more environmentally sound behaviors. Overall, this study aims to examine (1) the relationship between perceived crowding (spatial and human crowding) and tourist behaviors (pro-environmental and deviant behaviors); (2) the mediating effect of deindividuation on the above relationships; and (3) the moderating effect of environmental knowledge on above relationships.

Methods

This study is to conduct an on-site self-administrated survey. Kulangsu Island, China, is selected as the study site considering the annual number of visitors and environmental damage done by tourist deviant behaviors. The target population is 18 years or older Chinese residents are visiting the site. Measurement items are adopted from previous studies. All constructs are measured on the seven-point Likert-type scale. The data will be analyzed using the 26th version of IBM SPSS for descriptive statistical analysis and AMOS for confirmatory factor analysis (CFA), assessing the validity and reliability of measurement items, and structural equation model (SEM) to examine each hypothesis. The data set will be split into two groups based on the level of environmental knowledge to investigate the moderating effects.

Results/Discussion/Implication

While both perceived spatial and human crowding are expected to negatively influence pro-environmental behaviors, positive significant relationship to deviant behaviors is expected. Deindividuation is expected to be negatively influenced by perceived spatial crowding but positively influenced by perceived human crowding. Deindividuation is expected to negatively influence pro-environmental tourist behaviors yet positively influence deviant tourist behaviors. Environmental knowledge is expected to have a moderating effect on the impacts on tourist behaviors. Under these claims, destination managers can better manage tourists' behaviors by influencing their perceived crowding and environmental education. This study will be the first one to incorporates deindividuation into tourism-related context, and the proposed model can be retested in various settings to study destination crowding and tourist behaviors further.

References are available upon request

#270 SEGMENTING CRUISERS BY VARIETY SEEKING TENDENCY

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Introduction

The modern cruise industry has steadily grown for decades and become a hefty, lucrative sector in tourism. With the rapid expansion, this market has introduced ample new cruise lines and cruise ships to embrace the hasty changes in cruiser profiles and preferences. Cruisers nowadays can select from copious options for their cruising vacations. Remarkably, they exhibit different variety seeking patterns and tendencies in their cruise choices—some sail with a single cruise line on various ships, whereas others explore multiple cruise lines to collect divergent brand experiences. Segmenting cruisers by their behavioral loyalty allows marketers to efficiently predict cruisers' future decisions and formulate corresponding strategies. Unfortunately, however, there is a dearth of such research. This study aims to contribute to the extant cruise literature by establishing a new and reliable behavioral segmentation approach, i.e. segmenting cruisers by their variety seeking tendency.

Methods

This study collected transactional data from 999 cruisers from the world's largest online cruise community, *CruiseCritic*. Among their 15441 cruising consumptions, 95% were purchased with the fifteen mainstream cruise lines in the North America market. After an elaborative data cleansing and variable computing process, the raw data of this study consisted of 999 cases and 84 variables.

To establish and test the new variety-seeking segmentation approach, a K-means cluster analysis was first conducted to determine the best number of segments. Then, analyses of variance examined the significance of differences among the segments' purchase frequency and brand switching tendency.

Results/Discussion/Implication

Based on the brand-level variety seeking tendency, we found four distinct cruiser segments: *enthusiasts* consistently sail with one cruise line, *loyalists* are devoted to one preferred cruise line with a modest variety seeking tendency, *2-branders* mainly sail with and switch between two preferred cruise lines, and *explorers* keep switching cruise lines without much adherence to any brands. Significant differences in cruise frequency and brand switching probability were found among cruiser segments, suggesting that our new segmentation approach is meaningful and reliable.

Segmenting cruisers by their variety seeking tendency empowers marketers to better predict customer future choices. Peculiar marketing strategies can be created for particular segments to intervene cruiser decisions. For example, cruising marketers can utilize consistent service quality to retain enthusiasts and loyalists but aggressive target promotions to attract 2-branders. Building upon the current study, a further investigation on impact factors of decision choices for each cruiser segment can be a potential future research.

References are available upon request

#271 IMPLEMENTING SUSTAINABLE TOURISM: THE CASE OF FAIR TOURISM IN SOUTH KOREA

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Introduction

While sustainable tourism principles generally necessitate tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment, and host communities, the implementation of sustainable tourism is complex and difficult. There is frustration that the general principles aren't put into practice (operationalized) more consistently across the industry (Higgins-Desbiolles 2010).

Thus, this article deal with Fair Tourism as a good example of implementing the practices in tourism sustainably (Lee et al. 2015; Park 2010; Jang et al 2010). Fair tourism, which was developed in South Korea, is one realm of sustainable development. This article addresses the development process of fair tourism in 3 streams of sustainable tourism, responsible tourism, and fair trade. After Fair Tourism has developed its own way, it has been adopted by several fair tour operators in Korea and they have taken the lead in the process (Byun 2016; Kim et al 2014). The article focuses on what affects to fair tour operators pursue fair tourism and why they start their business, how fair tourism tour operators manage and influence their supply chain to practice fair tourism, others efforts fair tour operators do, and how fair tour operators apply principles of sustainable development in their business as one area of sustainable development. Through this approach, implementing sustainable tourism as well as concept and current situation of fair tourism in South Korea can be discussed further.

Methods

Case studies will be conducted on key Fair Tourism operators and their suppliers using semi-structured surveys. This qualitative approach is appropriate as this is an exploratory study designed to develop a deeper understanding of an emerging trend.

Since there are only 6 fair tour operators in Korea including 'Imagine Peace Inc., Travelers Map Inc., Good travel Inc, Fair travel Korea Inc., approximately 2-3 participants, who have responsibility for creating tours and contacting suppliers, from each tour agencies and organizations will be targeted.

In semi-structured interviews, interviewer ask more open-ended questions and allow participants to have a chance to explore issues they feel are important rather than a straightforward question and answer format (Clifford 2003). The survey will address the following main 4 questions: What affects fair tour operators pursue fair tourism and why they start their business. To achieve and practice fair tourism, how they manage and influence their supply chain. Are there any other efforts fair tour operators do to practice fair tourism? As one area of sustainable development, how fair tour operators apply principles of sustainable development in their business.

Results/Discussion/Implication

As fair tour operators provide guidelines for travelers to let them behave sustainable practices, there will be the guidelines that each tour operators make to meet fair travel principles. Moreover, a deeper understanding of fair tourism is possible through this research.

This study can encourage future social enterprises, which will grow as fair tour operators, and provide guidance to start their business. By increasing the number of fair tour operators, fair tourism can be spread all over Korea and let other countries be interested in, helping to promote discussion and research.

#273 HOW TO ENCOURAGE MILLENNIALS' GREEN CONSUMPTION THROUGH SOCIAL MEDIA

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Introduction

Customers have become more conscious of and concerned about the environment and thus are more willing to purchase products from companies that share their concerns (Naderi & Steenburg, 2018). They are more willing to participate when they are informed about the green practices that hotels are involved in (Lee, Jai, & Li, 2016). Millennials, in particular, pay more attention to these green practices (Fischer, Bohme, & Geiger, 2017). In fact, seventy-five percent of millennials responded that they are willing to pay more for brands that are committed to contributing positively to the environment (Naderi & Steenburg, 2018). This provides an opportunity for hotel managers to convert this willingness into action. Specifically, social media can help hotels communicate their green practices to younger customers, and this may then influence hotel booking decisions (Lee et al., 2016; Lee & Blum, 2015; Zhao, Wang, Guo, & Law, 2015).

However, most customers have a negative image regarding hotels' green practices due to the lack of information about them. Despite the importance of green practices, limited research has been done on how guests perceive them within hotels and through social media posts targeting millennial customers. Since millennials are far more likely to take responsibility of the environment, and since the easiest way to reach them is via social media, this may be the most logical path for hotels when attempting to encourage their green consumption. Therefore, this research is aimed at understanding how millennials view hotels' environmentally friendly green practices on social media sites and how exposure to environmental practices influences their positive image, perceptions and intentions for green hotels.

Methods

We will develop a questionnaire based on previous studies (Han et al., 2017; Lee, 2019; Wang et al., 2018) to examine how exposure to social media content about environmentally friendly practices influences millennials' decision-making processes. We will collect data using a self-administered questionnaire through Quadrics, and we will use IBM SPSS Statistics 22 software for the descriptive statistics and the regression model. Participants will be millennial travelers born between 1981 and 1999 who have travel experience in the last 12 months.

Results/Discussion/Implications

Understanding millennials' pro-environmental behaviors (PEBs) and social media's role in green practices will help the hotels to increase potential customers' environmental awareness and intentions. The results will demonstrate the importance of social media's roles in illustrating the environmental practices of hotels and educating young customers. In addition, this research will contribute to the expansion of research approaches on millennials' decision-making processes so as to encourage their intentions based on PEBs and will inform hotel management of the results so they can effectively publicize their green practices through social media.

References are available upon request

#274 BARRIERS TO MANAGEMENT LEVEL POSITIONS FOR MINORITIES IN THE LODGING INDUSTRY

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Introduction

Minority employees have a crucial role in the workforce of the hospitality industry comprising 52.5% of employees (Jackson & DeFranco, 2005). The profile of overall lodging employment shows that 47.5% of employees are Caucasian, 25.1% Hispanics, 17.6% African American, and 5.5% Asian (U.S. Bureau of Labor Statistics, 2015). Contrarily, 66.9% of first/mid-level managers were Caucasian, and 33.0% of them are minorities, and the situation gets worse for executive/senior level managers, as only 19.6% of them were minorities (U.S. Bureau of Labor Statistics, 2015).

Previous studies indicate that organizations can gain a competitive advantage by providing diversity in management practices (Madera, 2013; Richard, 2000). To improve perceived organizational diversity climate, hoteliers may need to focus on having a diverse managerial team. To accomplish this, it may be crucial to explore the reasons behind the under-representation of minorities in supervisory and upper-level management in the U.S. lodging industry. Hence, the purpose of this study is to explore the barriers to promotion in the U.S. lodging industry for minority employees. More specifically, the relationship between perceived organizational diversity climate and career prospect will be investigated.

Methods

The sample will comprise of alumni from undergraduate hospitality and tourism programs in the U.S., who are currently working in the lodging industry. The first part of the questionnaire will examine the hotel employees' perception about the diversity climate. The perceived organizational diversity climate will be assessed using measures adapted from Mor Barak, Cherin and Berkman, (1988). The second part of the questionnaire will assess the career outcomes by measuring the number of promotions received, organizational tenure by years employed, and job tenure by years employed for the same management position. The last part of the questionnaire will ask demographic characteristic of participants such as gender, age, race/ethnicity, education, job title, and years of work experience, and time passed after graduation and a recent promotion.

Descriptive statistics and ANOVA with Tukey's post hoc analyses will be conducted to assess differences in perceived organizational diversity climate and perceived barriers among different race/ethnic groups. In addition, Pearson bivariate correlation coefficients with Fisher's Z-test will be calculated to see if there is a difference between correlations between perceived organizational diversity climate and the number of promotions received across two populations: Caucasian and ethnic minority employees.

Implications

This research will evaluate perception of the minority lodging employees who graduated from a hospitality and tourism program in the U.S. about organizational diversity climate by focusing on organizational fairness and organizational inclusion factors. The study will examine whether perceived organizational diversity climate have influence on career outcomes. Human resources manager in the lodging industry may benefit from the findings and the insights may help human resources managers to evaluate organizations diversity practices within their hotels.

#275 AN INVESTIGATION OF SOLID WASTE GENERATED BY SELECT SERVICE HOTELS IN SOUTH FLORIDA

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Introduction

Every night about 4.8 million Americans sleep in hotels, producing as much solid waste as they do at home (American Hotel and Lodging Association, 2015). Total solid waste generation has increased from 243 million tons generated in 2009, and 2012 when the figure had reached 251 million tons (United States Environmental Protection Agency, 2012). Among many reasons for the increase, some part might be attributable to the solid waste generated by hotels that provide complimentary breakfast. Such properties are typically select - or limited-service hotels without a restaurant on premises. Currently, there are 30 hotel chains offering a free hot breakfast. These hotels largely depend on Styrofoam or paper plates, cups, and plastic utensils in serving the free breakfast to their overnight guests, which will end up in the local landfill. We find it plausible to suggest that the amount of solid waste generated by hotels in general has been impacted by the fact that the free hot breakfast has become a critical amenity and standard service at the select and limited-service hotel in the U.S. Therefore, the purpose of this study is to investigate the amount of solid waste generated each day by select/limited service hotels in South Florida that offer a free hot breakfast and to alert local authorities, hoteliers, and guests of the need to participate in waste reduction and prevention.

The results of the study will inform private and public sector entities as to the potential benefits of converting from the use of Styrofoam and other non-recyclable materials. Also, the results will contribute to the body of waste-management research and the researchers hope, increase awareness in academia, the South Florida community, local government, and the lodging industry that may help them develop improved strategic waste-management systems in select/limited service hotels.

Methods

A group of two research assistants will stay at a select/limited service hotel that offers a free hot breakfast as a real guest and examine the disposables used by the hotel. They will log how much of solid waste is trashed per guest per meal during breakfast hours (6 AM to 10 AM). They will also observe the operation status of the recovery system by comparing the record of the total amount of solid waste before and after treatment and the cost calculation generated during the solid waste treatment process. Lastly, they will observe how well each hotel promotes recycling and waste reduction and prevention to their guests as they record the percentage of guests participating in the hotel's promotion.

Results/Discussion/Implication

The results of the study will quantify the amount of solid waste generated in a hotel offering free breakfast. The average amount for weekdays and weekends that is monitored will serve as the first target to beat by a hotel as a whole and be set a moving target. The target will be prompted to be gradually decreased with a nudge message that guests would feel motivated to voluntarily reduce personal trash while having a breakfast at the hotel.

References are available upon request

#276 SHARING DINING EXPERIENCES ON SOCIAL NETWORK SITES: THE EFFECT OF COMPANY'S RESPONSE ON CUSTOMER'S BEHAVIORAL INTENTION

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Introduction

The increase usage of SNS has brought changes in people's daily lives by allowing people to share their experiences online. Previous research shows that sharing experiences makes the consumption more socially visible which strengthen consumers' relationships with the brand being shared (So *et al.*, 2018). As such, many firms are encouraging customers to share their experiences on SNS and actively responding to their shared-contents. While there is evidence of customers sharing their experiences on SNS, few studies have examined the consequences of sharing experiences with respect to the presence of responses from firms. With this paucity in mind, this study has the following research objectives: (1) to examine the impact of sharing different valence of dining experiences (satisfying vs. dissatisfying experience) on customer's post evaluation of the shared experience and intention to revisit, when dining experiences are shared (vs. not shared) (2) to test the effect of receiving a response from company on outcome variables, and (3) to examine the effect of different types of response from company (tone of voice: human vs. organizational; length: short vs. long) on outcome variables.

Methods

To test the hypotheses, this research conducted three studies using between-subjects experimental designs. Study 1 used a 2 (sharing experience type; satisfying vs. dissatisfying) X 2 (sharing behavior; sharing vs. not sharing) between-subjects experimental design, Study 2 utilized a 2 (sharing experience type; satisfying vs. dissatisfying) X 2 (company response; response vs. no response) between-subjects experimental design, and study 3 used 2 (sharing experience type; satisfying vs. dissatisfying) X 2 (tone of voice; human voice vs. organizational voice) X 2 (length; short vs. long) between-subjects experimental design. Amazon's Mechanical Turk (MTurk) was utilized to recruit participants and the survey was developed on Qualtrics. Questions were asked in a 7-point Likert scale covering realism check questions, manipulation check questions, demographic characteristics, post evaluation, and intention to revisit, modified from existing scales. Incomplete responses and those who failed the attention check questions were deleted.

Results/Discussion/Implication

A MANOVA was performed to test the effect of sharing experience on post evaluation and intention to revisit, and moderating effect of sharing behavior (sharing vs. not sharing), company response (response vs. no response), tone of voice (human vs. organizational), and response length (short vs. long). The results of the three studies showed the main effect of sharing experience was significant. The findings show that sharing an experience on SNS influence on sharer's post evaluation, which leads to revisit intention. Also, the interaction effect was significant between sharing experience and sharing behavior, which implies that sharing behavior can alleviate the negative experience. In addition, the three-way interaction between sharing experience, tone of voice, and response length was marginally significant, which indicates that in satisfying experience, human voice does not affect on intention to revisit whereas shorter organizational voice is higher in intention to revisit.

#277 ACCEPTABILITY FACTORS OF ARTIFICIAL MEAT AND CONSUMERS PERCEPTIONS IN RELATION TO THEIR DEMOGRAPHIC AND SOCIO-ECONOMIC TRAITS

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Introduction

The global livestock industry has come under increasing scrutiny in recent years due to the scale of its environmental, ethical, and human health impacts (Scollan et al., 2011).

Artificial meat is a new type of innovative food, its emergence can solve the growing problem of sustainability in the future. However, with the initial formation of the artificial meat industry, consumers' acceptance criterion of artificial meat is ambiguous. In order for the artificial meat companies to overcome the technical problems, more data about consumers' cognition towards artificial meat is needed.

This study, therefore, is an attempt to find out what kind of artificial meat consumers may like by investigating the relationship between personality characteristics, personal preferences and the traits of artificial meat. It also reports the relationship between consumer demographics (age, earning potential, knowledge levels) and acceptability of artificial meat.

Methods

Using a questionnaire, the data of consumer attitude towards artificial meat was collected and analyzed (non-parametric correlation, chi-square test) through SPSS, and the significance level was set to 0.05.

Results/Discussion/Implication

This study demonstrates that the pursuit of artificial meat by people younger than 28 is that it tastes similar to real meat, while people over 28 begin to pay more attention to the importance of taste. People under the age of 18 have no idea about the development of artificial meat. Surveys show that the most important reason for consumers' willingness to consume artificial meat was found to be food safety.

Among the sensory characteristics, the texture was the main concern followed by flavor. The current study has a better representation of consumer groups as the former study heavily relied on scientists and personnel working in the meat industry that created an inherent bias in the data. The chi-square test showed that consumers' demographic characteristics are related to the partial perceptions of artificial meat.

Through this research, we can better understand how consumers treat human-made meat. As a human-made meat company, what we should do is to make human-made meat more transparent, rather than keeping it secret like slaughtering. The results contribute to our understanding of different gender and age have different views on artificial meat, which provides a reference for the future development direction of artificial meat, marketing channels, and product ingredients.

References are available upon request

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#278 SMART HOTEL SYSTEM: FACTORS INFLUENCING THE PERCEIVED SMARTNESS

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Introduction

Technology plays an important role in the hospitality industry nowadays. The technological advances of the past decades have shaped the ways in which the hotel and tourism industry operate (Buhalis 2003; Middleton et al. 2009). Through a range of hardware devices and software platforms and applications, businesses and consumers have become interconnected in the travel process, resulting in a meaningful interrelation and a convergence of people, technology and more personalized tourism experiences (Neuhofer et al. 2012).

The aim of this research is to examine consumer responses to smart hotel system. This study focuses on factors influencing the perceived smartness which in turn influences affects consumers attitude and behavioral intentions towards smart hotel system. Previous knowledge and feedback have an impact on individuals' attitudes towards technology, and are very likely to influence future behaviors (Ajzen and Fishbein, 2005). Thus, customers' technology innovativeness is considered as a habitual factor in this study which may predict their future behaviors. According to the Technology Acceptance Model, individuals' attitudes towards technologies are mainly determined by usefulness and perceived ease-of-use (Davis et al., 1989). Different levels of smartness and autonomy may affect customers differently. Privacy concern is also added as a potential factor that influences customers to adopt new technology.

Given that, level of autonomy, technology innovativeness, perceived smartness, privacy concern and customers' behavioral intention are involved in the conceptual model. Three hypotheses were developed and experimental design will be used to examine the hypotheses.

Methods

This study uses a 2 (Autonomy: High vs. Low) x 2 (Technology Innovativeness: High vs. Low) x2 (Privacy Concern: High vs. Low) between-subject experimental design to test the hypotheses. An online questionnaire used in this study includes a series of scenarios related to hotel smartness in a fictional hotel called Hotel O. The adult consumers recruited via Amazon MTurk will be required to complete questions regarding privacy concern and technology innovativeness. They will then be asked to read one of two scenarios carefully, and imagine themselves are in the real situation or recall their latest similar experience, they then complete a series of questions measuring the perceived smartness and their attitude and behavioral intentions towards the Hotel O.

Implication

The results of this study are expected to support hotels to manage their smart technologies more efficiently and satisfy guests' needs. Smart technology now is of particular interest to the tourism and hospitality industry, in which commoditization, competition and high customer expectations drive the need for differentiation (Peterson 2011). The efficacy is critical, to hotel operation, while at the same time, the management should also pay attention to and address customers' rising concern like privacy issues.

References are available upon request

#279 A STUDY OF MESSAGE FRAMING ON VIDEO SHARING SOCIAL MEDIA: SOURCE EFFECT, SELF-CONGRUITY, PRIOR KNOWLEDGE, AND IRREVERENCE

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Introduction

Today, an essential part of presenting one's social experience is posting photos and videos on their social media. Along with many other social media platforms, YouTube has become the world's largest video sharing website. Likewise, more and more online users are now actively posting their video contents on their own channels on YouTube in order to interact with others, share their memories, and by doing so, to become an influencer. Here, the people who upload their posts on YouTube are so-called 'YouTubers', and these influencers or opinion leaders possess a strong power to affect their viewers or followers. Due to their effect, companies started to shift their gears toward influencers in order to advertise their products or services. As advertising on social media is on the rise, whereas television is on the decline, it is more important than ever to keep an eye on to the new type of 'celebrity', YouTube influencers.

The purpose of this study is to investigate influential aspects of YouTube influencer and its impact of the messages that would eventually affect viewers' attitude and behavior toward influencer as well as advertised product. Several hypotheses will be examined through the different lens of source effect, self-congruity, users' prior knowledge, and message type (one- vs. two- sided message) by measuring the effect with several different settings.

Methods

To accomplish the task, 2 (source effect) x 2 (self-congruity) x 2 (message framing) of between-subject experiment will be conducted. Several variations will be adopted here: source effect (i.e., influencer's popularity (number of followers)), self-congruity (i.e., consistency of influencer's ethnic feature or gender), and message framing (i.e., one-sided message vs. two-sided message) as well as viewer's prior knowledge about food. After the video, subjects will be asked several questions related to their attitudinal aspects (e.g., toward influencer and food), and their purchase intention of the food. To specify, our targeted respondents will be focused on young Millennials and Gen Z, mainstream users of social media including YouTube. The data will be examined by using multiple statistical analysis.

Results/Discussion/Implication

The study contributes to finding further knowledge of the influential cues of YouTube influencers and users. The findings are anticipated that congruity between YouTube influencers and viewers would bring positive attitude toward influencer as well as the product, which would eventually lead to their purchase intention. At the same time, the ANOVA result will show how prior knowledge or experience toward food brings a different level of attitude and purchase intention to the consumers. Also, two-sided messages are expected to bring more trustworthy and credibility to the users than one-sided messages. Finally, this study proposes the overall framework of how YouTubers can better deliver their message to the viewers. With the result, this study is will be helpful to better understand influential cues, and how these evidence can affect users in different ways.

#280 WHO SHOULD WE REALLY BLAME? SERVICE FAILURE AND RECOVERY IN PEER-TO-PEER ACCOMMODATIONS

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Introduction

The tourism and hospitality industry has witnessed a notable transformation as peer-to-peer (P2P) online platforms have enabled people to rent out their rooms or condominiums to other individuals. In particular, Airbnb has experienced rapid growth connecting a total number of more than 400 million guests across more than 65,000 cities (Cheng and Jin, 2019), becoming one of the most well-known P2P accommodation platforms (Volgger et al., 2019). In a P2P setting, Airbnb plays a role as a platform provider in facilitating individual-to-individual transactions (Moon et al., 2019). Such dynamic interactions inevitably cause more complaints and resolutions between them (Shuqair et al., 2019). While extensive literature has examined service failure and recovery in many traditional service settings, little research has been conducted to examine service failures that involves multiple parties (i.e., platform, host, and guest). To fill this critical knowledge gap, this investigation, across multiple studies, aims to examine the effects of locus of service failure, source of recovery initiatives, and brand familiarity on consumer emotion, relational commitment, and repurchase intention.

Methods

Amazon's Mechanical Turk (MTurk) was utilized to access the research data. A pilot study with 160 participants was conducted to ensure the effectiveness of the stimulus materials. Two main studies were subsequently conducted. Study 1 involved an experimental study with a between subject 2 (locus of service failure: customer, host) × 4 (source of recovery: platform, host, jointly by platform and host, jointly by host and guest) design. We randomly assigned 160 participants to one of the eight scenario conditions. Study 2 involved an experimental study with a between subject 3 (locus of service failure: customer, host, platform) × 2 (brand familiarity: familiar, unfamiliar) × 4 (source of recovery: platform, host, jointly by platform and host, jointly by host and guest) design. We randomly assigned 480 participants to one of the 24 scenario conditions.

Results/Discussion/Implications

Having confirmed successful manipulations of the independent variables, a multivariate analysis of variance (MANOVA) was used to analyze the data. For study 1, the results showed that respondents had significantly higher ratings on repurchase intention, relational commitment, and emotion when the service failure was caused by a guest than it was caused by a host. The results also indicated that source of service initiatives affect repurchase intention and relational commitment. For study 2, the results showed that respondents had significantly higher ratings for Airbnb on repurchase intention, relational, and emotion than for Homego. The results again showed that respondents had significantly higher rating on repurchase intention for Airbnb when the service failure was caused by a guest than it was caused by a host. The results also indicated that source of service initiatives affect repurchase intention and relational commitment. The findings shed light on how practitioners in the peer-to-peer accommodation sector can improve their recovery satisfaction of a service failure.

#281 WHY DO PEOPLE KEEP ATTENDING FESTIVALS WHERE A VARIETY OF ACCIDENTS ARE? THE OPTIMISM BIAS AND REVISIT INTENTION IN THRISSUR POORAM FESTIVAL IN INDIA

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Introduction

Religious festivals are the essential and integral part of human civilization, life, and culture of people from the history of humankind. These festivals bring the people all together for various activities which create a mood for enjoyment and a wide variety of celebrations.

India, the land of diversity and the country famous for its diverse culture, language, and religion. There are a lot of religious festivals celebrated through the length and the breadth of the country concerning various religion and culture. The cultural tourism development of India had a significant contribution from the religious festivals in India. The Indian Ministry of Tourism has included these religion-based festivals as a part of cultural tourism. Thrissur Pooram is the annual Hindu temple festival held at Thrissur district, in the state of Kerala. It is one of Asia's largest religion-based event, which has a significant impact on Indian cultural tourism. Each year Pooram attracts many domestic and international visitors. The visitor and attendees will enjoy many elephant procession, traditional percussionists and high-intensity fireworks.

Revisit intentions and optimism bias

The research will be focusing on the revisit intentions of the attendees of Thrissur Pooram in consideration with the firework accidents and accidents related to elephant processions. The attributes measured to analyze revisit intentions include the level of optimism bias, the previous accident experience related to fireworks or elephant procession, awareness among these accidents and precautions taken from the part of attendees while participating in Thrissur Pooram. In the context of Thrissur Pooram, festival attractiveness, pervious accidental experiences and awareness of festival accident as influential factors on visitors' revisit intention. Optimism bias can be considered as a Cognitive bias where people believe that they are very less likely to experience an adverse event in their life.

The research hypothesis is;

H1: Previous accident experiences will influence the festival visitors' revisit intentions
H2: Accident precautions and awareness will affect the festival visitors' revisit intentions
H3: Optimism bias influences the festival visitors' revisit intention.

Methods

The data was collected from the attendees of Thrissur Pooram 2019, which was held in the month of May 2019. A well-structured questionnaire was developed for data collection. Out of 530 questionnaires used, 518 surveys were collected back from the respondents. The correlation and hierarchical regression analysis were used for the data analysis.

Results

The results show that previous accident experiences, awareness of festival accidents, and optimism bias significantly influence the visitors' revisit intention. The influence of the accident experience, awareness and precaution and optimism bias are clearly visible from the correlation and hierarchical regression analysis. The analysis clearly has implications on the research hypothesis formulated.

#282 TOURIST LANDMARKS AND SOCIAL MEDIA PHOTO SHARING BEHAVIOR: THE MODERATING ROLE OF CULTURE AND GENDER

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Introduction

One notable trend of travel-related photographs is that a majority of travelers take photos with smartphone and share the photos on social media (Wang, Xiang, & Fesenmaier, 2016). In terms of photo-taking behaviors, travelers take a selfie or a landscape shot, and post their travel photos with a hashtag or a geotag, and comments. This is a traveler's new way of communicating with others and expressing themselves.

In destination marketing, landmarks play a significant role in attracting travelers to the destination. For example, when people think about a tourist destination, a landmark is at the top of mind such as Eiffel tower-Paris relations. Therefore, symbolic landmarks can stand for the entire city (Presson and Montello, 1988), and also enhance the image of the city which is a core factor in destination choice (Gartner, 1993). The automated landmark-destination appears more substantial on photo-sharing social media.

To date, what is lacking in previous research is an investigation of the relationship between travelers' photo-sharing behavior and the types of landmarks. It is logically assumed that different types of landmarks can cause travelers' photo-taking behaviors on social media. It is also reasonably posited that the relationship between the types of landmarks and photo-sharing behaviors will vary depending on travelers' cultural background and gender. Therefore, the purposes of this study are to 1) examine travelers' photo sharing behavior in social media depending on the types of landmarks, and 2) examine the moderating role of cultural background and gender between the types of travel-related and social media photo sharing behavior.

Methods

We propose two main factors, namely types of landmarks and social media photo sharing behavior. Also, this study will regard cultural background and gender as moderating roles between the two factors. An online survey instrument will be developed based on literature review. All measurement items will be adopted from previous studies and modified to fit the purpose of this study based on the proposed model.

Future implication

This study explores the social media that has an enormous impact on travelers' behaviors by testing the relationship between the types of landmarks and photo-sharing behavior in social media. Practically, the results of the study will be expected to provide relevant agents with meaningful insights in terms of how to develop and promote the city's landmarks depending on the types to inspire the target social media users. The academic contributions of the study lie in the fact that this paper extends the frontier of travelers' photo-sharing behavior in social media associated with the types of landmarks. More implications will be discussed in the full paper.

#283 MODELING SENTIMENTAL RESPONSE TO SERVICE PERFORMANCE BASED ON CUSTOMER'S VOLUNTARY FEED-BACK BEHAVIOR : EVIDENCE FROM CUSTOMER REVIEW DATA FOR GOURMET RESTAURANTS

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Introduction

Consumers who consume high-involved products, such as gourmets, have high expectations for services while the zone of tolerance (ZOT) to the service tends to be very narrow (Johnston, 1985). Therefore, the higher the expectations for a service, the more important it is to understand the "true" response of consumers to reduce service failures. However, conventional methods have some limitations in that they measure the service performance perceived by the consumer with tools designed manually by researchers; 1) the traditional approach is limited to reflect the voluntary feed-back from the consumer; 2) the conventional measuring tools are less capable of describing industry-specific and context-specific features; 3) there is a time gap between when the perception of service quality occurs and when the actual survey is conducted.

Therefore, this study aims to measure service quality and model the sentimental response to the service performance by using post-designed and context-specific measurement based on reviews, which are part of customer's voluntary feed-back behavior.

Methods

This study collected 54,868 reviews of 2,534 restaurants from "Poing", a gourmet restaurant review platform in South Korea. The attributes of the collected data consist of restaurant name, restaurant type, average menu price, review and ratings. After preprocessing review text, 20 topics were discovered through Latent Dirichlet Allocation (LDA) known as Topic Modeling. From clustering similar topics among 20 topics, seven dimension of service performance was finally constructed.

Meanwhile, the sentimental dictionary built by penalized logistic regression was composed of 1,179 positive words and 984 negative words. Using the result of LDA and sentiment dictionary, we derived the sentiment score corresponding each service dimension, which quantify the perception of customers. The service sentiment score for individual can be defined as the product of the sentiment score from sentiment dictionary and the probability that each term is assigned to the corresponding topics. In order to model sentimental response to service performance, this study adopted the random utility framework and estimated the latent class logit model.

Results/Discussion/Implication

We found three different segments which means that customers have heterogeneous utility structure. Each of the segments has different response to the seven service features. Moreover, as the payoff (menu price) increase, customer have more negative response although the degrees of price sensitivity are differentiated by segment. In conclusion, in the case of high-involved experience goods, especially gourmets, service performance can be measured by post-designed method. It is essential to identify the service performance measured from huge data voluntarily generated by consumers to induce positive sentimental response and ultimately to improve financial performance

#284 THE INFLUENCE OF YOUTUBE ETHNIC FOOD CHANNELS ON VIEWERS' TRAVEL INTENTION: AN ANALYSIS OF SOURCE CREDIBILITY, FOOD CONSUMPTION VALUE, INVOLVEMENT, AND DESTINATION IMAGE

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Introduction

Food tourism has grown significantly due to the wider desire of travelers to experience the exotic culinary culture (Jafari, Taheri, & vom Lehn, 2013; Oates & Bujarski, 2016). Many destination management organizations (DMOs) utilize local food as a promotional cue to attract more travelers (Lin, Pearson, & Cai, 2011; Oeltier, 2017).

Social media platforms such as YouTube has launched user-generated video-sharing channels, and their influences on consumers have significantly increased (Whitaker, 2017). In the tourism literature, many studies demonstrate that YouTube video contents profoundly influence travelers and, as a result, these social media interactions are actively driving travelers' destination choices (e.g., Tiago, Moreira, & Borges-Tiago, 2019).

With the realizations, we assumed that food-related YouTube contents possibly influence the image of the destination and, furthermore, travelers' intention to visit the destination. Thus, the main purpose of this study is to identify salient factors on YouTube users in terms of food-related channels examining the link between ethnic food and tourism. In this study, we examined the influences of 6 attributes accounting for YouTubers' source credibility (i.e., trustworthiness, expertise, and likability) and perceived food values (i.e., global, attractive and exotic food) on viewers' involvement and destination image, and finally to the intention to travel the destination.

Methods

For the analysis of this study, we utilized a survey adopting an experimental design to collect data. Before the survey is launched, we chose exemplary video clips dealing with Korean foods shared in YouTube website based on criteria and show the randomly selected clip to participants. After individuals watch a certain video clip, they were asked to answer the questions regarding influencer, food, involvement, destination image, and intention to visit. We conducted a pilot study and a total of 100 students participated in the study targeting college students in Midwest area. After some data were eliminated due to the incomplete responses and extreme outliers, a total of 94 surveys were used to analyze the data.

Results/Discussion/Implication

In summary, people show interests on the video and begin to generate certain image of destination when they feel the YouTuber or food content seems very attractive. It implies that attractiveness shows the most vital impact on viewers' perception generative process. Moreover, involvement acts as a prequalifying role in the travel decision making process, whereas perceived destination image from the video does not always lead to increasing travel motivation. It draws critical inference where people do embrace the new information when the content is relevant to their own life, and do not appreciate it in opposite situation.

Theoretically, this study would extend the frontier of tourism marketing study elucidating the impact of YouTubers in the context of food tourism. Practically, this study would provide tourism industry practitioners and DMOs with better marketing strategies through YouTube channels considering both YouTube influencers and message contents.

#286 TWO-STEP APPROACH TO OPTIMAL LABOR SCHEDULING AND TASK ALLOCATION IN COMPANY-WIDE PERSPECTIVE: FOCUSING ON THE CASE OF A FINE-DINING RESTAURANT IN SOUTH KOREA

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Introduction

In respect of operations management, cost reduction at the store level is an important management activity that increases relative profitability. As the restaurant industry matures, managers need to focus on optimizing resource usage rather than increasing revenue. Especially in Korea market, many restaurants face the burden of cost, one of prime cost(Dittmer & Keefe, 2009), as the minimum wage is rapidly increased to 29% in the past 2 years. Therefore, it is very important challenge to reduce labor cost in restaurant industry. It is not the best solution to reduce the number of staffs to save the labor cost because there are lots of constraints to need to meet the service provision environment. For example, if you cannot meet the minimum service level, customer satisfaction will reduce, and lower customer satisfaction will affect the intention to revisit the restaurant (Lee et al., 2003).

In this respect, this study attempted to solve the problem of achieving the objective function that minimizes labor costs under the constraints of service provision environment. In addition, this study attempted to solve the problem of assigning shifts to assign appropriate tasks according to the positions and job characteristics of individual staff.

Methods

Data collection was based on the case of a fine-dining restaurant located in Seoul in South Korea. The restaurant consists of four floors and each floor has a different type of restaurant. The operation hours of restaurant are different, and the whole restaurant tried to reduce labor costs in company-wide perspective by some staffs working on multiple floors. The number of staffs needed for each floor in each hour was collected by interviewing the managers on each floor. Shifts of staffs were decided through consultation with the restaurant.

This study used integer linear programming problem to find optimal number of staffs and optimal task allocation for each staff. Objective function of these decision problems is minimizing total labor cost. We decided constraints under the labor standards law in South Korea. And we used staff positions to meet the minimum service level. We have simulated the labor cost in consideration of various scenarios, assuming several contract types.

Results/Discussion/Implication

This study demonstrate that labor cost can be further reduced through a company-wide perspective rather than the independent floor scheduling which imply that there was a leak in the existing scheduling scheme. Furthermore, comparing several scenarios, we discover that flexible operations of shift resulted in more labor savings. The second implication of this study is this model is considering not only the number of staffs but also the position of the staffs when assigning tasks to satisfy the service level. This is meaningful in that it offers more realistic solution for real restaurants.

#287 THE MODERATING EFFECT OF DESTINATION SOCIAL RESPONSIBILITY ON PRO-ENVIRONMENTAL BEHAVIOR IN THE VIP MODEL

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Introduction

Given concerns about negative environmental and social impacts on tourism destinations, recent tourism research has paid attention to tourists' roles in developing sustainable tourism practices across various settings. A recent model, biospheric values– environmental identity–personal norms (VIP) model has proved parsimonious yet significant in predicting tourist behaviors. To mitigate the negative effects, a new environmental concept, destination social responsibility (DSR) has been also introduced to promote the sustainable growth of tourism destinations in three areas: economic, environmental and social. By integrating the concept of DSR into the VIP model, this study examined tourists' pro-environmental behaviors in a nature-based destination. The objectives of this study were 1) to assess if the VIP model describes tourists' pro-environmental behaviors in the destination and 2) to identify if the three DSR dimensions moderate the effect of personal norms on the behaviors.

Methods

The measurement consisted of a total of 26 items on a *5*-point Likert-type scale, including biospheric value (4 items), environmental self-identity (3 items), personal norms (4 items), pro-environmental behavior (3 items) and 4 items for each DSR dimension- economic (ESR), environmental (VSR), and social (SSR) respectively. An onsite survey was conducted to tourists who visited to the Upo Wetland, South Korea. The VIP model was examined using structural equation modeling (SEM). Latent moderated structural (LMS) equations was further examined the moderating effect of DSR. Log-likelihood ratio test, the interaction coefficient, effect size (f^2) of the interaction effect, and simple slopes determined the moderating effect.

Results/Discussion/Implication

With the final data of 433 valid responses, the measurement model showed a good fit ($\chi2$=600.656, df=278, $\chi2/df$=2.16, p <.001, CFI=.947, TLI=.938, RMSEA=.052). The SEM for the VIP model displayed a marginal fit ($\chi2$ =306.736, df=74, $\chi2/df$=4.15, p <.001, CFI=.920, TLI=.902, RMSEA=.085). The hypothesized paths in the VIP model were all statistically significant ($\beta_{\text{value}\rightarrow\text{identity}}$= .56, $\beta_{\text{identity}\rightarrow\text{norms}}$= .80, $\beta_{\text{norms}\rightarrow\text{ behavior}}$= .82). The LMS indicated that DSR, particularly, VSR dimension was a significant moderator, with log-likelihood ratio difference (D) of 4.53 (df=1), a significant interaction coefficient of the VSR (β = -.15, p = .015), the effect size (f^2 = .02), and the simple slopes analysis. The finding revealed that VSR had a negative moderating effect, implying that as VSR increases, the impact of personal norms on pro-environmental behaviors decreases. That is, if VSR is highly presented, VSR is a more important factor than personal norms for tourists to engage in pro-environmental behaviors.

Overall, this study identifies an enhanced conceptual framework for representing tourists' pro-environmental decision-making process by incorporating DSR into VIP model. This study expands the literature on DSR to the sustainable tourism context by offering a unique, concrete view to identify a significant role of DSR. This study also provides destinations with practical implications to promote effective programs for tourists' pro-environmental behaviors.

References are available upon request

#288 THE BLEEDING WOUND OF HOSPITALITY INDUSTRY: TURNOVER ISSUES FROM EMPLOYER PERSPECTIVE IN CASE OF SOUTH CAROLINA

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Introduction

As the hospitality is a labor-intensive industry, turnover issues stand as the biggest challenge in terms of employment in the hands of the employers. Turnover rates range between 60% and 300% (Lee & Way, 2010; Moncarz et al., 2009). It increases recruiting and training costs as well as creating unrest among staff and customer dissatisfaction (Cho et al., 2009). In this proposed qualitative research, it is focused on non-managerial turnover issues in hospitality from employer perspective in case of South Carolina (SC). The state of SC – the focus for this study – is largely dependent on the tourism and hospitality industry, the No. 1 industry in the state employing approximately 250,000 people, roughly 10 percent of the state's total workforce. However, a recent Government Task Force identified several key workforce challenges faced by the industry in the state (SCRLA, 2017). These include the general lack of attractiveness of tourism and hospitality as an employment choice; the difficulty of recruiting workers into the sector; recruiting workers with the right skill levels; the problem of labor shortages during peak seasonal periods, particularly in light of new tighter immigration policies. Any issue in the industry that may cause service failure may end up being an economic problem in the region. For that reason, turnover issue needs to be taken care of strategically. However, before attempting to develop a better human resource strategy in order to deal with high turnover rates, the causes of the turnover culture must be diagnosed. The purpose of the proposed study is to examine the reasons of voluntary non-managerial employee turnover from employer perspectives in case of SC.

Methods

Tourism workforce researchers have acknowledged the value of using quantitative research methods to enhance understanding of key issues (Ladkin, 2016; Cairncross & Buultjent, 2007). In this proposed qualitative research, it is focused on voluntary non-managerial turnover issues in the hospitality industry from employer perspective in case of SC with interviewing a number of professionals in the hospitality industry who currently hold managerial positions and who have hiring authority. In order to reveal the reasons behind turnover issues, in-depth interviews with the professionals who hold managerial positions in the hospitality industry in SC will be conducted. Content analysis will be performed to analyze and summarize the factors for employee turnover. Research interest is developed on the basis of the current turnover issue in SC. To examine personal insights in employee turnover, symbolic interactionist approach will be employed (Flick, 2007a; Willis et al., 2007). During the interview, employers will be asked about their own experiences and observations regarding employee. Participants will be selected from hospitality industry representatives from SC experiencing the problem in the first hand. The sample size will be determined by data saturation (Francis et al., 2010; Guest et al., 2006). However, the targeted number for sample size is 20 participants at least. Data processing and analysis interviews will be recorded on a digital platform and transcripts will be produced and then imported to the NVivo 7.

Results/Discussion/Implication

From a practical perspective; the findings are expected to provide a scientific assessment of the voluntary turnover issue, one the key labor challenges in the industry.

From a theoretical perspective, it is anticipated that the findings will provide an opportunity to evaluate turnover issues through the lens of social exchange theory.

#289 IDENTIFYING SOCIAL MEDIA AS IMAGE FORMATION AGENTS THROUGH SCALE DEVELOPMENT PROCEDURE

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Introduction

Destination image reflects a tourist's impression of a tourism destination. The formation of this mental image is shaped and reshaped by the exposure to external information sources. Social media (SM) has become a popular channel for information about destinations for tourists. SM hosts a discrete variety of information sources including news media, destination organizations, and tourist reviews. These sources can collectively function to portray places as image formation agents (IFA) in three perspectives of Autonomous, Induced, and Organic (Gartner, 1993). The Gartner's IFA framework has provided a valid, reliable perspective to evaluate destination image sources. While numerous studies have discussed SM within the tourism context, little research has classified different perspectives of SM, which results in a limited understanding on the IFA dimensions and measurement within the SM context. Therefore, by applying Gartner's approach, this study identified sources of SM based on the typology of IFA categories and developed a measurement scale for SM.

Methods

According to the IFA framework, this study classified diverse information sources in SM and conducted a series of studies to develop a multi-item scale (Churchill, 1979; Carpenter, 2018; Hinkin, Tracey, & Enz, 1997). The scale development process involved three stages: item generation, purification of measurement, and validity tests.

Results/Discussion/Implications

In the item generation stage, the review of IFA literature generated an initial set of 15 items for three IFA categories. In-depth interviews with 11 social media users was followed and a total of 19 items were identified. In the next stage of measurement purification, exploratory factor analysis (EFA) was conducted to explore an underlying factor structure using the 19 items. Data were gathered from a survey of 195 respondents via Qualtrics. Four factors emerged to represent Autonomous (4 items), Induced (4 items), Organic1 (2 items), and Organic2 (2 items). Afterwards, CFA was conducted with a total of 755 respondents, recruited via Qualtrics. The data were split randomly into two groups: Group 1 (n=300) and Group 2 (n=455) to confirm the reliability and validity of the measurement model. The measurement models for both groups showed an acceptable model fit to the data: Group 1 ($\chi 2 = 120.01$, $df = 42$, $p < .001$, CFI = .94, TLI = .92, RMSEA = .07) and Group 2 ($\chi 2 = 102.33$, $df = 42$, $p < .001$, CFI = .97, TLI = .96, RMSEA = .05). The values of factor loadings, composite reliability, Cronbach alpha, and AVEs exceeded the cut-off values. Thus, the results confirmed the validity of the four-factor structure. This study identified SM as IFAs and revealed the dimensionality of sources corresponding to the IFA concept. Through the scale development process, this study validates the notion that sources in SM serve as the function of IFA in the three perspectives of Autonomous, Induced, and Organic. The final four-factor structure reveals the discrete characteristics of SM as IFA. The findings offer a conceptual perspective to categorize SM as destination image sources and a practical implication to better evaluate the effectiveness of SM usage for destination promotions.

References are available upon request

#290 ARE YOU FAKING YOUR FEELINGS TOWARDS YOUR CO-WORKERS FROM DIFFERENT BACKGROUND?: USING SOCIAL NETWORK PERSPECTIVES

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Introduction

As the hospitality industry' workforce becomes increasingly diverse, it is important to manage the demographic diversity (i.e., race, gender and age) for the success of the business. While diverse workforce has positive impacts; increasing creativity and innovation, this is not always the case. Diverse workforce in a team may result in various detrimental effects (i.e., lower interactions between different generations, women's career development obstacles, racial minority issues, high employee turnover, poor communication, and employee conflicts).

This study focuses on the negative aspects of demographic dissimilarity on job satisfaction Using social identity and communication accommodation theory, this study proposes a conceptual model that represents the underlying mechanism that demographic dissimilarity increase employees' centrality in surface acting network, which impedes job satisfaction. Demographic dissimilarity (i.e., gender, age and race) can be a source of emotion regulation in workgroups because employees attempt to hide their negative perceptions against dissimilar group members. Using the network perspectives, the current study examines how demographically dissimilar employees are placed in center of surface network and how this surface acting network hinders their job satisfaction.

Methods

We collected data from mid-size hotel companies in a mid-western area of the United States. 80 of 96 questionnaires returned were usable responses (response rate: 83%). Using online and paper-pencil surveys, both the social network and employee survey questionnaires were distributed to hotel employees. For the social network analysis, a name roster format was used to measure the respondents' interactions with their team members. This study measured racial, age, gender dissimilarity, employee centrality in the surface acting network, and job satisfaction. Organizational tenure, gender, and age, team size were measured as control variables. In order to calculate the in-degree centrality of surface acting network, UCINET 6.658 was used, and stepwise OLS regression analysis was conducted to test the hypotheses.

Results/Discussion/Implication

The present study examines how and why demographic dissimilarity significantly influences job satisfaction from the social network perspectives in the hospitality literature. We found that racial minority and age minority groups of employees are more likely to be placed in the central position of the surface acting network, leading to a decreased job satisfaction. In particular, this study captures the surface acting network by counting the incoming ties from other co-workers of the focal person. This approach uncovered relation between demographic dissimilarity and employees' surface acting behaviors. Therefore, this study contributes to extant research on diversity and emotion regulation literatures by extending the social identity theory and communication accommodation theory. Practically, hotels can create training program regarding "authentic dialogue" in order to reduce surface acting behaviors toward minority employees.

References are available upon request

#291 UNDERSTANDING CUSTOMER TRUST IN HOTEL-CHATBOT INTERACTION: THE CASE OF CHATBOT FEATURES.

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Introduction

Technology advancements and artificial intelligence (AI) are rapidly transforming customer experience, services (Viewpoints, 2018), work efficiency and business performance across sectors. Hospitality and tourism, being an information intensive industry and largely focused on services, offer great potential for the application of AI (Tussyadiah, & Park, 2018). In the hospitality and tourism, robots, chatbots and voice bots have been widely used, such as improving guest experiences in hotels (TravelDailyNews, 2018), welcoming guests and facilitate the hotel check-in process (The Guardian, 2017), and delivering products in hotel rooms (Tech Crunch, 2014). Particularly, bots, also known as conversational agents, are AI systems that use machine learning and deep learning to automate the task of assisting users (Portela & Granell-Canut, 2017). Bots use text-to-speech (chatbots) or voice-tospeech (e.g Alexa, Google home) (Dale, 2016; Shah et al., 2016; Shawar, 2010) to interact with users and help hospitality businesses enhance customer experience.

In the previous studies, researchers found that visual feedback improved efficiency and smoothness of interactions (Boyle et al., 1994) in a computer mediated interaction. According to Riek et al. (2009), placing graphical images with the social robot affects people's empathy towards the robot, highlighting that empathy is a key to social interactions with robots (Gockley et al., 2005). Further, the theory of anthropomorphism suggests that human-like features in designed in technologies increase the trust of users in that technology (Waytz, Heafner, & Epley, 2014). Based on this theory, we come to conclusions that a visual representation of the technology in the form of a picture (or an avatar) leads to more human-like similarity and is engaging to users. In the same manner, using an avatar profile picture in chatbot profile effects customer interaction with chatbot, thus, affects trust. Therefore, the purpose of this study is to understand how an avatar picture and greeting message affect the customer's trust in chatbots.

Methods

This study employs a 3 (male image vs. female image vs. chatbot logo) X 2(greeting message vs. non) completely randomized experimental design. To conduct this experiment, a chatbot is created in Facebook chatfuel platform, one of the biggest platforms.

Results/Discussion/Implication

We expect that when a hotel chooses to use a logo as the avatar of their chatbot, their customers will likely have less trust in the chatbot compare to male and female avatar. The greeting message should be more trustable and engaging when it interacts with male or female avatar compare to logo. Between male and female avatar, there will be no difference in trust. Trust is very important to engage users with chatbot. In order to build trust, we should design human-like chatbots (Waytz, Heafner, & Epley, 2014). This is a considerable labor cost reduction for hospitality and tourism businesses providing more available time for human agents to focus on customers in front of them.

References are available upon request

#297 USING SELF-TRANSCENDENCE AND SELF-ENHANCEMENT THEORY TO EXAMINE THE MEDIATING EFFECTS OF DIVERSIFIED RURAL TOURISM ACTIVITY PARTICIPATION ON TRAVEL SPENDING BEHAVIOR.

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Introduction

Rural destinations' natural environment and community attributes often facilitate opportunities for visitors to engage in a variety of activities. Identifying the influence of traveler's attitudes on social and environmental ethical attitudes and econometrics spending variables can provide valuable information to private and government investors related to financial return. Therefore, the purpose of this study is to test the role of traveler's participation intent for a variety of rural tourism activities in relationships with their sustainable tourism attitudes toward tourism and spending. The study applies theory using self-transcendence represented by attitudes and self-enhancement actualized in behaviors (Schwartz,1994)

Methods

In person interviews were conducted using a questionnaire asking respondents the likelihood of participating in a list of 13 activities considered offered in the area. Respondents were asked about sustainable tourism attitudes using a series of ethical travel statements Kang and Moscado (2006). The sample were randomly selected travelers to five rural destinations outside Las Vegas, NV. A total of 556 interviews were completed.

Results/Discussion/Implication

The path coefficient estimates of the full mediation model were examined to determine the hypothesized casual relationships between the constructs. Sustainable Tourism Attitudes had a significant ($p<.05$) and moderate (.12) positive effect on Adventure Motivation and a strong (.37) and significant ($p<.01$) positive effect on Environmental/Cultural Motivation. Importance of Environmental Attributes also had strong (.40) and significant ($p<.05$) positive effect on Adventure Motivation, similarly, Importance of Community Attributes had a strong (.37) and significant ($p<.05$) positive effect on Adventure Motivations. Importance of Environmental Attributes had a strong (.63) and significant ($p<.05$) positive effect on Environmental/Cultural.

Adventure Motivation had a moderate (.20) and significant ($p<.05$) positive effect on Recreation/Adventure Activities as well as a moderate (.17) and significant ($p<.05$) positive effect on Hospitality/Leisure Activities In addition, Environment/Cultural Motivation had a moderate (.16) and significant ($p<.05$) positive effect on Recreation/Adventure Activities as well as a strong (.32) and significant ($p<.05$) positive effect on Hospitality/Leisure Activities, furthermore there was a strong (.37) and significant ($p<.05$) positive effect on Education/Cultural Activities. Finally, participation in Education/Cultural tourism activities showed a moderate (.11) significant ($p<.05$) positive effect on Travel Spending.

Findings indicated the significant effect of participation in diversified tourism activities on travel spending. The hospitality and leisure activities were the only types of activities positively associated with traveler spending. There was no association between participation in adventure recreation activities and travel spending.The study is important for destination planers and developers for better understanding the type of activities that promote traveler's spending behaviors in a rural destination. Though recreational activities do not signify spending behavior, mixing it with hospitality leisure activities would be recommended to financially sustain a rural destination. Academically this research helps begin fill a significant gap of employing behavior as a mediating factor in an attitude-behavior relationship in a rural tourism context. Small sample size and measuring respondents' self-respondents' self-expressed intentions, not actual behavior was some of the limitations of the study.

#299 PSYCHOLOGICAL OWNERSHIP AND EMOTIONAL LABOR

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Introduction

Psychological ownership refers to the state where employees feel as if they possess the target of ownership to some extent (Pierce et al., 2001; Mayhew et al., 2007). With a high level of psychological ownership, employees experience a close connection with the organization, which in turn motivates employees to take the goal of the organization as their own and help the organization to succeed. Literature shows a relationship between psychological ownership and positive outcomes, such as job satisfaction (Sieger, 2011), organizational commitment, in-role behavior in the organization (Mayhew et al., 2007). However, to the best of our knowledge, no researchers have explored the relationship between psychological state and its effects on emotional labor which is essential for the success of service companies, including hospitality businesses.

Emotional labor consists of deep acting and surface acting (Hochschild, 1983). It indicates a self-regulatory process in which individuals adjust their emotions to the requirement of the work (Hochschild, 1983). Deep actors exert efforts to transform their inner emotions and express more genuine feelings when they work while surface actors fake their emotions which are inconsistent with their actual feelings when they contact with customers. In this paper, we propose that psychological ownership will positively related to deep acting and negatively related to surface acting through the development of customer orientation.

Methods

Data will be collected from employees working for four- and five-star hotels in China. Employees who make frequent face-to-face contacts with customers in the front of the house (e.g. front desk, bell desk, food outlets, and sales) will be invited to this study. The estimated sample size is 350. Psychological ownership, customer orientation, deep acting, surface acting, and some demographic questions (gender, age, job tenure and job position) will be asked.

Psychological ownership will be measured by a 5-item scale, developed by Van Dyne and Pierce(2004) and validated by Pierce et al.(2004). We will use a 13-item scale developed by Donavan et al., (2004) to measure customer orientation. One of the most well-known emotional labor scales, developed by Diefendorff et al. (2005) will be used to measure two dimensions of emotional labor. This scale consists of 5 items for each dimension (deep and surface acting). All survey constructs will be answered on a 5-point Likert scale.

Structural Equation Modeling techniques will be employed with a two-step procedure for data analysis. First, confirmatory factor analysis will be conducted to assess the psychometric properties of latent constructs (measurement model). After the assessment of the measurement model, the structural model will be tested for hypotheses testing.