THE HONG KONG POLYTECHNIC UNIVERSITY
香港理工大學

SCHOOL OF HOTEL AND TOURISM MANAGEMENT

IMPACT 2020

Advancing the Frontiers in Hospitality and Tourism Research

Hospitality and Tourism Research Centre
School of Hotel and Tourism Management
The Hong Kong Polytechnic University

Hospitality and Tourism Research Centre

Established by the School of Hotel and Tourism Management (SHTM), the Hospitality and Tourism Research Centre (HTRC) is dedicated to bridging the gap between hospitality and tourism theory and industry practice. The Centre is a unique, research-based platform with an expansive network of hospitality and tourism academics from our School and partner institutions, as well as executives from leading industry organisations. The primary research strengths of HTRC are Smart Tourism, Performance Measurement and Management, Tourism Futures and Forecasting also Policy and Planning.

IMPACT 2020

Advancing the Frontiers in Hospitality and Tourism Research

Contents

Articles

Preface

To ensure that organisations in hospitality and tourism stay competitive under various social, economic, political and technological constraints, research-based decision making is critical for hospitality and tourism strategists, policy makers and business managers. However, this is not often easily achieved due to various reasons. For instance, the research carried out by academics does not typically reach out to industry practitioners, because the scientific language commonly used in academic journals is not "user friendly" for the industry community. In designing their investigations, researchers seldom consider the involvement of stakeholders which reduces the relevance and impact of the research. Furthermore, there is a lack of interest in academic research amongst practitioners, due to resource constraints. Unlike the high tech and pharmaceutical companies which invest considerable financial resources in research and development, capital constraints prevent hospitality and tourism businesses from making equivalent research investments. The lack of an effective communications channel between academic researchers and practitioners is also apparent. With the support of many industry partners such as the Seal of Love Charitable Foundation and following the establishment of our very own Hospitality and Tourism Research Centre (HTRC), the School of Hotel and Tourism Management (SHTM) of The Hong Kong Polytechnic University is able to conduct a wide range of research activities to bridge the gap between academic research and industry practice through knowledge transfer. This volume of reports by SHTM faculty members is our first attempt along this path.

In this inaugural report, we have selected 26 articles from more than two hundred published studies by our faculty members over the past two years and have summarised them in "industry friendly" language with a view to better communicating our research findings to practitioners. A broad range of research topics is covered. This extends from sensory marketing for hotels, service failure recovery, sustainable food sourcing for luxury hotels, human and robot interactions to the role of customers in hotel employees' innovation process. Also featured are Chinese tourists' behaviours and their impacts on destination management, behaviour of Asian cruise passengers, tourists' willingness to pay for air passenger duties, tourists' satisfaction and loyalty towards gaming destinations, travel arrangement for the poor, influence of smartphone connectedness on travel experience, development of wine tourism, tourism recovery from crises, and suitable tourism development. We expect that the research findings presented in this volume will provide timely and useful references for decision makers who want to learn about principles and mechanisms applicable to their operations and the factors affecting their businesses success.

Established by the SHTM, the HTRC is a unique, research-based platform with an expansive network of hospitality and tourism academics from our School and partner institutions, as well as executives from leading industry organisations. The HTRC supports academic research for the advancement of hospitality and tourism knowledge on topics of importance to industry performance and the future. The missions of the HTRC include identifying current trends and practices in the hospitality and tourism industry that are worthy of scientific research; actively conducting cutting-edge, high-impact research with a particular focus on knowledge creation; collaborating with hospitality and tourism practitioners to translate academic research into best practices that set the benchmarks for the hospitality and tourism industry; providing policy recommendations for destination governments across the world through evidence-based research; and, last but not least, generating high-quality publications and obtaining external research funding, focusing particularly on public policy and industry collaborative research funds.

As a global centre of excellence in hospitality and tourism education and research, the SHTM serves the industry and academic communities through the advancement of education and dissemination of knowledge. Our School has, over the past four decades, refined a distinctive vision of hospitality and tourism education and become a symbol of excellence in the field. From our humble beginnings as a diploma-conferring department, the SHTM has risen to become one of the largest hospitality and tourism schools in Asia, and amongst the top such schools worldwide. With more than 70 academics drawn from 21 countries and regions, our School continues to rank among the top hotel and tourism schools in the world, exemplifying our motto of *Leading Hospitality and Tourism*.

Acknowledgements

This book has only been possible because of a financial donation from the Seal of Love Charitable Foundation in the name of the late Mr and Mrs Chan Chak Fu.

A Global View of Terrorism's Impact on Tourism

A major concern for international tourists is their personal security. Tourists normally seek destinations they perceive as safe and secure, and they tend to avoid places that have a reputation for terrorism, especially recent and prolonged attacks. This makes terrorism a major barrier to international tourism. However, in their recently published research, SHTM's Anyu Liu and Stephen Pratt found that international tourism is surprisingly resilient to terrorism. Upon examination of the relationship between terrorism and tourism in 95 countries, they found that terrorism has no long-term effect on tourism and only a limited short-term effect. A further look at their study and the findings of previous researchers explains why.

Terrorism and Tourism

Terrorism in the 21st century has been occurring on a regular basis and is a major concern for tourists, destinations, suppliers, and the tourism industry worldwide. Terrorist have attacked soft targets such as airlines, airports, hotels, major events, and popular tourist sights. Their attacks have killed and injured thousands of innocent people, including many international tourists. The resultant slowdown in tourist arrivals has cost the tourism industry billions of dollars in receipts and investment. Governments and the tourism industry have responded with measures such as more stringent visa processing and more frequent security checks.

Much of the previous research on this topic has been case studies of specific terrorist attacks on a tourist destination. This research examines the impact of terrorism on international demand from 1995 to 2012 in 95 countries around the world in order to provide a comprehensive view of a global problem. Its purpose is to provide information that enables governments and tourism stakeholders to manage future crises.

Terrorism and Its Consequences

Terrorism is a violent criminal act. Terrorist attacks are normally committed for social, political, or religious reasons against targets that are often innocent civilians, including tourists. They impact tourism demand by damaging a destination's image as a safe, enjoyable place to visit. The more severe and the more frequent the attacks, the greater the negative impact on demand to that destination due to the greater perceived risk. Research has found the effects of chronic political instability to be far more severe than a one-time terrorist attack. And, when chronic civil unrest and terrorism attacks are combined, a destination's tourism demand will be seriously damaged for an extended period of time.

In recent years, tourism has become increasingly vulnerable to terrorism. Intentional attacks on international tourists create headline news worldwide and help to publicize the terrorists and spread their propaganda to millions of people. Most tourists react to the threat of terrorism by deferring their travel or by visiting a safer destination, although some tourists with greater risk aversion will still visit affected destinations, and some are even drawn to them in their search for dark tourism experiences. Destinations with products that are easily substitutable, such as beach resorts, are highly vulnerable to the negative impacts of a terrorist attack.

Global Terrorism Index

The Global Terrorism Index (GTI) is produced by the Institute for Economics and Peace (IEP) and is a compilation of terrorist activities worldwide. The GTI attempts to capture the direct effects of terrorist-related violence on an annual basis. It extracts data on terrorist events that have taken place around the world during a given year from the Global Terrorism Database according to four factors: 1) number of terrorist incidents; 2) number of fatalities causes by terrorism; 3) number of injuries causes by terrorism; and 4) amount of property damage caused by terrorism. Since one of the aims of terrorist attack is to instill fear and terror into the population, a 5-year weighted average is applied to reflect the lingering effect of a terrorist act.

The world index which totals each country's GTI was first calculated in 1995 as 674,343. With slight reversals in 1997 and 2001, it fell to a low of 398,603 in 2005, a decrease of 40.9%. It has increased gradually every year since 2005 to reach 647,889 in 2011, and then spiked to 940,726 in 2012, a 45.2% increase in one year. During the 18 years examined in this research, the average GTI across the 95 countries included in this research was 6,320. The three lowest countries were Uruguay (20.4), New Zealand (23.9), and Denmark (25.1), while the three highest were Pakistan (92,508), India (81,900), and Algeria (66,043).

Data from the Global Terrorism Index are used within this study's sophisticated methodology, which includes data panel models and time series models, as a measure for international terrorism, while tourist arrival statistics are used to measure tourist demand, and an averaged Gross Domestic Product is used to represent income level, the most important factor in tourist demand.

Long-Term and Short-Term Impacts

The primary finding of this study revealed that from a global view there are no significant long-term relationship among international tourism demand, the income of source markets, and terrorism. And, there is only a limited short-term impact on international tourism. However, if the influence of terrorism is examined destination by destination, the findings show that terrorism does significantly impact 29 of the 95 destinations. Of those 29 destinations, 20 have short-term impacts, only four have long-term impacts, and the remaining five have both long- and short-term impacts. In the nine destinations with long-term or both short- and long-term impacts, terrorism elasticity, which quantifies the percentage change in tourism demand as a result of a percentage change in the determinants, such as terrorism, indicates that the impact of terrorism is quite small.

As with long-term impacts, the findings showed that from a global view the short-term impact of terrorism on tourism is very limited, even though significant short-term impacts were found in 25 of the 95 destinations. Caution is needed when interpreting the results of this study, as they revealed the general level of terrorism in a country on its tourism demand, rather than on a particular tourism attack. For example, in Yemen, terrorist attacks increased from 112 in 2011 to 118 in 2012, but the number of people injured doubled, and subsequent tourist arrivals decreased significantly. Since terrorist attacks are infrequent in most destinations, their long-term effects on tourism are not readily apparent. In addition, tourists have adapted to a new normal. They tend to be optimistic regarding the likelihood of being involved in a terrorist attack, even when they visit places where terrorism is more likely to occur. If a destination prone to terrorist attacks excels in crisis management and quickly rebuilds it image, the impact of terrorism will also be minimized.

Impact Variables

This study also examined the impact of terrorism on tourism by different political regimes, national income, and tourism intensity. Its findings showed a negative relationship between the degree of democracy and terrorism's impact on tourism. The more democratic the country, the lower the impact of terrorism on tourism demand and the greater their resilience. The more authoritarian the country, the more difficult it is to restore its image as a safe destination. In regard to national income, the higher the income, the greater the resilience. This also means that low income countries, which often rely on tourism as their economic engine, are impacted to a greater extent. Tourism density is a bit more complicated. Well-known destinations that depend on a steady flow of tourists may also attract terrorists seeking international publicity. But they may also have better security and risk management procedures which would enable them to have greater resilience. This means that countries with lower tourism densities will not recover as quickly from a terrorist attack.

Conclusions

The main finding is that from a global view is that terrorism does not have an adverse impact on tourism demand in the long-term, as destination are quite resilient. Tourism demand elasticities also mirror this finding. Regardless of the political regime, level of tourism dependence, and level of national income, all tourism stakeholders must work together to create and operationalize their risk and crisis management plans to prevent, reduce, and mitigate the impacts of terrorism.

POINTS TO NOTE:

- Terrorism does not have a significant long-term impact on tourism demand.
- The effects of chronic political instability are far more severe than a one-time terrorist attack.
- If a destination prone to terrorist attacks excels in crisis management and quickly rebuilds it image, the impact of terrorism will also be minimized.
- Tourists have adapted to a new normal and are optimistic regarding the likelihood of being involved in a terrorist attack, even in places where terrorism is more likely to occur.

Liu, A., and Pratt, S. (2017). Tourism's Vulnerability and Resilience to Terrorism. *Tourism Management, 60*, 404-417.

Analyzing the Economic Sustainability of Tourism Development in Hong Kong

Tourism continues to be developed all over the world for its economic benefits, and sustainability has been a major industry buzzword for many years. So you would think by now that the economic sustainability of tourism development would be a well-worn topic among academic scholars and industry consultants. But not according to researchers Hanqin Qiu of Nankai University, Daisy X. F. Fan of Bournemouth University, Jiaying Lyu of Zhejiang University, and SHTM's Pearl Lin and Carson Jenkins who have recently published an article introducing their measurement scale for determining the Economic Sustainability of Tourism Development in Hong Kong.

Introduction

The tourism industry faces unprecedented challenges worldwide due to its maturity, rapidly evolving environments, and concerns about its negative economic impacts on host communities. These conditions highlight the urgent need to evaluate economic sustainability in destination development. However, most existing sustainability evaluation tools and guidelines focus primarily on environmental and social perspectives. Those referring to economic sustainability are mainly focused on macrolevel and objective indicators such as gross domestic product, employment rate, and investment. This perspective fails to capture many other indicators that have significant importance to local stakeholders and their interpretations of sustainability.

The aim of this article is to develop an indicator framework for assessing economic sustainability from the perspective of local stakeholders in Hong Kong which provides the context to learn from ongoing controversies about the effects of tourism on host communities. Hong Kong has enjoyed rapid and sustained growth of visitors from mainland China. It went from 8.47 million in 2003 to 45.84 million in 2015, accounting for 77.56% of total inbound. This increase brought billions of tourism receipts per year and generated numerous jobs. However, when Chinese tourists started visiting non-tourism regions and buying many daily used items that caused price increases and shortages, the relationship deteriorated between the mainland visitors and Hong Kong residents. Arrivals from China have suffered a decline since 2015.

Economic Sustainability of Tourism

The economic dimension of tourism sustainability remains poorly defined and studied. UNWTO stresses long-term viability of economic operations, poverty alleviation, and fairness and equity of benefits distribution, employment, and income-earning opportunities. Academic studies primarily emphasize residents' attitudes toward tourism development rather than toward tourists, and they dwell on tourism's positive economic impacts. But tourism can be an unstable source of income and should not be viewed as an economic panacea. Overdevelopment, excessive visitor use, and the pursuit of short-term economic gains threaten its sustainability. Leakage and distributional inequality limit benefits received in host communities, and tourism jobs are often low paid with high turnover. Therefore, more effort is needed to integrate knowledge of economic impacts of tourism into tools that measure its economic sustainability.

Understanding residents' attitudes toward tourism is critical to its sustainability. Research shows residents' responses to tourism development vary based on the level of tourism development, sociodemographic characteristics, economic dependence on tourism, local residents' interaction with tourists, and spatial proximity to attractions. Theoretical approaches have employed stage-based models such as Doxey's (1975) Irridex model and Butler's (1980) tourism area life cycle model. Their premise is that as adverse tourism impacts increase, residents' support for tourism decreases.

Several knowledge gaps exist in the assessment of sustainable tourism. First, few studies have focused on its economic aspects and there are no agreements on either the phenomenon itself or its main drivers. Second, research mainly relies on objective macro-level indicators, while overlooking subjective micro-level criteria that emphasize the perceptions of local stakeholders. Third, few studies on residents' attitudes have employed a sustainable development perspective. Fourth, although economic impact and economic sustainability are closely related, little effort has been made to integrate the results of economic impacts into the assessment of economic sustainability. To address these gaps, this study aims to analyze tourism economic sustainability as a multidimensional concept from the host perspective. It also attempts to transform dimensions of economic impacts into an evaluation tool for economic sustainability.

Methodology and Questionnaire

The survey questionnaire was developed with input from Hong Kong's tourism industry leaders and sustainability scholars. It contained 23 items in two parts. The first part obtained respondents' perceptions of economic sustainability. The second obtained demographic information. A total of 1,839 responses were collected, of which 1,406 were suitable for analysis. Key indicators of respondents were found to be similar to those in recent census results, making the sample a representative one.

Findings and Discussions

The study revealed that economic sustainability has three dimensions. First, economic positivity focuses on the macroeconomic benefits brought by inbound tourism and IVS. Residents believe tourism has only a slightly positive impact on the community. This reveals Hong Kong's tourism industry may have entered the stagnation stage of Butler's tourism area life cycle. Consistent with Doxey Irritation Index, residents' positive attitudes toward tourism development weaken as a destination moves toward stagnation. With development of duty-free shopping options in neighboring countries and mainland China, Hong Kong's appeal as a shopping paradise weakened; plus anti-mainland sentiments weakened Hong Kong's previously hospitable image. Hong Kong needs to renew its charm by offering tourists more authentic, real-life, and welcoming experiences.

Second, development control focuses on limiting the number of tourists, imposing restrictions to preserve the environment, and suppressing prices. Although residents recognize tourism's economic benefits, they are more concerned with the destination environment and are less supportive of further allocation of land for tourism development. Residents want the government to limit the number of visitors, particularly from mainland China. Tensions between residents and mainland Chinese run deeper than ever. Gaining a better understanding of conflicts is essential to improving tourism's economic sustainability.

Third, individual welfare is a major concern of residents. Hong Kong residents disagreed that the increase of their income and the expansion of their consumption correlate to the growth of tourism. While tourist growth and expenditure benefited land tycoons and big retail businesses, ordinary people suffered from increased real estate price, inflation, crowding, and shortage of local commodities. Since improving the well-being of local residents is a goal of sustainability, the government should use the transfer payment to balance the tourism economic positivity and allocate more resources to the construction of infrastructure that benefits all residents.

This study also reveals that tourism's benefits are mostly appreciated by senior residents, married individuals and people whose jobs are related to tourism. People with low education or income levels, unemployed, or living in high tourism density areas expressed a higher level of agreement that tourism can enhance their individual welfare. Meanwhile, residents living in low-density regions were more supportive of controlling tourism development, as they are receiving more tourists along with increased prices of commodities and real estate.

Conclusions

The measurement tool developed in this study provides government and industry practitioners with the opportunity to assess tourism economic sustainability from the viewpoint of local communities and undertake appropriate and necessary actions when preparing development plans and making policy decisions. It expresses the expectation of residents and reveals issues of concern regarding their own welfare. Resident surveys should be conducted on a regular basis, so stakeholders are able to formulate policies congruent with their views and maintain the sustainability of tourism development. The current decline in the number of mainland Chinese tourists to Hong Kong affects the retail trade, hotel occupancy rates, and government revenues. Their decline demonstrates how visitors' irritating behavior can affect residents' views on visitors. It further reinforces the view of this study that in any research on community attitude to tourism development and its sustainability, residents' views are a major factor in how tourism is perceived. Environmentally-friendly forms of tourism should be encouraged to mitigate the negative impacts of mass tourism-oriented activities.

POINTS TO NOTE:

- Destinations should develop and use a measurement scale to evaluate their economic sustainability.
- Tourism sustainability has many macro-level and subjective indicators that should be examined.
- Growth in tourism arrivals and expenditures does not always bring benefits to local people.
- Residents should be surveyed regularly so their concerns are known to tourism development planners and decision makers.

Qiu, H., Fan, D.X.F., Lyu, J., Lin, P.M.C., and Jenkins, C. (2019). Analyzing the Economic Sustainability of Tourism Development: Evidence from Hong Kong. *Journal of Hospitality & Tourism Research, 43, 226-248.*

Aroma Marketing: Scents that Make a Hotel Memorable

Nobody wants to stay in a stinky hotel. But what about the other end of the spectrum – one that has its own special scent? Or, is just a well-scrubbed, natural freshness sufficient to make guests happy? In a recently-published article, researchers Basak Denizci Guillet and Deniz Kucukusta of SHTM and Metin Kozak of Dokuz Eylul University examine the effectiveness of scent as it becomes a bigger priority for an increasing number of international chains and boutique hotels around the world.

Sense of Smell and Hotel Scent

A person's sense of smell is the sense most closely related to emotional reactions due to the olfactory bulb's direct connection to the limbic system in the brain which activates emotion. Smell is also linked to memory, and it serves as a powerful memory trigger. When hotel companies, such as Mandarin Oriental, Le Meridien, Marriott, Ritz-Carlton, Sofitel, Shangri-La, Omni, Langham, and Starwood, created their own signature scent, they added a new dimension to their identity, one that has become a familiar and welcoming treat to their guests.

Hotel scent refers to the customized fragrances developed by hotel businesses that can be piped throughout a hotel via its heating and cooling systems or by utilizing discreet atomizers or diffusers in the lighting. The hotel scent in this study is an ambient scent which is present in the environment. Previous research has shown the atmospheric elements of color, lighting, and design or style, contribute to desired consumer behavior in hotel lobbies and perceived values in restaurants. Research has also shown that certain ambient scents increase social interaction in casinos and casino revenues.

This study confirms the positive effects of hotel scents. It uses an iteration of the Emotion and Odor Scale (EOS) developed and modified in Switzerland to identify the feelings elicited by odors. Additional EOS were developed for the United Kingdom, Singapore, United States, Brazil, and China. This study uses a universal scent scale consisting of 24 items in nine categories: unpleasant feelings, happiness/delight, sensuality/desire, energy, soothing/peacefulness, hunger/thirst, interest, nostalgia, and spirituality.

Methodology and Sample

Data for this study were collected from customers of a luxury international hotel management company in Hong Kong. The chain's brand director was interviewed about the scent it uses. Its hotel scent was developed by Brandaroma (Asia) Ltd and is a combination of ginger flower, peace lily, tuberose, lemongrass, and vanilla. It was developed to increase brand loyalty, and the hotel group has not changed its signature scent since its inception. The scent is used in the hotel's lobby and reception area and piped throughout the hotel via the air-conditioning system.

Hotel management wants its customers to relate the signature scent to a sense of place as well as to a scent of place, so the same scent is used in all of its hotels around the world. The brand manager said customers can instantly recognize they are in our hotel when they smell the signature scent, whether they are in London, Hong Kong, or Shanghai. The scent is available in the hotel's gift shop as a room spray, an essential oil, and candles. The hotel has also received e-mails from guests wanting to purchase the scent.

This study uses a structured EOS with a three-part questionnaire. The first part includes 24 items on the different emotional states evoked by the hotel scent. This part also includes questions on the respondents' understanding of the extent hotels use scent, including in the lobby and reception area, lifts and corridors, restaurant and bar, guest rooms, spa, restrooms, meeting space, and fitness center. The second part tests items such as loyalty, satisfaction, motivation to visit the hotel again, the contribution of the scent to the hotel's overall atmosphere, and likelihood of purchasing the scent as a home fragrance. The third part includes the sociodemographic profile of the sample population. It also includes an open-ended question asking participants for their opinion on the hotel scent.

The sample population was selected from guests staying at the partner hotel. They were categorized into two groups: English-speaking and Mandarin-speaking, so the questionnaire was translated into Mandarin and back into English.. Of the 326 participants, males and females are almost equally represented. They were mostly middle age, with a high level of education, and from Asia. Purpose of visit was mostly pleasure. Two thirds were "experienced" or "very experienced" travelers. Almost 40% had never visited the hotel, 15% had visited 2-3 times, and 15% had four or more visits. Length of stay varied from 1–14 nights, with an average of 3.26 days.

Findings and Discussion

Almost 92% of the respondents confirmed they had noticed the scent, mainly in the public areas - lobby, restroom, and corridor. Happiness/delight and sensuality were the most dominant responses to the hotel scent and exerted the most influence on visitors' emotions. Hotel scent had a significant influence on guests' overall perceptions of the atmosphere, satisfaction, and repeat visit intention, but guests were not highly motivated to keep their loyalty to the same brand in other cities or buy the scent as a fragrance.

For the open-ended question, most participants simply stated whether or not they liked the scent. The most frequently used words to describe their feelings were "strong," "refreshing," and "intense." Some respondents who identified themselves as "allergic" said they do not like the hotel-scent trend. About 10% - all females - indicated their intention to buy the scent to use as a home or office fragrance. Following are some additional comments. One male (age 46–55 from Sweden) said he liked everything in the hotel, but he hated the hotel perfume. It gave him headaches. A female (age 46–55 from Spain) said she liked the scent, but it was too strong and intense. A female (age 36–45 from the United States) found the scent very distinct but too artificial. A female (age 56–65 from India) said her family liked the scent very much and asked where she could buy it. A female (age 26–35 from the United Kingdom) said when she entered the lobby in Hong Kong, she recalled her experience in the same hotel chain in London, which was a very pleasant and welcoming feeling. A male (age 36–45 from China) said he is a loyal customer of the hotel and loves everything about it, including the scent.

Conclusions and Implications

This study determined the preferred locations for diffusing ambient scent are its public areas. Locations where hotels should refrain from diffusing scent are guest rooms, function spaces, and food and beverage outlets. Even in the lobby, which scored the highest intensity rating, it was only 6.15 out of 10. Hotel managers must know where to pipe the scent how much to use.

Happiness and delight, along with sensuality, account for 51% of the intensity of emotional states evoked by hotel scent. Another 10% is explained by stimuli of "hunger and memories" and "unpleasant feelings", but 49% is unaccounted for using the EOS scale. This indicates a need for developing a scale for ambient scents, specifically designed for hotel scents.

Preliminary analysis indicated that happiness and delight along with sensuality are positively associated with the respondents' future intentions, including feelings regarding the hotel's overall atmosphere, satisfaction with their stay at the hotel, sense of loyalty to the brand, motivation to visit again, and willingness to purchase the scent as a home fragrance. However, scores for two items indicate they are not likely to purchase the scent as a home fragrance, and their experience with the scent is not likely to make them loyal to the hotel brand.

POINTS TO NOTE:

- Sense of smell is closely related to emotional reactions and is a powerful memory trigger.
- Some people are allergic to certain smells; others do not like being overwhelmed by them.
- Hotel scents are best used in public areas such as the lobby, restrooms, and corridors.
- Hotel scents can create a sense of place and trigger fond memories, but they may not contribute to brand loyalty.

Denizci Guillet, B., Kozak, M., and Kucukusta, D. (2019). It's in the Air: Aroma Marketing and Affective Response in the Hotel World. *International Journal of Hospitality & Tourism Administration*, 20:1, 1-14.

China Outbound Tourism Provides Opportunities for Second-tier European Destinations

Chinese tourists are often described in a simplistic "motivations plus culture" equation. This generalized description is not so much incorrect as it is ignorant of the complexity and heterogeneity of the Chinese outbound market. Studies investigating Chinese tourists to Europe remain scarce with almost none focusing on second-tier destinations. In their recently published article, researchers, Matias Thuen Jorgensen of Roskilde University and SHTM's Rob Law and Brian King investigate Chinese outbound tourism to Scandinavia, a less frequented, second-tier destination for Chinese tourists.

Introduction

China's economic growth and its Approved Destination Status for EU members and members of the Schengen Agreement, have made it a lucrative market for European destinations. In one year, Chinese arrivals increased nine-fold, making it Europe's fastest growing arrivals market. Chinese visitors to Europe ballooned from 1 million in 2000 to 12.5 million in 2016. Like most novice travelers, Chinese tourists focused on first-tier destinations and well-trodden routes. But as they gained experience, they began visiting second-tier destinations. One recipient was Scandinavia where arrivals from China rose by about 20% each year from 2010 to 2016.

Europe's Second-tier Destinations

Second-tier destinations are sometimes defined by how often they are included in group tour packages, their quality of transportation links, and the perception of travelers. This paper defines a second-tier destination as a place that is not a traditional first-tier destination for Chinese tourism in Europe but shows potential to attract Chinese tourists, such as Denmark, Norway, Sweden, and Finland which comprise continental Scandinavia. Elsewhere in Europe, some local or regional destinations within a single country considered first-tier by most travelers are second-tier destinations for inbound Chinese tourism. In Spain for example, Barcelona and Madrid are first-tier, while Seville, Granada, Cordoba, and Toledo are second-tier.

Methodology

This study features 52 in-depth interviews with suppliers, intermediaries, and tourists, mostly recruited via purposeful sampling. The 16 suppliers include DMOs, accommodations, attractions, and transportation companies involved in China inbound tourism. The 22 intermediaries include China-based outbound tour operators with programs in Scandinavia, online travel agents who send Chinese tourists to Scandinavia; destination management companies who serve incoming tourism from China. tour leaders/guides who accompany Chinese tourists to/in Scandinavia, and national destination management/marketing organizations. The 14 tourist interviewees included both group package and independent tourists residing in China who have recently visited Scandinavia.

Findings

Chinese outbound tourists to second-tier destinations, including Scandinavia, are more mature than those traveling to first-tier destinations. Since immaturity is the root of many particularities and specific requirements of Chinese outbound tourism such as language, food, and other basic needs, these issues are less prevalent in Scandinavia. Intermediary #12: "Overall, I think that Scandinavia is usually never the first place where people go, so the market needs to be somehow matured already, before the people start to go to Scandinavia." Market maturation also means Chinese tourists want deeper and more special experiences, longer holidays, self-development, lifestyle-oriented travel, and clean and unspoiled environments that contrast with China. Intermediary #1: ...our Chinese clients, are much more experienced traveling. They are looking for something special to experience. Not something to just watch, look, they want something that is different from where they live, what they eat or other scenic spots. Something special or something exciting."

Heritage and cultural sights are important pull factors, and natural attractions, especially those unique to the region, are a major draw. Tourist #5: "…there is no night in Nordic countries in summer…That is really fantastic and that is really a unique experience I think." Several commented that Scandinavia is special due to its blend of environment and lifestyle. They also said local people enjoy their lives, are friendly, and have a good social system. Tourist #2: "..what I remember most is the lifestyle and the local people of the Scandinavian countries …the people they don't have much social pressure. And they are enjoying their life there. That is what I like the most. And also, the environment is very good. Especially the air." The emphasis on intangible attractions differs from studies of other European destinations where group tourists focus on traditional sightseeing.

Chinese travelers to Scandinavia perceive it as safe relative to other European destinations. "Tour Leader #4; "… generally speaking Scandinavia is much safer than Paris or Italy…." Online and/or offline word of mouth are especially important sources for Chinese tourists. However, unlike China outbound tourists generally, those to Scandinavia know little about it. Tourist #4: "I didn't know a lot about the countries in North Europe. So, in fact, I didn't expect very much before I traveled there. But when I really arrived there, I just think there is a lot of attractive and interesting things there..."

Scandinavian suppliers recognize the numbers and spending of Chinese tourists and other advantages such as: 1) they have a unique perspective on tourism products; 2) they visit at times when it was difficult to sell products to traditional costumers; 3) their consumption patterns differ from traditional consumer groups; and 4) specific places or products could be sold to Chinese consumers in new ways. Supplier #4: "… the ideas from the office in China are ideas that I would never come up with, some combinations …you really have to understand how to make a nice offer for the Chinese visitors…You can sell Stockholm as a nature, hiking product." Second-tier destinations may define or redefine not only their products, but also their destinations, when marketing to Chinese without concern for preset expectations.

Lack of capacity due to seasonality is a challenge for Scandinavian destinations and other second-tier destinations. Attractions and accommodations are filled during summer but lack guests at other times. Suppliers saw China as part of the solution, because they travel throughout the year. Supplier #12: "when we suddenly have guests who come in droves in the low season, in buses. They are low-paying guests, but they are paying guests. For us, that is very, very interesting. It fills out blanks that we have not been able to fill previously…." This offseason influx of Chinese tourists has advantages. Summer products and tourists are more generic and visit a larger geographical area, whereas tourists visiting at other times come for deeper experiences and stay longer in the same destinations. Chinese inbound tourists and tour operators place high demands in hotel standards that conflict with their price expectations: Supplier #12: "That is a peculiar thing about the Chinese, they want four star, but they want to pay two or one star price." Supplier #9: "It's getting more and more important, because they also use the outside city center hotels, and a lot of markets like Europeans, Americans and others like Taiwanese, they want to stay in the city centers…"

Conclusions

This study reveals the heterogeneity of Chinese tourism to Europe and points to the advantages the Chinese market offers Europe's second-tier destinations. It found that Chinese tourists who visit second-tier destinations are more mature, produce fewer negative side effects, and have fewer specific requirements. They are also developing certain needs and preferences for deeper, more special experiences, intangible lifestyle-related attractions, and clean, unspoiled environments. Second-tier destinations may be better equipped to cater to these needs and preferences, and Chinese tourists will be open-minded and judge them based on their own merits. Suppliers mentioned several advantages of Chinese tourists. First, they have a unique perspective on tourism products, so they can be reinvented and rebranded when sold to Chinese consumers. Second, they visit during offseason. Third, their consumption patterns differed from traditional customers; for example, business hotels can sell rooms to Chinese pleasure travelers.

POINTS TO NOTE:

- The behaviors, peculiarities, and preferences of Chinese tourists vary by their experience level.
- Second-tier destinations are well-positioned to attract and satisfy the needs of Chinese tourists.
- Chinese can provide a reliable offseason market, but they will demand low prices.
- Chinese tourists are interested in the local lifestyle, social systems, and environment.

Jorgensen, M.T., Law, R., and King, B.E.M. (2018). Beyond the Stereotypes: Opportunities in China Inbound Tourism for Second-tier European Destinations. *International Journal of Tourism Research*, 20, 488-497.

Developing a Motivation Scale for Chinese Cruisers

Chinese travelers have discovered cruising, and the cruise industry wants to discover the internal needs and motivations that will further facilitate their cruise intention, participation, and satisfaction. To date, however, little research has been conducted on this topic, even in the North American cruise market which has been booming for years. In their recently-published research, SHTM's Cathy Hsu and Minglong Li have created a measurement scale for cruise motivations and discovered eight factors that motivate Chinese cruisers.

Cruise Industry

The cruise industry is rapidly expanding across the oceans on mega-ships, and in rivers, lakes, and fjords on specialty ships, as capacity races to meet demand. Asia is considered the most important emerging market, with Mainland China and Hong Kong leading the pack with eye-popping annual increases in passenger volume. Leading cruise lines, mostly from North America and Europe have entered this thriving new market. But how can they effectively meet the demands of passengers with different cultural backgrounds, world views, personal needs, travel experiences, and expectations? One giant step forward is to understand their motivations for taking a cruise.

Motivations for Cruisers

Tourist motivations refer to a psychological state of mind that is driven by a person's internal needs. Motivations are related to tourists' attitude towards travel and the expected outcomes and perceived value of their travel experience. Identifying the motivations of cruise passengers in target markets has important strategic implications for cruise destinations and cruise lines. Unfortunately, the adoption of measurement scales for generic tourist motivation for use in cruise research is inappropriate because cruise travel differs in many aspects from other types of tourism. Previous researchers have found that creating a measurement scale for cruise motivation is a complex task as motivations vary among nationalities, ethnicities, cultures, and travel experience levels.

Numerous studies have examined tourist motivation, and thus, various motivation elements have been identified. Push and pull factors are a simplistic and broadly applied view of travel motivations. Push factors are tourists' internal desires that compel them to fulfill a need through a desired travel experience. Pull factors are external. They are the attributes of a destination that pull tourists to them in expectation that they will satisfy some identified need. Other researchers have classified travel motivations into categories similar to Maslow's Hierarchy of Needs, in which they postulate that as travelers gain more travel experience, they ascend to a higher motivation level. Researchers have also classified motivations according to various styles and purposes of travel.

Cruising provides tourists with a host of special and diverse experiences. They have heightened social interaction as they meet and interact with other passengers on a casual basis or during organized social gatherings. Cruise ship are also the passengers' home away from home, a place where they receive service and care from familiar staff. The ship itself plays a major role in creating the venue for carefree daily living and enjoyable shipboard activities, including many social, recreational, and dining opportunities. A cruise is also venue for enjoying quality time with family and friends, and solo cruisers may even find romance. Cruise lines offer numerous itineraries that visit many exciting ports of call, enabling passengers to discover something new, explore the world, and enhance their self-image. For many repeat cruisers, the most important motivating factors are accommodations, food and beverage, and entertainment. But cruise motivation factors for tourists from one cultural background may be inapplicable to others. Despite considerable understanding of travel motivation, no universally accepted measurement, or even conceptual framework, exists.

Methodology

The cruise motivation scale developed in this exploratory study was based on psychological desires and followed the 8-step method created by G. A. Churchill for scale development. For this study, step number four – Refining the Measurement – resulted in 49 measurement items used in the final questionnaire pared from an original list of 92 identified items. Data collection was performed in Hong Kong and Mainland China, which accounted for nearly 50% of Asian cruise passengers in 2014, with both having over 70% compounded annual growth rates from 2012 to 2014. Among Mainland China cruise passengers, those from Shenzhen and Guangzhou accounted for high proportions and a steady increase in volume. Hong Kong, Guangzhou, and Shenzhen plan to become regional cruise hubs and have made considerable investments in cruise infrastructure. Therefore, the potential cruise travelers from these three cities were surveyed for this study.

Two marketing research firms (one for the telephone survey and one for the online survey) collected the survey data. The two data collection methods were used to reduce bias and include more diverse populations. A quota sampling method was used to select potential respondents based on the geographical distribution of the population in each city. Respondents were also recruited according to gender, age, and income distribution to ensure extensive representation. They were asked to rate their agreement to motivation statements from strongly agree (7) to strongly disagree (1). A total of 250 completed telephone questionnaires were collected from each city, yielding 750 questionnaires for the study. Another 495 online questionnaires were collected from the same three cities.

Findings

This study identified eight types of motivation for Chinese cruisers. Novelty and escape were the primary motivations, followed by nature, leisure, social interaction, relaxation, relationship, and isolation. Chinese cruisers exhibited their adventurous spirit by scoring high on all nine of the measurement items related to Novelty: 1) To gain a new perspective on life; 2) To explore the unknown; 3) To have a daring/adventurous experience; 4) To experience thrills (as depicted in some movies); 5) To have diverse experiences; 6) To follow the current trend of cruising; 7) To satisfy my curiosity; 8) To develop my personal interests; and 9) To treat my family to a relaxing and restful vacation. They also revealed a strong desire to get away from their pressure-packed lifestyle by scoring high on all four of the measurement items of Escape: 1) To get away from the usual demands of life; 2) To get away from daily psychological stress/pressure; 3) To get away from daily physical stress/pressure; and 4) To reduce stress.

Similar to other types of tourists, cruise passengers are driven by push and pull factors in the forms of escaping from personal and interpersonal environments, as well as seeking potential rewards, such as relaxation, leisure, and relationship enhancement via social interactions. This study identified new dimensions, which reflect modern and traditional Chinese cultural values, including novelty, nature, and isolation. Leisure and liberation are modern Chinese values, whereas horizon broadening/novelty and family orientation/kinship are traditional Chinese values, all of which have implications for Chinese travel motivation and behavior.

Discussions and Implications

The eight motivations identified in this study have implications for cruise operators and destination managers in their efforts to develop products, services, and communication strategies that will attract Chinese tourists. Cruise holidays are a relatively new concept to Chinese travelers. Thus, the unique experiences and novelty effect they offer should be emphasized in promotional materials. Products and services should strike a balance among the unfamiliar, novel, and favorites to appeal to their curiosity and preferences. Photos and videos of the tranquility of private spaces, open seas, remote areas, and close encounters with nature, along with various activities and programs onboard, can be presented to potential cruisers through various communication channels. Shows and entertainment presented on the cruise should be carefully selected to be culturally relevant and enjoyable to Chinese holidaymakers. As a collectivist society, conformity is an important cultural value in China; thus, mobilizing cruisers to spread positive word of mouth to their (virtual) friends and family will motivate others to follow. Messages, such as experiencing social interaction and strengthening relationships, can also be used to pique their interest.

POINTS TO NOTE:

- Travel motivations vary among nationalities, ethnicities, cultures, and experience levels.
- The primary motivations for Chinese cruisers are novelty and escape.
- Motivations of Chinese cruisers are affected by both their modern and traditional cultural values.
- Cruise products and services should strike a balance among the unfamiliar, novel, and favorites to appeal to Chinese travelers curiosity and preferences.

Hsu, C.H.C., and Li, M. (2017). Development of a Cruise Motivation Scale for Emerging Markets in Asia. *International Journal of Tourism Research*, 19:682-692.

Effective Post-trip Messages that can Reconcile Unsatisfying Tourism Experiences

Not all tourism experiences live up to the tourists' expectations or to the destinations' plans. So, what can destinations do to mitigate these unsatisfying experiences that can go viral on social media and publicize the displeasure of a handful of past tourists to thousands of potential ones? What can be done to reverse the negative attitudes of unsatisfied tourists towards a destination and their negative referrals to others that will undoubtedly follow. In a recently-published article, researchers Saerom Wang and Xinran Lehto of Purdue University and Ksenia Kirillova of SHTM found that effective post-trip messages can improve attitudes toward both the destination and tourists' recommendation intention, but there are many factors to consider when attempting to design and communicate the most effective one.

Appeal of Emotional vs. Rational Messages

Messages can be crafted with two basic types of appeal: rational and emotional. Rational is thought-based and appeals to the tourists' logic, while emotional is feeling-based and appeals to their emotions. The type of appeal used will influence the message effectiveness and customer response. Rational messages provide practical, objective information and work best for tangible, utilitarian products for which consumers need substantial information to make a purchase decision. Emotional messages provide psychological connections to products and brands and work best for intangible, hedonic, and highly-experiential products. Emotional messages are more commonly used in tourism and hospitality situations, especially with unsatisfied tourists who are emotionally-charged with a sense of regret, anger, or disappointment.

Source Matters

The source, or authorship, of a message is also an important factor in its effectiveness. Due to its convenience and immediacy, User Generated Content (UGC) has become the prevalent form of word-of-mouth. Consumers provide feedback using electronic word-of-mouth (eWOM) to gain status, increase self-esteem, connect with others, and recommend or discourage consumer choices. eWOM is also considered high in credibility, empathy, and relevance to tourists.

Research has shown that tourists who post on social media for their own benefit tend to write negative reviews, while those who post to influence others write both positive and negative reviews. Since most tourism products are intangible, tourists often rely on the eWOM of those who have firsthand experience. When the UGC is deemed trustworthy, it exerts a positive influence on tourists' attitude towards a destination and their intention to visit it. It is especially powerful in ambiguous situations, such as when it provides details concerning unsatisfying travel experiences.

On the other hand, Destination Generated Content (DGC) is seen as serving the specific interests of destinations rather than being impartial, although it is seen as a superior source of information. When the information source is rated high in integrity, attitudes toward it become more positive. For tourists, the credibility of the message author directly influences their propensity to visit.

Counterfactual Thinking: Up or Down?

Counterfactual thinking is related to cognitive dissonance, a state of psychological discomfort experienced by people who make an important decision and then in retrospect wonder if they made the wisest choice. In the case of counterfactual thinking, consumers review their decision and reflect on how things could have turned out differently under different circumstance. Negative events, such as unsatisfactory tourism experiences, generate cognitive stimulation in an attempt to understand why such events happened and what could have been done to prevent them. This agitated state of mind triggers counterfactual thinking. Negative outcomes can be modified by engaging in upward counterfactual thinking (fixating on a better alternative) or downward counterfactual thinking (pondering a worse situation). Upward counterfactual thinking generates negative feelings, such as regret, while downward counterfactual thinking generates positive feelings such as relief. For tourism businesses, upward counterfactual thinking provokes negative emotions and discourages repeat business and customer referrals.

Methodology

This study used a scenario-based experimental approach, with a final sample of 480 participants. In the first part, respondents were exposed to a scenario depicting an unsatisfying travel experience. It was designed to ensure they had high involvement in and had high input into it, including substantial time and resources in planning the trip. Their expectations were stated but not met in the experience to simulate an unsatisfying experience. The destination was fictious and known as Destination "A". Then they were asked questions regarding their attitudes towards the destination and their intention to recommend it to others.

In the second part, respondents were randomly assigned to three different counterfactual thinking conditions (upward, downward, or none) and randomly exposed to one of four different types of Facebook messages: rational-DGC, rational-UGC, emotional-DGC, and emotional-UGC. Then their attitudes towards the destination and their intention to recommend it to others were measured again, along with their attitudes towards the message. To prime them for counterfactual thinking, respondents were asked open-ended questions about how their travel experience could have been better or worse.

Hypotheses and Results

Hypothesis #1a (accepted): In case of messages oriented towards addressing unsatisfying experiences at a destination, emotional rather than rational message exposure will work better in improving tourists' attitudes toward the destination. Hypothesis #1b (accepted): In case of messages oriented towards addressing unsatisfying experiences at a destination, emotional rather than rational message exposure will work better in improving recommendation intentions. Hypothesis #1c (accepted): Given a tourist's unsatisfying experience with a destination, his/her attitude towards the message will be more positive when an emotional rather than rational message strategy is employed.

Hypothesis #2a (accepted): Given a tourist's unsatisfying experience with a destination, changes in his or her attitude towards the destination will be greater upon exposure to user-generated messages (UGC) than that of destination-generated messages (DGC). Hypothesis #2b (accepted): Given a tourist's unsatisfying experience with a destination, changes in his or her intention to recommend will be greater upon exposure to user-generated messages (UGC) than that of destination-generated messages (DGC). Hypothesis #2c (accepted): Given a tourist's unsatisfying experience with a destination, tourist's attitude towards the destination will be more positive when a user-generated messages (UGC) rather than a destination-generated messages (DGC) message is employed.

Hypothesis #3a (rejected): Given a tourist's unsatisfying experience with a destination, upward counterfactual thinking will be more conducive towards improving attitudes towards the destination than downward or no counterfactual thinking. Hypothesis #3b (rejected): Given a tourist's unsatisfying experience with a destination, upward counterfactual thinking will be more conducive towards improving intention to recommend than downward or no counterfactual thinking. Hypothesis #3c (rejected): Given a tourist's unsatisfying experience with a destination, upward counterfactual thinking will be more conducive towards a message about the destination than downward or no counterfactual thinking.

Hypothesis #4a (rejected): The effect a message appeal type has on the change in attitude towards a destination will depend on a tourist's counterfactual thinking orientation. Hypothesis #4b (rejected): The effect a message appeal type has on the change in attitude towards intention to recommend will depend on a tourist's counterfactual thinking orientation. Hypothesis #4c (rejected): The effect a message appeal type has on the change in attitude towards the message will depend on a tourist's counterfactual thinking orientation.

Hypothesis #5a (accepted): The effect a message authorship type has on the change in attitude towards a destination will depend on a tourist's counterfactual thinking orientation. Hypothesis #5b (accepted): The effect a message authorship type has on the change in attitude towards intention to recommend will depend on a tourist's counterfactual thinking orientation. Hypothesis #5c (accepted): The effect a message authorship type has on the change in attitude towards the message will depend on a tourist's counterfactual thinking orientation.

Managerial Implications

This study embraced the importance of post-purchase and post-trip customer engagement. It demonstrated that a properly-crafted marketing message can help alleviate tourists' sense of dissatisfaction from their tourism experience by changing their attitudes towards a destination and their intention to recommend it to others. User-generated content is superior to destination-generated content, so marketers should incentivize satisfied tourists to share their most enjoyable moments through emotionally-charged messages. Videos are especially effective. Since downward counterfactual thinking was shown to be effective in reconciling unsatisfying experiences, indirect comparative advertising that depicts the superiority of the destination would be another effective marketing activity.

POINTS TO NOTE:

- Effective tourism marketing involves post-purchase and post-trip communication.
- Emotional messages are more effective than rational messages in improving tourists' attitude towards a destination and recommendation intention.
- User-generated content is more effective than destination-generated content in improving tourists' attitude towards a destination and recommendation intention.
- Unsatisfied tourists engaged in downward counterfactual thinking respond more favorably to marketing messages than those engaged in upward or no counterfactual thinking.

Wang, S, Kirillova, K., and Lehto, X. (2017). Reconciling Unsatisfying Tourism Experiences: Message Type Effectiveness and the Role of Counterfactual Thinking. *Tourism Management*, 60, 233-243.

Estimating Willingness to Pay Air Passenger Duty

Travelers already pay a variety of taxes for products and services required to satisfy their travel needs. Now they are being asked, or forced, to pay an additional tax to help mitigate the negative effects of air travel pollution. Is this fair? If so, how much should be charged? How will it impact demand? And will it be effective in offsetting air travel pollution? When researchers Neelu Seetaram of University of Huddersfield, Shun Ye of Zhejiang University, Stephen Page of University of Hertfordshire, and SHTM's Haiyan Song surveyed travelers in the UK about this new duty, they found a wide variety of reactions based on socio-demographics, flight characteristics, and concerns about its usage.

Air Travel Pollution and Compensation

Air travel is criticized for the pollution it creates, especially in an era where sustainability is emphasized in all facets of the tourism industry. Whether referred to as greenhouse gas emission, carbon emission, negative environmental externality, or just plain air pollution, this well-documented scourge is contributing to the environmental woes of a planet filled with over seven billion concerned stakeholders.

The global trend toward governments levying an additional duty to help offset pollution caused by air travel is a means for internalizing the problem with passengers paying for the environmental consequences created by their choice of transport. In some countries, the duty is non-compulsory, such as the carbon offset programs in Europe and the USA and the carbon neutral program in Australia. In others, it is compulsory, such as the Air Passenger Duty in the UK which is an excise tax applied to all passengers whether they support it or not.

Air Passenger Duty (APD)

The UK's Air Passenger Duty is a tax on global trade. It is an import tax on UK citizens and an export tax on international visitors. Although carbon taxes are deemed a cost-effective way to reduce GHG emissions and an effective revenue-raising mechanism, the potential consequences of APD enforcement are questioned by the tourism industry. Since the UK's Air Passenger Duty is compulsory, there is concern that it will have a negative influence on the tourism industry's competitiveness, as the ADP becomes part of trip prices and discourages price-sensitive tourists. In Australia, critics claim its carbon tax may harm Australia's competitiveness, industry profitability, and employment for little or no benefit to the global environment.

The key issue for UK policymakers is the amount to charge, which must consider market tolerance. A common valuation method involves eliciting tourists' willingness to pay (WTP) to gain certain benefits or to offset damage caused to public welfare. In air travel the carbon footprint varies across trips with different flight classes and lengths. To determine the APD levied on travelers originating from a UK airport, destinations have been split into two different bands according to the distance from a country's capital city to London and their class of travel. Band A covers destinations up to 2,000 miles, and Band B is for travel to destinations over 2000 miles. Both have a sliding scale of duty according to economy or business class.

Willingness to Pay

Willingness to pay is used to determine the approximate value and price of a good not sold in the market, and; therefore, not subject to the normal effects of supply and demand. WTP is linked to demand curve and elasticity in regard to changes in price. If the price of environmental protection goes up, but people believe it will improve their life, their WTP will reflect that positive evaluation.

This study elicits outbound UK tourists WTP via the contingent valuation method, by deriving demand curves, and then comparing WTP amounts and demand curves between six trip types of two flight classes (economy and business) and three travel distances (short-haul, medium-haul, and long-haul). It addresses three interrelated research questions: 1) Are outbound UK tourists willing to pay for APD and, if so, how much; 2) How does WTP vary across trips of different flight classes and travel lengths; and 3) Based on the derived WTP, how do current APD rates affect demand for air travel?

Methodology

The survey questionnaire consisted of three parts. The first part asked socio-demographic information and international travel experience in 2015. The second part asked about respondents' level of awareness of APD and their preference on how it should be charged and spent. The third part asked their WTP for APD in the six air travel scenarios. Based on income and employment status of potential respondents, 6000 were selected to participate, with 2002 completed responses collected.

Some 74% of respondents were willing to pay for APD. As travel distance increased, the proportion willing to pay APD also increased, more for economy class than business class. For short-haul trips, 74% were willing to pay APD for economy class and 78.2% for business class. For medium-haul trips WTP for economy was also close to that for business, and it exceeded it for long-haul trips. Respondents who were unwilling to pay APD had insufficient information about APD, concern that APD was merely another type of tax, or their income was too low. More than one third preferred a fixed amount charged per ticket, 14.9% preferred a fixed amount depending on distance traveled (which is how APD is currently charged), and 12.7% preferred APD based on a percentage of ticket cost. Most respondents (35%) favored spending APD on environmental projects, with 26% favoring airport development, and 6.3% for general government expenditures.

As for level-1 effects, both flight class and travel distance have significant negative influence on WTP. WTP is lower for economy class and significantly lower for short- and medium-haul trips. The level-2 effects of socio-demographic traits significantly affect WTP. Older travelers tend to have less WTP. Compared to respondents who do not have jobs, those who are employed or retired have a higher WTP. Domestic and international travel experiences are both positively correlated with WTP, as are those who travel more. All the demand curves are downward sloping and downward curved, which indicates that as APD increases, demand elasticity increases accordingly.

Conclusion and Implications

First, a large proportion of respondents (74%) are willing to pay for APD. The mean willingness to pay (MWTP) for short-haul trips is £16.543 in economy class and £24.116 in business. In comparison, the APD rate enforced from 1 April 2017 to 1 April 2018 is £13 for economy and £26 for business, showing the average tourist is prepared to accept the current APD. For medium- and long-haul trips, the MWTP ranges from £22.885 to £36.795, although the current APD rates are £75 for economy class and £150 for business, meaning these rates may significantly decrease outbound demand, confirming concerns raised by trade lobby groups.

Second, this study derives demand curves and elasticities based on WTP for all six trip scenarios. For short-haul trips, tourist demand is inelastic for APD below £37.505. As the current APD rate ranges from £13 to £26 for short-haul, its effect is limited. However, for longer-haul trips, the current APD rate is more than £75, which is above the critical value of £52.505 where tourist demand becomes highly elastic, confirming that medium- and long-haul trips may deter tourists from traveling overseas.

Third, this study identifies significant differences in WTP and demand curves across different trip scenarios. WTP is higher for business class and for longer-haul trips, as these trips generate more carbon emissions, and tourists are willing to pay more to offset them. These findings can be used by destinations to design taxation policies that avoid damage to their competitiveness in the market while offsetting the negative externalities generated by air travel. The challenge in gaining support for any future APD increase will be communicating how the additional revenue is to be used for sustainability objectives.

POINTS TO NOTE:

- The majority of UK air travelers are willing to pay Air Passenger Duty.
- WTP for APD depends mainly on passenger socio-demographics and flight characteristics.
- Destinations must design proper taxation policies that avoid potential damage to their competitiveness while offsetting the carbon emissions generated by air travel.
- For maximum effectiveness, APD policies must consider market tolerance, demand curves and elasticity.

Seetaram, N., Song, H., Ye, S., and Page, S. (2018). Estimating Willingness to Pay Air Passenger Duty. *Annals of Tourism Research*, 72, 85-97.

Evaluating Museum Visitor Experiences Based on User-generated Travel Photos

Nowadays all tourists are avid photographers who not only openly share their photos with the world, they also secretly reveal what they most admire or ignore about the places they visit. In their recently-published article Huy Quan Vu of Victoria University, Jian Ming Luo of City University of Macau, Ben Haobin Ye of Sun Yat-Sen University, Gang Li of Deakin University, and SHTM's Rob Law explain how museum managers can take advantage of this vast repository of market intelligence.

Introduction

Museum visits are a popular component of the tourism experience. They provide distinctive attractions and create jobs, income, and economic development for destinations. Many museums, such as the British Museum in London, are "must-see" attractions. In the UK in 2010, museums provided 190,000 full-time jobs and contributed more to the economy than the automobile industry. In Hong Kong in 2011, over four million people visited its major museums.

Tourism managers face challenges in gaining a comprehensive and insightful understanding of the visitor experience due to the various types of museums and visitor preferences. For example, tourists may visit a museum because of its beautiful setting or convenient location, rather than its displayed artifacts. Tourists may also be drawn by different artifacts at the same museum. Traditional research relied on surveys and questionnaires for data collection; however, these approaches fail to capture important aspects of museum visitors' experience and motivation.

Fortunately, most tourists take photographs of their visits and share them on social media platforms. In addition to visual content, social media platforms also include metadata which provide valuable insights into the behavior of museum visitors. To date, travel photos have not been used in the study of museum visitor experience. This research aims to help tourism managers gain insights into the experience of museum visitors by utilizing user-generated travel photos available on social media websites. Flickr is used as the data source because it provides free access to an entire database of photos, locations, and timestamps.

Museums and Tourism

The role of museums has changed from protecting cultural and historical materials to promoting tourist attractions. Tourists no longer visit museums simply because of the artifacts on display. Understanding museum visitor behavior and experience is important for tourism managers in promoting museums and attracting more tourists. Past studies focused chiefly on visitor profiles, preferences, expectations, and temporal visiting patterns and revisits. Visitor profiles are especially important, as education, income, occupation, race, ethnicity, and age are positively correlated with museum visits. Existing research methods that rely on surveys, questionnaires, and travel diaries are costly because they require direct contact with visitors. Moreover, travel is a unique visual experience. Data collected using traditional approaches are often in text, so they fail to capture fully the visitors' personal experiences. Furthermore, tracking new visitors and revisits is challenging when using conventional data collection techniques. By contrast, online travel photos provide additional insights due to their visual content and metadata. Nevertheless, such materials have not been utilized in previous museum studies. Hence, this research demonstrates the practicality of using online travel photos to study tourist behavior and experience of Hong Kong museum visitors.

Methodology

Flickr, which provides full access to its database, is the data source for this study. Its geotags and photo timestamps provide valuable information about visitor behavior. Furthermore, Flickr is a reliable data source for determining tourism demand and travel patterns. Data collection focused on photos with the keyword "museum", and Google Maps was used to determine the museum's exact location. Several techniques were used to analyze different data types, including spatial analysis, descriptive statistics, temporal analysis, photo content analysis, proportional analysis, and multiple visit analysis. Five museums were identified for the study because they were visited frequently from 2007 to 2016, and visitors shared photos of them on Flickr. They were the Space Museum, Museum of Art, Museum of History, Science Museum, and Heritage Museum. Because there is no clear boundary between the Museum of History and the Science Museum, they were treated as one attraction.

The collected data comprised 2,843 photos posted by 406 visitors. Metadata for the photos include GPS coordinates, time taken, and user's location of origin. Based on the findings, the most popular museum is the Museum of Art, which attracted 163 visitors, whereas the least popular is the Space Museum with 79 visitors. Although the History & Science Museum ranked second with 138 visitors, more photos were taken at this location (an average of 11.87 photos per visitor) compared with the other museums. From the collected data, a subset of 211 visitors (52% of the original total) with location information was considered for the present study. Among them, 76 were local residents, and 135 were international tourists from 27 countries. The top three countries, with 10 visitors each, were the USA, UK, and China.

Findings and Analysis

The most visited museums by U.S. tourists were the Museum of Art (12) and History & Science Museum (11), while UK tourists were most interested in the Museum of Art (10), and Chinese tourists favored the History & Science Museum (7). Hong Kong residents were equally interested in the Museum of Art, History & Science Museum, and Heritage Museum (30). The Space Museum was the least popular (12).

Spatial distribution of photos differs for each museum. Most photos of the Museum of Art, Space Museum, and Heritage Museum were taken inside. The most photos taken at the center of the building were taken at the Heritage Museum, whereas photos spread widely within museum grounds were taken at the Museum of Art and Space Museum. Numerous photos were taken inside the History & Science Museum; however, many were also taken in the open space between these two buildings. Visitors took the most photos at the History & Science Museum and Heritage Museum.

Temporal visiting patterns were quite diverse also as the following examples indicate. The Museum of Art was most visited from January through April, the Heritage Museum from April through June, the Space Museum during the second half of the year with July as peak month, and the History & Science Museum most days of the year except during March and December.

Photo content analysis indicates the visitor interests in museums. Photos taken indoors in the Space, Art, and Heritage Museums focused on specific objects displayed, whereas photos taken at the History & Science Museum showed multiple objects. Many outdoor photos at the Space Museum focused on the museum building, and many outdoor photos at the Museum of Art centered on Victoria Harbor. About half of the selfie photos taken at the Space Museum and Museum of Art contained outdoor scenes. Thus, tourists were interested in taking photos not only of the indoor exhibition items but also of the museum's surroundings and themselves.

Conclusions

Museum managers should determine why some visitors take more indoor or outdoor photos. This could reflect on their displays, surroundings, or access to views. The timing of visits may also be related to the periods when special events and exhibitions are held. Differences in interests and cultural contexts between tourists from Asia and Oceania and those from North America also need to be considered. This study suggests that tourists from Asia and Oceania, who prefer photos of outdoor scenery to indoor artifacts,

consider Hong Kong's museums as just another attraction rather than as destination highlights.

This research introduced online travel photos available through a social media platform as a complementary data resource. It also demonstrated the practical implications by presenting a case study of Hong Kong museum visitors whose experiences were examined through photo content analysis. Other metadata provided insights into spatial and temporal visit patterns. The proposed approach and findings benefit tourism researchers and practitioners in understanding visitor behavior and preferences and allow museum managers to provide better products to visitors.

POINTS TO NOTE:

- Museums are distinctive attractions that create jobs, income, and economic development.
- Museum managers must conduct research to understand and attract visitors.
- Photo content analysis show differences in the interests and time of visit among groups of museum visitors.
- In addition to visual images, social media platforms such as Flickr, provide valuable metadata.

Vu, H.Q., Luo, J.M., Ye, B.H., Li, G., and Law, R. (2018). Evaluating Museum Visitor Experiences Based on User-generated Travel Photos. *Journal of Travel and Tourism Marketing*, 35:4, 493-506.

Gambling Destinations and the Effect of Gambling Results on Tourist Satisfaction and Loyalty

For decades Macao has been Asia's premier gaming center. Satisfying its tourists and enhancing their destination loyalty in an increasingly competitive environment is the key to Macao's continued success. In their recently published article, researchers Davis Fong of the University of Macau and SHTM's Lorenzo Masiero, Jianwei Qian, and Rob Law examine the effects of gambling results – winning and losing and how much - on destination satisfaction and loyalty.

Introduction

Tourist satisfaction has a positive effect on destination loyalty and tourists' intention to revisit a destination and recommend it to others. Satisfaction and loyalty are influenced by personal involvement, emotional experiences, place attachment, and destination source credibility. "Chance of winning" is an important factor in overall gaming satisfaction. At the destination level, gambling results can affect satisfaction with the entire travel experience. But how do gambling results affect destination loyalty, and what are their implications for gambling destinations?

Tourist Satisfaction and Loyalty

Tourist satisfaction is a subjective post-consumption evaluation of the service and experience gained while traveling. It is a crucial determinant in evaluating destination performance and affects potential tourists' destination selection. Satisfied tourists are the most reliable source of information for potential visitors, making tourist satisfaction a predictor of tourist loyalty. Tourist loyalty refers to a tourist's attachment to a certain destination. Recently, studies on tourist loyalty are emerging because: 1) success is not reliant on the first-time purchase but rather on multiple purchases; and 2) loyalty has been recognized as a more accurate antecedent in motivating visitor behavior than satisfaction.

Since tourist loyalty is difficult to measure, variables at the operational level, such as loyalty and intention to revisit and recommend are used as indicators. Therefore, studies of tourist loyalty use three main approaches: 1) consumption behavior; 2) attitude; and 3) combination of behavior and attitude. The behavioral approach focuses on actual behavior triggered by loyalty, such as repeat trips. However, this approach ignores the antecedents influencing tourist loyalty. The attitudinal approach focuses on the psychological state expressed by tourists, such as revisit intention and recommend. The combined approach of behavior and attitude assumes tourists who hold a positive attitude toward a destination will exhibit behavioral loyalty. Although the core determinants of tourist satisfaction and destination loyalty apply to any tourism destination, the investigation of a certain type of destination or tourism product should consider specific factors or directly observable variables.

Casinos and Gambling Destinations

Casinos offer shopping, dining, and entertainment and are effective in attracting tourists to destinations. Elegant, well-designed casinos create an experience that strengthens tourist satisfaction and loyalty. Fierce competition among gaming destinations has made casinos pay special attention to customer satisfaction and loyalty. Location, hospitality, and games matter most to visitors, followed by price and value. Traditional quality standards, such as security, cleanliness, and friendliness remain important. Many casinos offer loyalty programs to increase repeat behavior although studies have shown mixed results.

"Chance of winning" refers to customers' idea of the probability they can earn more than they bet. Research shows a positive relationship between gamers' perceived chance of winning and their overall casino experience. However, this observation is often overlooked by casinos and DMOs. Regardless of gambling results, customers are likely to produce positive word-of-mouth and revisit a casino if they receive good service.

Since gambling destinations have their own unique characteristics, copying the mode of another destination is suboptimal; plus it increases competition between the two. Hence, gambling destinations need to find unique ways to develop. For example, Las Vegas is noted for its replicas of architectural masterpieces, and Macao promotes its mix of Eastern and Western cultures. Other studies advocate celebrity endorsements and development of a multi-faceted destination. Studies on gambling tourism have mainly focused on visitors' satisfaction with and loyalty to a casino rather than on the destination. The effect of the gambling result on tourist satisfaction and tourists' loyalty to the destination has yet to be explored. Therefore, this study examines whether gambling results actually influence tourists' overall satisfaction and their loyalty to a gambling destination.

Data and Methodology

Data used in this study came from the survey "Macao Visitor Profile Study" comprised of 18,760 observations (2011-2013) via interviews at four departure terminals. Analysis was performed on a subset of 7,431 observations (40% of the original sample) and reflect the proportion who gambled. Most visitors came from Mainland China (63%) and Hong Kong (24%). Nearly 20% were same-day visitors. The remaining 80% stayed an average of 1.6 nights. On average, visitors were on their third visit to Macao. Their most popular motivations were gambling (32%) and attractions (33%). Typical visitors were traveling with a companion (80%), male (61%), aged 31-50 (54%), and married (65%).

On a scale of 1-5, with 5 being "strongly agree", perceptions of Macao as a great destination for short vacations (4.07), value for budget (3.79), uniqueness as a destination (3.92), and attractiveness of casinos (4.14). Respondents spent an average of 6.2 hours gambling, with 47% reporting a loss, 24% breaking even, and 29% winning. The average win (HK$ 15,265) was approximately half of the average loss (HK$ 32,173). On a scale of 1-5, with 5 as the maximum score, visitors rated overall satisfaction with visit (3.95), likelihood to return in the next year (4.24), and likelihood to recommend to others (4.26).

Conclusions and Implications

Three research models designed to reveal determinants of overall satisfaction and loyalty to the gambling destination of Macao were also constructed. The base model included core determinants and tourist profile variables, the second model added win-loss variables, and the third model added the amount of money won or lost. A significant but differentiated effect of gambling results was revealed by the indicators of tourists' overall satisfaction and their propensity to recommend and revisit. In particular, an asymmetric effect is observed in overall satisfaction. The negative effect of losing outweighs the positive effect of winning. The monetary value of the gambling result further reinforces this unbalanced effect. Both winning and losing have a positive effect on the likelihood to recommend, although the monetary amount of the loss exerts a moderating effect whereas the monetary value of the win does not have a significant effect. For likelihood to revisit, only winning has a significant effect. Tourists are more likely to revisit if they win, and this probability increases as the amount won increases.

Gambling losses and their amount do not affect likelihood to revisit, perhaps because respondents view gambling as entertainment and one of the tourism activities in Macao. Although they are not satisfied with the gambling result, they understand that probability, not the other tourism experiences, is what leads to their lower level of satisfaction. By law, the rules of casino games determine the probability of winning and losing and create house advantage for casino operators. The government or casino operators should educate tourists about the odds of winning casino games so gamblers can make informed choices. Tourism organizations and casino operators can also develop "consolation rewards" to alleviate dissatisfaction among tourists who experience a gambling loss.

"The Historic Center of Macao", a UNESCO World Heritage Site, does little to boost loyalty among tourists whose main motivation is sightseeing. Two or three days is enough time to explore Macao's attractions. To encourage tourists to return, the government has been motivating casino operators to develop more non-gaming components, such as shows, artificial attractions, and themed entertainment. Same-day visitors, who account for 20% of gamblers, have a high probability of revisiting, even though they express lower overall satisfaction and likelihood to recommend. Their per capita spending (US$ 80) was less than one-fifth of overnight visitors (US$ 437) in 2014. The large volume of same-day visitors may drain public resources and crowd out overnight visitors.

POINTS TO NOTE:

- Tourist satisfaction has a positive effect on destination loyalty and intention to revisit and recommend.
- A positive relationship exists between gamers' perceived chance of winning and their overall casino experience.
- The negative effect of losing outweighs the positive effect of winning at a casino.
- Gambling losses and the amount of losses do not affect the respondents' likelihood to revisit.

Masiero, L., Qian, J., Fong, D., and Law, R. (2018). Gambling Destinations and the Effect of Gambling Results on Tourist Satisfaction and Loyalty. *Journal of Travel & Tourism Marketing*, 35:5, 678-689.

Insights into Sentiment of Hong Kong Residents towards Mainland Chinese Tourists

The Individual Visit Scheme of 2003 opened the door for growing numbers of Mainland Chinese tourists (MCTs) to descend on Hong Kong for sightseeing and shopping trips. While the high-spending MCTs have significantly enhanced Hong Kong's economy, their unfavorable behavior as inexperienced travelers has created considerable tension among Hong Kong's residents. In a recently published article Nan Chen of University of Huddersfield, Xiang (Robert) Li of Temple University, and SHTM's Cathy Hsu, delve into the underlying psychological reasons for Hong Kong residents' prevailing attitudes and mentalities towards MCTs by interviewing residents and by exploring social identity and introducing the new concept of community mentality.

Tension and Backlash

Between 2003 and 2016, tourist arrivals from Mainland China to Hong Kong, already one of the world's most densely-populated cities, increased fivefold. Unpleasant encounters with residents and media reports of their disagreeable actions led to a series of "anti-locust" protests in 2014 regarding the number of MCTs and their negative impact on local people and resources. MCT arrivals declined in 2015 and again in 2016, corroborating the notion that tourists are reluctant to visit places where they are not welcome. When a destination is faced with an influx of a dominant tourist group, monitoring the perceptions and feelings of the local community, which is an essential stakeholder of tourism development and tourist experience creation, towards this omnipresent new group becomes necessary. Subsequent policies can then be formulated to minimize the negative impact on residents and MCTs.

Resident Attitude and Social Mentality

Resident attitude is comprised of three main components - cognition, affect, and conation. Cognitive attitude represents the beliefs, opinions, and knowledge held by Hong Kong residents towards MCTs. Affective attitude comprises their feelings and emotional responses that are stimulated by MCTs. Conative attitude includes their predispositions, intentions, and commitments to behave in certain ways towards MCTs. Social mentality is a more in-depth and collective concept than attitude. It explains how specific motivations direct attention, recruit relevant cognitive processing, and guide emotions and behavioral outputs. In this study, the social mentality common among local residents is defined as the collective consciousness shared by members of a host community. It is formed by confronting objective conditions such as the dominant MCT source market and Hong Kong's economic situation within social interactions.

Social Identity Theory

This study introduces social identity theory (SIT) into host-tourist research due to its inherent relevance to intergroup relations. SIT suggests that groups provide the characteristics that define the self-concept of its members by providing standard values, behaviors, and emotional attachments associated with the group. In turn, members derive their self-concept from the social identity of the group, as the cognitive process of depersonalization shifts self-identity from the personal self to the collective self. Thereafter, the collective self-perception determines their perceptions, inferences, and affective and behavioral reactions towards the in- and out-groups. The three research objectives of this exploratory study were to: 1) reveal the attitudes of Hong Kong residents towards a dominant tourist group, 2) identify local community mentalities that underlie these attitudes, and 3) examine the psychological mechanism for developing such attitudes and mentalities.

Methodology

A qualitative approach was employed to collect data through interviews that focused on the responses of the informants and encouraged open and free-flowing dialogue. The interviews were conducted by a Hong Kong-born, Cantonese-speaking research associate to build trust and encourage participants to express their views freely in their mother tongue. Sampling techniques were used to recruit 18 permanent residents of Hong Kong who have direct contacts with MCTs at work or where they live, such as in tourist areas. They were asked to recommend acquaintances to participate based on residential locations and age to obtain a representative sample of residents living in all 18 districts of Hong Kong. Age was important because Hong Kong residents in different age groups hold different viewpoints and sentiments towards Mainlanders. A total of 39 respondents were recruited and interviewed in 2015. Average duration was 30 minutes. All interviews were recorded, transcribed in Chinese and translated into English. Three coders used inductive logic to analyze the raw data independently and then compared their results to achieve consensus. An external auditor evaluated their work for accuracy.

Findings

Unfavorable impressions towards MCTs among the 39 informants exceeded neutral or positive impressions, with 20 reporting negative attitudes, 15 reporting neutral attitudes, and 4 reporting positive attitudes. Analysis revealed age, gender, education, income level, and previous contacts with Mainlanders play a role in their overall attitude. Female, highly educated (associate degree and above), young (age 20-35), and low household income (below HK$19,999 per month) groups reported more negative attitudes than others. Informants who did not spend their entire lifetime in Hong Kong and respondents who recognized their Chinese citizenship were more likely to evaluate MCTs from a neutral standpoint. Informants working in tourism-related industries indicated a higher rate of negative attitude, while those living in tourist areas reported a lower rate of negative attitude.

Negative attitudes, considered deviate from norms, principles, and customs of Hong Kong society, were based on behaviors such as littering, spitting, smoking, urinating and defecating, street blocking, jostling, jumping a queue, speaking loudly, and being rude, insensitive, and overly-demanding. The most common negative consumption behavior was crazy purchase of luxury goods, jewelry, and watches while treating sales staff as servants. Informants with neutral attitudes commented on their strong purchasing power and wealth, their fast and straightforward purchasing, the fact that they often bought daily necessities not available at home, their custom of gift-giving and face-saving rather than just showing off, their short and hurried stay, and they were like other groups consisting of well- and ill-mannered members. Informants with positive attitudes reported polite behaviors and the misbehavior of some should not be generalized to the entire group.

The most common negative emotions felt by Hong Kong residents towards MCTs were dislike, disgust, hate, despise, anger, and disregard. They also reported that MCTs made them feel uncomfortable, unhappy, inconvenienced, and helpless. Positive feelings included compassion appreciation, and sympathy.

As for their intention for future interaction with MCTs, eight informants would be willing in order to improve mutual understanding and to show friendliness. Seven informants would if they occurred naturally. Ten would under certain conditions, such as the MCTs level of education and courtesy. And, 14 informants indicated no intention at all.

Feelings of superiority and deprivation coexist in the minds of Hong Kong's residents as activated by a variety of stimuli performed by MCTs. Of the 39 informants, 29 felt a sense of superiority and a sense of deprivation. Their sense of superiority was based on quality of civilization, education level, culture, values, morality, and etiquette. The informants feeling of deprivation was mentioned in complaints about MCTs' competition for and despoliation of Hong Kong's resources, including public space, transportation, leisure and dining venues, daily necessities, and entrepreneurial opportunities.

Conclusions and Implications

This study provides a conceptual model that describes the psychological mechanism for resident attitude and mentality formation towards a specific group of tourists. A loop of 'social categorization-social identity-social comparison' (SCateSIeSCom) describes these processes. It provides evidence that an individual goes through two mental processes (social categorization and intergroup social comparison) while deriving a sense of social identity. This study also demonstrated for the first time that the overall negative attitudes of residents towards MCTs were not only determined by MCTs' misbehaviors but also by local community mentalities, social identities, and perceptions of the intergroup relationship. The proposed new concept of "community mentality" could facilitate the transcendence of traditional resident attitude studies from the individual perspective to a collective level.

It also revealed that direct host-tourist contacts alone cannot reduce negative stereotypes and prejudice. Only under certain conditions, such as equal status between groups, common goals, intergroup cooperation, and institutional support (from authorities, law, or custom), can host-tourist interactions facilitate reduction of intergroup bias and discrimination. Thus, civic education should be enhanced as a long-term strategy for tourists and hosts. Respectful attitudes and civilized travel behaviors should be instilled in tourists to make them aware of cultural differences between home and destinations and to comply with local social norms and customs. For hosts, civic education should highlight the malleability of personal/group qualities and dynamic intergroup relations to facilitate the change in the beliefs and stereotypes of residents towards the dominant tourist group.

POINTS TO NOTE:

- Social Identity Theory connects Social Exchange Theory and Social Representative Theory.
- A psychological mechanism model accounts for resident attitude and mentality formation.
- Unfavorable attitudes toward MCTs exceed neutral or positive attitudes.
- Hong Kong residents feel both superior and deprived when evaluating MCTs.

Chen, N., Hsu, C.H.C., and Xiang, L. (2018). Feeling Superior or Deprived? Attitudes and Underlying Mentalities of Residents towards Mainland Chinese Tourists. *Tourism Management*, 66, 94-107.

Moving Beyond the Western versus Asian Culture Distinction: An Investigation of Acculturation Effects

Everyone knows that stereotyping is wrong and imperfect, but we are often forced to do it as a shortcut to understanding new people we haven't gotten to know yet. But, when we meet unfamiliar people, hear them speak, and experience them within a certain context, do we really understand who they truly are? Of course not. How about in a hospitality setting; do we really know how to properly interact with them as guests, especially in sensitive situations such as service failure and service recovery? In a recently-published article, Karin Weber and Cathy Hsu of SHTM and Beverley Sparks of Griffith University found that it is essential to avoid any broad cultural groupings without understanding the influence of acculturation on guests from a familiar ethnic background who may have lived long-term in another country with significant cultural distance.

Service Failure and Recovery Research

Service failure and recovery (SFR) have been heavily researched due to their effects on customer satisfaction, word-of-mouth referrals, and repeat purchase intentions. Although research on this topic traditionally focuses on Western theory, recent studies have begun to focus on the effects of culture, including Eastern culture. Increases in migration, globalization, and international tourism have created a consumer base that is culturally diverse, even within the same ethnicity due to long-term residency abroad. This study expands SFR research by examining whether different acculturation levels generate different perceptions and behaviors following a service failure. It compares the responses of two distinct groups of consumers of ethnic Chinese descent: Chinese-Australians and Mainland Chinese. Australia provides a Western setting of significant cultural distance from China, and its largest ethnic minority is Chinese. Mainland China has become the world's largest outbound market and has been the subject of numerous studies on the characteristics of Chinese travelers.

Acculturation Theory

Acculturation refers to those phenomena which result when groups of individuals having different cultures come into continuous contact, with subsequent changes in the original cultural patterns of either or both groups. Individuals can be categorized into four main acculturation strategies depending on their degree of cultural maintenance or cultural contact and participation. They are: 1) Assimilation: people who do not wish to retain their original culture and seek frequent interactional with the host culture; 2) Separation: people who value and attempt to retain their original culture by avoiding interaction with the host culture; 3) Integration: people who wish to retain their original culture while also actively pursuing frequent interactions with the host culture; and 4) Marginalization: people who have either limited interest or opportunities to retain their original culture while also displaying little interest or have restricted opportunities to interact with the host culture. People in the marginalization category are of little interest to marketers and to this study.

Only two previous studies have explored the effect of acculturation on service failures. A key finding revealed variations in Chinese-American perceptions and behaviors based on the level of their acculturation. In addition to the effects of different acculturation strategies, this study also looks at where the SFR takes place, either in their country of residence (Australia) or their country of origin (Mainland China), and the social presence (as witnessed by family members or business associates).

Cultural Distance

Cultural distance is the degree to which one culture is distinct from or comparable to another. Variations in cultural values and norms create conditions for unfavorable perceptions and extreme behaviors, including culture shock. Hospitality services include encounters that are both intracultural (guest and service provider share the same culture) and intercultural (they come from different cultures). Studies have shown that intracultural service encounters are seen as more severe and have greater potential to upset customers who expect the service providers to anticipate their expectations and meet them. Conversely, intercultural service encounters that do not meet expectation can be blamed on cultural distance. In these settings, service expectations are often lower, and guests exhibit greater tolerance for service failures.

Looking first at Mainland Chinese, they are more likely to complain about poor service at home than when traveling abroad, but this may be changing, as they gain more international experience. Although they are more passive about complaining about foreign service failures, they are often more disappointed with service failures when abroad because they have higher expectations, especially for Western service with its long tradition of serving tourists from around the world. Chinese-Australians have acculturated at different levels. This makes their perceptions and reactions to service failures less clear. Assimilators, those who perceive the least cultural distance when at home in Australia, are more likely to have a negative reaction to a service failure. Separators, on the other hand, perceive the most cultural distance and would be less likely to complain.

Research Objectives and Methodology

The two research objectives of this study were to: 1) Analyze differences between Chinese-Americans and Mainland Chinese for service failures characterized by differences in where the service failure occurs (location) and who witnesses it (social presence); and 2) Test the different levels of acculturation among Chinese-Australians on their face perceptions, satisfaction, and repeat purchase intentions, and compare it to those of Mainland Chinese for service failures that are also characterized by differences in service failure location and social presence.

This study was conducted utilizing a role playing (scenario) design using actual restaurant customers. Four scripts were devised that measured acculturation while manipulating location and social presence. The scripts featured service failure in a restaurant that involved the hosting of several people for a special dinner. Several incidents occurred that embarrassed the host while another dinner party was receiving more favorable treatment. The scenarios referred to technical and functional service quality that required interaction with the guest rather than monetary compensation. The respondents consisted of 224 Chinese-Australians living in Sydney and Melbourne and 272 Mainland Chinese living in Beijing and Shanghai. They were randomly selected from panels generated by a research firm with conducted online surveys in each of those cities. All respondents had at least one dining experience in the previous three months. In both groups, the majority were women, 26-45 years old, and highly educated.

Results

In regard to Research Objective #1, the findings suggest substantial variations in perceptions and behaviors after a service failure between guests with a shared cultural/ethnic background who reside in culturally distant places. They showed no significant differences in face, satisfaction, or repeat purchase intentions for Mainland Chinese regardless of whether the social presence was family or business. In contrast, Chinese-Australians had lower ratings for all three variables if the service failure was witnessed by family, the in-group that influences each other's emotions and evaluations. The findings also confirm previous research that states Mainland Chinese have lower expectations for service quality. However, Mainland Chinese who have lived overseas for extended periods of time and have been exposed to higher service standards are more likely to become upset with service failures, especially if family is present. For Chinese-Australians gathered for a formal business occasion where conversation is business-oriented, a service failure is usually downplayed.

In regard to Research Objective #2, the study found no significant difference in satisfaction or repeat purchase intentions for Mainland Chinese versus Chinese-Australians with varying acculturation levels. Among the three variables, only face differed due to service failure. Face ratings were highest for Mainland Chinese and lowest for Chinese-Australians adopting the separation acculturation strategy, indicating that people may be more sensitive to a loss of face in an unfamiliar place. When serving as host, people show their status. When the choice of restaurant results in a service failure, it causes them to lose face. In contrast, respondents from Mainland China reported the highest rating for face. Perhaps they have encountered similar situations as hosts and as guests, so everyone's expectations are lower, and they do not worry about losing face in that situation.

Conclusions and Practical Implications

The findings of this study are important because they show that in todays' world, customer segmentation must include the cultural effects of long-term residence abroad in addition to country of origin. This is especially true when it involves culturally distant countries. Even though a service provider might consider a customer to just be another Chinese, those who have lived overseas in a Western country for a prolonged period of time will have a different set of norms, expectations, perceptions, and behaviors than their countrymen who have always resided in China. This study shows that restaurant management and frontline staff must have a greater awareness of the variation of service reactions by guests of Chinese descent who live overseas. Frontline staff who engage them in conversation should be trained to establish where they have lived so service can be adjusted accordingly.

POINTS TO NOTE:

- Globalization, migration, and international tourism are increasing the effects of acculturation on people all over the world.
- Chinese who have prolonged overseas experience react differently to service failure and recovery than Chinese who stay at home.
- Acculturation has different levels and all effect service encounters in a different way.
- Understanding the effects of acculturation is critical to success in hospitality and tourism.

Weber, K., Sparks, B., and Hsu, C.H.C. (2017). Moving beyond the Western versus Asian Culture Distinction: An Investigation of Acculturation Effects. *International Journal of Contemporary Hospitality Management*, Vol. 29 Issue: 6, pp. 1703-1723.

New Insights into Food Sourcing for Upscale Hotels and Restaurants

How and where food and beverage outlets source their food products is a hot topic with obvious implications for guest satisfaction, profitability, and property image. In a recently-published groundbreaking study on sustainable food sourcing for three restaurants in an upscale hotel in Hong Kong, Stephen Pratt, Murray Mackenzie, and Jonathon Lockwood Sutton of SHTM, found there are no easy answers, especially when new concerns about food sourcing's economic, social, and environmental effects are considered.

The two old standards of buying local food items and totaling food miles offer a simple, but incomplete, picture of an increasingly complex task. By taking a more holistic look at food sourcing, this study reveals there are pros and cons to the various means of procuring quality food to meet fashionable menu requirements. Local procurement may not always be the most sustainable and cost-effective option, yet less-expensive foreign F&B items may raise health and safety concerns. The mode of transportation, including its energy consumption and greenhouse gas emissions that contribute to climate change, is another major consideration for sourcing each type of food product.

The Hotel Studied and Methodology Used

The researchers conducted a case study of food sourcing by a 4-star hotel in East Tsim Sha Tsui that opened in 2011. The hotel features 236 deluxe rooms, 26 suites, a 500-seat ballroom, conference facilities, a heated outdoor swimming pool, a health club, a spa, and three F&B facilities. One is a fine dining restaurant with dim-sum and seasonal Cantonese cuisine. One is an international buffet. And, one is a ground floor café by day and a bar by night. The hotel is categorized as a luxury property, and its competitors are other luxury internationally-branded hotels.

The researchers utilized both quantitative and qualitative methods. The quantitative component enabled them to crunch numbers and provide a statistical analysis of numerous critical factors in assessing their procurement policy and practices. The qualitative component of the study enabled them to understand the reasoning behind food sourcing decisions by interviewing the hotel's Director of Procurement and its Food and Beverage Manager who do the food ordering and the three Executive chefs who request the food and beverage items they need to prepare and serve to their guests.

The hotel's Procurement Department provided the researchers with data on the nearly 79,000 F&B items ordered in 2013. They ranged from dried fish stomachs from Pakistan and quail eggs from China to seafood from Southeast Asia and beverages from Europe. Data for each type of the nearly 3,000 distinct products which are organized into ten categories included the amount ordered, unit costs, total costs for each order, and which of the hotel's three F&B hotel outlets it was ordered for, as well as the product's source country and the mode of transport used to deliver it. The data was imported into SPSS for quantitative analysis.

Traditional Concepts

Local sourcing fits the global mantra to "buy local." It also enables the menu to feature authentic offerings that help create a unique sense of place in an increasingly homogenized world by differentiating the destination and showcasing its local identity and culture. Buying local also benefits local farmers, food processors, and distributors. Imports are a form of economic leakage. However, many hotels and restaurants have no choice but to buy imported F&B items due to the insufficient quantity and quality of local products. Hong Kong is an extreme case, as it is limited to 7 square kilometers of farm land which produces only 2% of vegetables, 7% of live pigs, and 60% of live poultry required to feed its millions of residents and tourists. In addition, most of its food processing plants have relocated across the border in China.

The concept of food miles is the distance that food travels between production and consumption, from farm to table. Food miles are calculated by multiplying the number of items ordered from foreign sources by the distance those items travel by specific modes of transportation to the hotel under study in Hong Kong, including the 15 km from the airport to the hotel and the 35 km from the seaport to the hotel. In 2013 alone, the food miles recorded by this individual hotel's imports, at an average distance of 5,660 km per item, would have traveled around the world 11,126 times.

Environmental Effects

The calculation of food miles is a starting point for calculating the greenhouse gas emissions for each mode of transport used in food sourcing. Shipping by sea is the most energy efficient and least polluting mode of transport. In 2013, 43.9% of the hotel's food orders arrived by sea, accounting for 77.8% of the total food miles and 59.6% of total emissions. This included many non-perishable dry goods which have a relatively long shelf-life. Air is the least energy efficient and most polluting mode of transport. In 2013, 16.8% of the hotel's food orders arrived by air, accounting for 18.9% of the total food miles and 34.6% of total emissions. This included fresh fruits and vegetables and seafood which have a relatively short shelf-life. Almost 97% of the orders from China, including most of the hotel's meat products, arrived via its land border with Hong Kong, accounting for 3.3% of total food miles and 5.8% of total emissions.

Applying the amount of carbon dioxide emissions for each mode of transport per European Environment Agency guidelines, Hong Kong's total for 2013 was 27,294 tons, which is equivalent to 63,474 barrels of oil consumed or 9,783 tons of landfill waste.

Different diets also have varying environmental impacts. Animal products generate much higher greenhouse gas emissions than fruits and vegetables. Altering diets to replace animal protein with other forms would slow greenhouse gas emissions and their effect on climate change. This would also necessitate more locally-grown fruits and vegetables as their environmental costs rise only when they are shipped by air.

Different Motivations

Separate interviews were conducted with the hotel's Director of Procurement, its Food and Beverage Manager, and its three executive chefs. They were semi-structured and lasted from 45 to 60 minutes. Each person was questioned about ordering and requisitioning food for the hotel, and each was shown the findings of the quantitative data findings in advance to prompt their comments and reactions.

Topics raised during the interviews included quality of ingredients versus cost; awareness of food origins, perceptions of low-quality and high-quality source markets, and the delicate balance between frequency of deliveries, lack of storage space, and need for fresh ingredients. All interviewees were aware of the cost implications when requisitioning commodities, and orders were aligned with forecasted budgeting. But the two groups had different motivations and priorities for ordering F&B products.

Procurement officials, who have control over the origin, quality, and pricing of requisitioned items, base their purchase decisions on both quality and price. Procurement was concerned about food miles and the mode of transportation, as sea delivery was more cost-effective than air freight, and shorter shipping distances meant cheaper rates.

The chefs were aware that their F&B items came from many countries, but they stated that food miles was not a concern for them. They cared only about quality, not where the food was from or how it was shipped to them. The exception was for certain signature and high-quality items such as durian from Malaysia, foie gras from France, and beef from Australia. They also mentioned that guests have sometimes asked about the source country for certain menu items when making their selections and have rejected certain items, such as "chicken from China." The chefs only concern about the cost of food items was its effect on the total menu price which their guests must deem to be affordable and of good value.

A Benchmark Study

As one of first attempts to estimate food miles and associated greenhouse emissions for an individual hotel's F&B outlets, this study provides a benchmark for other upscale hotels to compare their procurement procedures and decision-making process. Many factors are considered when balancing food quality and costs. When a hotel sources high-quality food from other countries, it can enhance guest perceptions of those item by promoting their origin, such as stating the smoked salmon comes from Norway or Scotland. Providing a transport-related environmental indicator for fresh produce or carbon labeling have been suggested by other researchers but appear to have little influence over guests opting for more sustainable food choices, and neither was proposed for this hotel. Since tourists spend as much as one-third of their total expenditures on food and Hong Kong promotes its gastronomy as an attraction, more research is needed in regard to food production and consumption in the tourism sector.

POINTS TO NOTE:

- Local procurement may not always be the most sustainable and cost-effective option.
- Less-expensive foreign F&B items may raise health and safety concerns.
- F&B managers and their chefs have different priorities for ordering food products.
- The mode of transportation, including its energy consumption and greenhouse gas emissions, is another major consideration.

Pratt, S., Mackenzie, M., and Sutton, J.L. (2017). Food Miles and Food Choices: The Case of an Upscale Urban Hotel in Hong Kong. *Journal of Sustainable Tourism*, 25:6, 779-795.

Re-conceptualizing Barriers to Travel by People with Disabilities

Travel can be challenging for anyone. For travelers with various types and levels of disabilities, it is often much more challenging and nuanced than industry providers and fellow travelers understand. Researchers Simon Darcy of University of Technology Sydney and SHTM's Bob McKercher, both of whom have experience with the topic, add further structure to the understanding of this large and growing tourism segment by proposing a four-tiered hierarchy that presents the complex nature of disability and the barriers and constraints that people with disabilities must negotiate to optimize their travel participation and satisfaction.

People with Disabilities (PWD)

In 2015 the World Health Organization (WHO) estimated that more than one billion people had some form of disability, with up to 190 million experiencing significant functional difficulties. This figure will increase as the world's population ages. Tourism studies identify barriers as one of many reasons why participation rates in and qualities of experience of tourism are lower than the general population. Unfortunately, most research regards PWD as a homogeneous group with the same disabilities and barriers. The reality is that ability/disability exists along a continuum based on each individual's level of support needs. In addition, most research identifies the types of barriers faced by all tourists as being unique to PWD. As a result, previous research has primarily adopted a one-size fits all approach to constraints research which has hindered the systematic understanding, analysis, and resolution of issues faced by people with different types of disabilities.

The social model of disability adopted by this study identifies the types of constraints imposed on those with impairments by society, more so than 'disability' being a medical condition. Research has shown that social approaches of environments (e.g. physical, economic, social, and cultural) are disabling by their nature, and people with disabilities are exposed to hostile social attitudes that overtly and covertly constrain participation. Together the disabling environments and hostile attitudes are imposed on top of an individual's impairment creating 'disabled people', rather than people who happen to have a disability. This paper disaggregates the constraints of disability and groups them hierarchically into a four-tiered framework. This framework is conceptual in nature and is based on a critical review of the existing research, the authors' own research, the lived experience of one author, and the other author's experience of travelling with PWD.

Tier 1: Barriers Faced by All Tourists

Studies have shown few differences in the desire for and motives to travel between PWD and the general population. Therefore, the same types of generic barriers that affect the general population also apply to PWD, although more acutely. If obstacles could be removed or successfully negotiated, non-travelers could become travelers. Constraints are classified into three hierarchical categories: intrapersonal (psychological factors such as religion, reference group attitudes, perceived self-skill, health, and lack of interest); interpersonal (presence of travel partners and interpersonal communication); and structural (time, cost, lack of opportunity and family commitments).

Tier 2: Issues Faced by All People with Disabilities

This tier relates to issues common to all PWD, regardless of specific disability. It features five categories: ignorance; attitude; trustworthiness of information; issues related to the tourism industry, and; the person.

Ignorance is the most significant issue because it causes most of the other problems. Ignorance is traced to lack of exposure to PWD, stigma, and the perception that disability is not part of the diversity of 'normal' society. Ignorance fuels misconceptions, such any disability equates to total disability, the need for a high degree of assistance, and psychological or intellectual disability accompany physical disability. These misconceptions lead to inappropriate attention or behavior that can produce service failures and unsolicited employee conduct. Ignorance also expresses itself in negative attitudes and overt or covert discrimination to the extent that some PWD choose to hide or not disclose their disabilities from service providers rather than be treated differently or socially secluded.

Trustworthiness of information, or lack of information, creates pragmatic impediments to participation, or at least full participation. Adequacy and accuracy of information affect travel planning, but, unfortunately, what is stated as fully accessible is not always so. This is especially true in hotels that install thick carpeting, low lighting, music, steps, and other architectural impediments for PWD.

Operating high-volume, low-margin businesses creates the need to process people as quickly and efficiently as possible. Package tours are inflexible, with early starts, multiple short stops, and late finishes that preclude many PWD from participating or forcing them to make compromises to cope with the itinerary. Ignorance also fuels the belief that only specialist providers are capable of meeting the needs of PWD.

Tier 3: Issues Unique to Specific Disabilities

What may be critical for a traveler with one type of disability, may be irrelevant to one with a different type. For example, people in wheelchairs have specific requirements for accommodation (e.g. roll-in shower) while someone who is deaf does not need these types of support but has other needs (e.g. visual alarm).

Architectural and design features are important for people with mobility disabilities. Steps, uneven ground surfaces, ramps, splash barriers and toilets, bed heights, and other issues must be addressed. Air travel issues such as transferring passengers from wheelchairs to seats and using the bathroom are impediments. Local transport and attractions seldom facilitate access or mobility, preventing PWD from fully experiencing everything they have paid to enjoy.

People with vision disability have to overcome the perception they cannot fully-appreciate travel. Providing meaningful experiences via touch, smell, taste, and hearing is critical. They also need audible augmentation devices, teletext decoders, sensory or tactile markers. Service providers should note only a small proportion of people with vision impairment can use Braille.

Auditorily-impaired people also require assistive technologies and transforming alternative communication devices (e.g. real-time captioning). Text messaging and text-based social media provide service enhancement. The assumption that everyone with a hearing impairment can read lips is false, and learning to sign involves acquiring an entirely new language; plus different countries use different signs.

Parents of children with intellectual, mental, or high-support physical disabilities face such a large array of issues that many question whether travel is worth it due to the effort involved in organizing the medical care, ensuring appropriate services are available, and the disruption in routine that causes addition stress.

Tier 4: Moderating Factors of "Impairment Effects"

Individual impairment effects are the direct embodied and unavoidable impacts that impairments have on individuals' functioning. The impact of identical barriers on individuals can vary significantly due to differences in their psychology; plus the nature and level of their support needs. In tourism, the severity (level of ability and support needs), congenital nature or age of onset, the ability to accept and adjust to the disability, and the presence of single or multiple disabilities are key determinants. Multiple disabilities add greater complexity to understanding and providing transformative solutions for their travel needs.

Discussions and Conclusions

The tourism industry must stop believing that people with disabilities are a homogenous group defined largely by mobility issues. Such assumptions are evident among workers who have had little experience with PWD and by governments that identify PWD as an under-developed market. Tourism Research Australia suggested only 1% of PWD did not travel due to their impairment. Other studies indicated

that many people with low to moderate support needs face few real constraints to travel. Furthermore, not all PWD are interested in travel.

The four-tier framework in this study operates both hierarchically and interactively. Moreover, people may be able to negotiate single constraints, but their ability and willingness to negotiate multiple constraints in destinations distant from home may require more effort than the perceived benefit. As PWD report, their challenge in negotiating barriers is ongoing with every stage of the journey, every destination they reach, and every tourist experience they undertake.

POINTS TO NOTE:

- People with disabilities is a huge growing market with a strong interest in travel.
- People have many types and levels of disabilities, so they require various types of support.
- The tourism industry must stop thinking PWD are a homogenous group that can be served with a single approach primarily focused on mobility issues.
- Each company within each sector of the tourism industry must address the needs of PWD.

McKercher, B., and Darcy, S. (2018). Re-conceptualizing Barriers to Travel by People with Disabilities. *Tourism Management Perspectives*, 26, 59-66.

Research on Human-robot Interactions in Tourism and Hospitality Experience

Some of the most indelible memories of international travel are meeting local people and experiencing their culture, including interaction with numerous service providers encountered at each destination. But what happens when robots of all types and appearances start performing many of these functions? How will this increased use of robotics affect industry performance and tourist satisfaction? SHTM's Vincent Tung and Rob Law provide an eye-opening look at the diversity and rapid growth of human-robot interaction in the hospitality and tourism industry.

Introduction

Research in robotics is creating an increasing number of applications in hospitality and tourism settings. For examples: Starwood's Aloft Hotel Boltr is a robotic butler that delivers amenities to guests, Royal Caribbean's Quantum of the Seas has robotic arms that act as bartenders in the Bionic Bar, and SARA (Singapore's Automated Responsive Assistant) is a robotic virtual agent that offers information and assistance to tourists. Much of the latest research in robotics has used hospitality and tourism as its context. However, those studies focused on technical aspects of robotic design, architecture, and performance rather than tourist experiences with robots. To fill this gap, this paper seeks to: 1) review past research on robotic agent presence and embodiment relevant for HRI; and 2) identify future opportunities for hospitality and tourism scholars to conduct consumer/tourist experience research in human-robot interaction (HRI).

Robotics & HRI

Industrial automation produced robots that perform repetitive tasks at high speeds, with great precision, and minimal downtime, such as building cars. Recently a new generation of robots has been created that is service-oriented and human-centered. Professional service robots are used for commercial tasks, such as cleaning and delivery, while personal service robots are used for noncommercial tasks, such as a domestic chores and personal mobility.

Also referred to as social robots, service robots are part a heterogeneous society comprised of humans and robots able to recognize each other and engage in social interactions. Service robots in workspaces, such as hotels, maintain frequent direct physical contact with humans in a shared environment. This means service robots require a different set of conceptualizations compared with industrial robots in structured environments. Human partners must be trained to interface successfully with them, and, service robots need to convey gentleness, adaptability toward humans, ease of use, humanoid appearance and behavior, and communication through language, gestures, and expressions.

Service robots are differentiated based on two dimensions: presence and embodiment. Copresent robots are physically present and embodied in the user's space. Boltr is a copresent robotic butler. By contrast, telepresent robots are physically embodied but shown on a monitor in a live feed. The virtual Sony Aibo is a telepresent robot mediated via a screen to entertain individuals by singing and dancing.

Robotic virtual agents are not physically present and are only digitally embodied with the graphics of a robot on a monitor. SARA is a robotic virtual agent. CLARA, also in Singapore is a robotic conversational agent and restaurant recommendation system. A sub-category of virtual agents has neither a visible presence nor embodiment but exists as text or voice only, such as Siri and Viv. R-cube is another unembodied virtual agent that provides tourists in Singapore with restaurant recommendations and bookings.

Presence

Presence refers to the presentation of a robotic agent to others. The three types of presence are self, social, and physical. Self-presence occurs when users perceive artificially constructed identities inside virtual worlds as real. Social presence is one's mental simulation of nonhuman intelligences, such that individuals respond socially to avatars or robotic agents as if they were humans. Physical presence reflects the perception of objects within one's range of senses, whether objects are real or digitally presented. Within physical presence, copresence suggests a user and a robot are in physical proximity. This enables a user to experience physical and reciprocal perceptions, including touching and being touched by a copresent robot in a shared environment.

Presence could also extend digitally. A telepresent robot can share the same real-world environment as a user through a computer monitor, television or project screen. However, the robot itself is mediated electronically as a live video feed. Similar to telepresent robots, HRIs with robotic virtual agents are mediated through a monitor in the real world. A robot may have physical embodiment, but its physical form is not shown to users; instead, it is presented digitally on a monitor as a computer graphic, such as SARA.

Embodiment

In robotics, embodiment is defined as the connection among the control/brain, body, and environment. This suggests physical expressions in the form of a body, or a virtually-simulated body, that enable robots to engage in dynamic interactions with humans. Embodiment encompasses total body communication involving verbal and non-verbal behaviors that create face-to-face experiences.

Embodiment is affected by a robot's morphology - anthropomorphic, zoomorphic, caricatured, and functional - which represents its body shape and limbs; plus the type and placement of its sensors. Anthropomorphism attributes human characteristics to inanimate objects, and anthropomorphic robots (humanoid robots) facilitate HRI by mimicking humanlike forms. Sacarino is a humanoid robot that accompanies guests and provides information about hotel services. Users expect humanlike experiences if a robot has high-level anthropomorphic features. However, an individual's response to a humanoid robot could shift from empathy to revulsion if the robot possesses only a quasi-lifelike eerie appearance.

Zoomorphic robots are based on living creatures, such as cats or dogs and are often programmed to perform human tasks. Karotz, a rabbit-shaped robot that utilizes voice communication, enables hotel guests to choose from actions, such as receiving notifications and discovering tourism activities. Caricatured agents are non-human looking robots, such as a basketball that interacts with humans. Functional embodiment reflects the task they perform, such as a service robot in the form of a basket that collects towels from guests. Service robots can also embody intermixed morphologies. The Philips iCat has zoomorphic qualities with the head of a cat on a human torso and human facial expressions.

The embodiment of robotic agents can also be physical and/or virtual. Physical robots have motors and actuators that enable them to interact autonomously or semi-autonomously. Virtual robotic agents have a graphical rendering, although the character may not be anthropomorphic. Robots can also have a physical body but with a monitor showing a face, reflecting a mix of both physical and virtual embodiments.

Implications and Conclusions

Future research could investigate how robotic presence and embodiment affect tourists' conceptualizations of experiences. For example, there are different robots deployed at the reception of Henn-na Hotel in Japan: one is anthropomorphic (humanoid full body) and the other is zoomorphic (dinosaur). Researchers could explore how robotic virtual agents, mediate tourists' experiences throughout the anticipatory, experiential and reflective phases of the travel process, and how personal factors, such as culture, age, gender and education, influence tourists' interpretations of HRIs? Research has shown that cultural differences exist in user attitudes and engagement with robots. Chinese and Koreans experience higher engagement and perceived them as more trustworthy and satisfactory than Germans. When compared to Australians, Japanese provide higher ratings for humanoid robots on elements of anthropomorphism, intelligence, and safety.

Hospitality and tourism practitioners must fully embrace emerging technologies from other industries and understand how trends affect robotics and HRI in hospitality and tourism experiences? The development of cloud robotics could address tourist demand for customized experiences using real-time consumer insight. Future research could explore how robotic navigation features, such as localization and path planning, transform the tourist experience in contexts, such as backpacking and hiking. Advancements in robotics represent a unique, yet urgent, window of opportunity where managerial insights can inspire new directions in research and service.

POINTS TO NOTE:

- Service (social) robots are considered a component of a heterogeneous society comprised of humans and robots able to recognize each other and engage in social interactions.
- The three types of presence - self, social and physical - refers to the presentation of a robotic agent to others.
- Embodiment is affected by a robot's morphology which represents its form and structure.
- Personal factors, such as culture, age, gender and education, influence tourists' attitudes towards HRIs.

Tung, V.W.S., and Law, R. (2017). The Potential for Tourism and Hospitality Experience Research in Human-robot Interactions. *International Journal of Contemporary Hospitality Management*, Vol. 29 No. 10, 2017 pp. 2498-2513.

Satisfying the Travel Needs of the Elderly in Hong Kong

The elderly everywhere need to get out more often to socialize, enjoy nature and culture, and live a happier and more satisfying life. But many elderly are unable to travel near or far on a regular basis due to various constraints. This is an important quality of life issue for Hong Kong's aging population. Researchers Kam Hung and Xue Bai of SHTM and Jiaying Lyu of Zhejiang University examined several of these constraints and found significant differences between seniors who lived in private and public housing which can be useful in creating improved travel services for the elderly.

Characteristics of Hong Kong's Elderly

Hong Kong's aging population (65 and older) is growing, while the age group under 15 is shrinking. By 2014, the aged are expected to exceed 30%. Noted deficiencies among the aged population include deteriorating health, decreased significant others, neglect of family, and lack of financial support. These unfortunate conditions have resulted in life dissatisfaction, depression, and suicide. To help their seniors age successfully, the Hong Kong government and various NGOs are offering community support services and facilities tailored to their specific needs. This study supports those efforts by also recognizing the need to address the elderly's psychological and emotional needs to ensure they live a fuller life. An important aspect of that effort is the provision of travel and leisure service.

A majority of Hong Kong's elderly experience financial problems due to the lack of retirement plans, with many of them living in public housing. To help these seniors enjoy the benefits of travel, the researchers examined the constraints posed by travel, their actual travel behavior, and the relationship between their constraints and behaviors. Previous studies which looked at travel constraints among the elderly showed that socio-economic variables significantly influence them. But, another study suggested that socio-economic variables were less effective determinants of travel constraints because the elderly often received support from their children. This study uses housing as a socio-economic indicator by comparing the travel constraints of the elderly living in public housing with those living in private housing. It is intended to help policy makers identify barriers to travel among elderly in different types of housing and aid in the design of travel policy and products that can best serve the needs of both groups.

Leisure and Travel Constraints

Leisure constraints to participation help us understand actual leisure behavior. They can be categorized as intrapersonal, interpersonal, and structural. Leisure constraints appear sequentially and must be surmounted in that same order to enjoy leisure participation. Intrapersonal constraints are the most powerful because they include a person's psychological state, such as stress, anxiety, depression, religious beliefs, and lack of interest. They also shape a person's leisure preferences and their willpower to participate. Interpersonal constraints are created by social interactions and obligations and the inability to find partners for participation in activities. They also affect leisure preferences and levels of participation. Previous researchers found the perception of all three leisure constraints was stronger among less-educated persons, a characteristic of the elderly living in public housing, as opposed to the more educated elderly living in private housing.

Previous studies of travel constraints among the elderly in various countries have reported health and energy, mobility and disability, perception of age, education, limited income, care-giving responsibilities, and lack of travel partners. Some constraints, such as lack of money, can be solved by modified travel plans. Taiwanese seniors cited the lack of suitable travel suppliers. Japanese seniors cited lack of time. Korean seniors cited their own psychological belief that they were too old to travel. Chinese seniors cited heath, finances, hobbies, and leisure time. Westerners cited more structural barriers, such as time, budget, and mobility; whereas Asians cited more intrapersonal barriers, such as feeling guilty, or interpersonal barriers, such as lack of a partner.

Few studies have explored the relationship between housing and travel constraints. The purpose of this study; however, is to compare the travel constraints of Hong Kong's elderly living in public housing with those living in private housing. It sampled seniors from four District Community Centers for the Elderly and Neighborhood Centers for the Elderly and one institute from Hong Kong's three districts: Hong Kong Island, Kowloon, and New Territories. Criteria for selection was being 60 years or older, being a resident of Hong Kong, and possessing unimpaired cognitive abilities. The questionnaire was conducted as face-to-face interviews, with 415 participants successfully completing it. It included questions about travel constraints and travel behaviors, as well as socio-demographics such as age, gender, education, employment, medication, self-care, and type of housing.

The 22 questions on travel constraints included seven that were intrapersonal, four interpersonal, six structural, and five "not an option". They were rated on a 5-point Likert scale of 1 (strongly disagree) to 5 (strongly agree). Travel behavior questions consisted of reporting the number of trips taken, both local and outbound, in the last year and in the last three years. From those trips, respondents were asked about their travel purpose, companions, travel mode, duration, expenditures, and transportation and selected their response from prompted answers such as "never", "seldom", "sometimes", and "always".

Findings

One way to discover the truth is to eliminate the falsehoods. This study tested the following three null hypotheses: Hypothesis #1: There is no significant difference in the perceived travel constraints between seniors living in public housing and seniors living in private housing. It was rejected, as the elderly in public housing were more likely to perceive more overall travel constraints, especially in the category of "not an option". Hypothesis #2: There is no significant difference in the perceived travel behaviors between seniors living in public housing and seniors living in private housing. It was also not supported, as the elderly in private housing are more likely to enjoy a full range of travel experiences, such as taking an outbound trip, traveling for fun, going on a shopping or sightseeing trip, going on a religious or educational trip, traveling with family and friends, arranging their own trip, buying a package tour, traveling more often, staying longer, and spending more money. Hypothesis #3: There is no significant difference in the influence of travel constraints on the travel behaviors of seniors living in public housing and seniors living in private housing. It was rejected too, as travel was more likely a lifestyle among the elderly living in private housing and less likely and less elaborate for those living in private housing due to their economic condition.

Conclusions and Implications

This study revealed that there are many similarities in Hong Kong's senior travel market that is also segmented due to various personal factors, including the elderly's physical and emotional well-being, their socio-economic condition, and to the specific indicator of this study, whether they live in public or private housing. With this information in mind, tour companies can help cultivate a travel habit among the elderly by utilizing their input to design travel products that are suitable for their style of travel and will satisfy their leisure needs. In addition to economic and accessibility issues, seniors also enjoy tours that are flexible and provide privileged access to areas such as the backstage of a theater. Seniors identified that some meeting places for tour departures were inconvenient for those who are mobility-impaired, so an appropriate pick-up service could be provided to facilitate their participation. Since the elderly living in public housing cited the lack of a travel companion as a deterrent, tour companies could also organize social activities before, during, and after trips that would enable them to find suitable travel partners. Local travel shows directed toward the elderly that promote the benefits of travel and showcase travel products with senior discounts could also encourage travel. Many of Hong Kong's elderly still want to enjoy the benefits of travel. Knowing their conditions and addressing their concerns will help stimulate this diverse market and help brighten their life.

POINTS TO NOTE:

- Travel is an important quality of life issue for senior citizens in Hong Kong.
- Seniors have various travel constraints according to their physical and emotional health and their socio-economic condition that effect their travel behavior.
- Seniors living in public and private housing have different travel constraints and behaviors.
- Tour companies who understand Hong Kong's elderly population can design specific products and programs to cultivate this important and growing market.

Hung, K., Bai, X., and Lyu, J. (2016). Understanding Travel Constraints Among the Elderly in Hong Kong: A Comparative Study of the Elderly Living in Private and in Public Housing. *Journal of Travel & Tourism Marketing*, 33:7, 1051-1070.

Service Perceptions of Beautiful Hotels Booked Online

From fairy tales to consumer behavior, people everywhere tend to believe "what is beautiful is good". According to a recently published article by SHTM's Ksenia Kirillova and Janelle Chan, it also holds true when tourists search online for a suitable hotel. The perception that attractiveness equates to superior functionality and service quality is indeed reality in the world of online hotel websites and OTAs, as hotels high in aesthetic value increase the booking intention of prospective guests at the expense of hotels low in aesthetic value. But what should hotel managers be doing to take advantage of their property's aesthetic beauty to compete in the online marketplace? And, does aesthetic beauty positively influence all five dimensions of the SERVQUAL model?

Hotel Aesthetics and Online Appeal

A product's appearance creates its first impression on customers and generates expectations of its likeability, quality, and value. This is particularly true in the consumption of hospitality products which tend to be aesthetically-oriented. Hotels take concepts such as "servicescape" and "atmospherics", which focus on the physical setting and environment where transactions occur, quite seriously. Because a hotel's prospective guests cannot experience its products before making their booking, they often rely on information and communication technology via hotel websites and OTAs to make their purchase decisions.

Aesthetic value has two dimensions: classic and expressive. The components of classic aesthetics (aesthetic formality) are cognitive and include image, order, legibility, symmetry, and clearness. Because classic aesthetics increases processing quality and speed, it influences the perceived quality of an online service. Expressive aesthetics (aesthetic appeal) elicits consumers' emotional response to an online service. It is more encompassing and features originality, fascination, and color vibrancy. Products with high aesthetic value are recognized for having both high classic and high expressive aesthetic value.

Other mechanisms that explain the effect of aesthetic value on a product's likeability are the halo effect, visceral effect, and the elaboration likelihood model. The halo effect explains how website attractiveness spills over to the evaluation of product quality and that unfamiliar products are judged largely on the basis of the attractiveness of the context in which they are presented online. In regard to visceral effect, the accessible characteristic of beauty is perceived early in an interaction and evokes an emotional response that colors later observations and judgments. For example, even a short exposure to website visuals can evoke feelings of website quality. The elaboration likelihood model (ELM) states that under low elaboration condition, individuals tend to base judgments only on the most accessible stimuli, such as visual appeal, especially when they are provided little information on a product and have no prior experience with it, which is often the case when booking a hotel room online. Under the high elaboration condition, more thoughtful consideration and analysis of product features and characteristics are likely, while aesthetics will also be a central element of the analysis if visual appeal is deemed to be a relevant product attribute.

Service Quality

How consumer's judge service quality is linked to their satisfaction, retention, and word-of-mouth referral, and ultimately to the service provider's financial performance. SERVQUAL is a research instrument designed to measure the gap between customers' expectations of ideal service and service providers' delivery performance. It consists of five perceptions: tangibles (physical facilities, equipment, and staff appearance), reliability (ability to perform a promised service), responsiveness (willingness to help customers), assurance (ability to inspire trust and credibility), and empathy (degree of attention and care provided to customers). SERVQUAL has been refined to address specific industries, such as LODGESERV for hotels and DINESERV for restaurants; plus E-S-QUAL and e-SERVQUAL for online environments. Because this study focused on expected service quality prior to actual consumption, it used "will SERVQUAL", another modified version of SERVQUAL. It is operationalized by substituting "will" for "should", as in rephrasing "I should greet all guests with a smile", with "I will greet all guests with a smile."

Hypotheses

This study explored the effects of hotels' visual appeal as represented online on expected service quality and booking intention. It also considered hotels' functional attributes and customers' individual inclination toward aesthetic appreciation. The study tested 12 hypotheses. Ten were accepted, and only two, H1c and H1e, were rejected. The hypotheses were:

Hypotheses #1a-e: A hotel with high aesthetic value will be perceived as able to deliver better service across the SERVQUAL dimensions of tangibles (H1a-accepted), reliability (H1b-accepted), responsiveness (H1c - rejected), assurance (H1d-accepted) and empathy (H1e-rejected) than a hotel with low aesthetic value.

Hypotheses #2 (accepted). Consumers are more likely to book a hotel with high aesthetic value than one with low aesthetic value.

H3a-e. In the presence of the aesthetic effect, there will be no differences in expected service quality between hotels with high versus low functional value across the SERVQUAL dimensions of tangibles (H3a), reliability (H3b), responsiveness (H3c), assurance (H3d) or empathy (H3e).

Hypotheses #4 (accepted). In the presence of the aesthetic effect, there will be no difference in booking intentions between hotels with high and low functional value.

Methodology

To test the 12 hypotheses, a between-subject design was adopted using a scenario-based experimental approach. The two levels of aesthetic value were manipulated using two sets of photographs of a hotel (façade, lobby area, front desk, dining area, swimming pool and room), and the levels of functional value were operationalized as a list of hotel attributes (extensive vs limited hotel amenities). Respondents were exposed to the scenario of planning a short beach vacation and searching for a suitable four-star hotel online. Next, they were randomly assigned to one of the four experimental conditions, and their perceptions of expected service quality and booking intention were measured, as was their individual tendency to appreciate visual aesthetics. The sampling frame was Chinese people residing in mainland China who were 18 or older and had stayed in a four-, 4.5- or five-star hotel within the previous 12 months. The final sample consisted of 203 valid responses. Average age was 38, just over half were male, 82.7% had at least a bachelor's degree, 43.8% earned at least Y11,000 per month, 44.3% were in manager or executive positions, 18.2% were in professional or technical positions, and 13.3% were self-employed.

Results and Implications

The results of this study provide several important practical implications for hospitality managers. First, hotel sales and marketing teams gain valuable insights into ways hotels can enhance their visual representation online. It recommends using professional photographers and artists who are aware of the aesthetic value of hotels and can translate this value into ICT-mediated spaces. In addition to taking beautiful photographs and videos, they must also create a composition that balances the elements of classic and expressive aesthetics.

Second, in the presence of a dominant aesthetic effect, functional value does not influence expected service quality or booking intention. To emphasize a hotel's functional value, it is advisable to provide photographs of amenities rather than simply listing them. This enables viewers to gain a clearer understanding of the hotel's appeal and value in comparison with other hotels on OTA websites.

Third, to improve perceptions of service quality in the two SERVQUAL dimensions related to "human touch" (responsiveness and empathy), hotels should employ models to pose as hotel staff in photographs that focus on their facial expressions or interaction with customers to visually communicate warmth, empathy, and care.

Fourth, since user-generated content is seen as more trustworthy and credible than marketing generated content, hotels should utilize various social media platforms to display the exterior and interior beauty of their property. They also have the potential to reach a much greater audience. Hotel guests could be encouraged or incentivized to share their personal photographs of the hotel on social media, particularly those dedicated to visual content such as Instagram or Snapchat in Western countries and Yupoo in China.

POINTS TO NOTE:

- Consumers are more likely to book a hotel with high aesthetic value.
- High aesthetic value hotels are perceived to be able to deliver better services in the SERVQUAL dimensions of tangibles, reliability, and assurance.
- Although a favorable aesthetic appraisal can spill over to the evaluation of hotel operations, it does not easily transfer dimensions related to "human touch", such as responsiveness and empathy.
- In the presence of the aesthetic effect, there is no difference in booking intentions nor expected service quality between hotels with high and low functional value.

Kirillova, K., and Chan, J. (2018). "What is Beautiful We Book": Hotel Visual Appeal and Expected Service Quality, *International Journal of Contemporary Hospitality Management*, Vol. 30 No. 3, pp. 1788-1807.

Smartphone (Dis)Connectedness and Vacation Recovery

Ah, vacation! Time to unplug, unwind from the daily grind in a carefree environment, and leave our worries behind. But, is it really better for tourists hoping to relax and rejuvenate during their vacation to abstain from using information communication technology? Does being phone-free enhance the vacation experience and its noted recuperative powers? Does eliminating that ubiquitous device which connects people to their workplace and distant social network help or hinder their separation from the everyday life they just left behind? Should resorts and destinations encourage or even require tourists to be disconnected? In a recently published article, SHTM researchers Ksenia Kirillova and Dan Wang found that the digital elasticity of modern-day tourists means they no longer need to be encapsulated to enjoy the benefits of their vacation. Twenty-first century tourists are happy to keep one foot in both worlds through communication technology. Frequent contact with family, friends, and colleagues when on vacation is seen as a natural extension of their digital lifestyle at home. For many tourists, going off the grid can even be detrimental to their vacation enjoyment by creating psychological discomfort.

Theoretical Background

The traditional view of a vacation experience is that people leave home and pass over a psychological threshold that separates them from everydayness. In their transition to touristhood, they dress and act as tourists. They are devoid of their routines duties and can enjoy complete freedom and anonymity. A relaxing and stress-free vacation helps preserve and enhance their productive capacity. In this way, vacations help reduce absenteeism, prevent burnout, and reinvigorate workers. A key element in receiving these benefits from a vacation is its spatial dimension, the sense of being mentally and physically away. In the past, this also meant being disconnected because you were unplugged as soon as you left home or the office. Communication with those back home was a slow, expensive, and infrequent occurrence. Not so in the 21st century. Today's vacationers can stay connected anywhere in the world through information communication technology (ICT) that is easy, inexpensive, and available almost everywhere at any time.

So, how is the use of smartphones for both work-related and non-work related communication affecting tourism's power to promote a sense of recovery among globetrotting vacationers? Part of the answer can be found in the type and degree of social presence facilitated by their smartphone communication. In this article, social presence is defined as the extent to which individuals perceive they are linked with others by means of a smart phone. The researchers looked at the quality and quantity of social presence in both work-related and non-work related communications. The quality of communication refers to the perceived psychological distance between the vacationer and those at home, while quantity refers to the frequency of communication. Work-related communication was defined as exposure to their work demands. Non work-related communication was defined as contacts with family and friends within their normal social circle. Previous research developed the attention restoration theory (ART) which explains that prolonged directed attention, such as that required by work demands, induces fatigue, while voluntary attention, such as that we give to our novel vacation experiences, promotes recuperation. Another theory, perceived destination restorative qualities (PDRQ) is based on ART but was developed to measure tourism's restorative qualities. It is used in this study.

Hypotheses and Findings

The researchers tested four hypotheses to investigate the influence that smartphones exert on vacation recovery. Factors, such as gender, age, education, occupation, vacation setting, and vacation duration, were considered as control variables. The final sample consisted of 304 Chinese residents of Beijing and Shanghai who were at least 18 years old, owned a smartphone, worked at least 20 hours per week, and had recently take a vacation. In line with the spirit of the study, the most common motivation for taking their vacation was "to get rested" at 82.2%. The most common form of work-related communication was via email on their smartphone, while the most common form of non-work related communication was via the Weibo social media platform.

Hypothesis #1 states the quality of social presence derived from smartphone-facilitated work-related communication will negatively moderate the effect of PDRQ on vacation recovery. It was rejected, as the quality of work-related social presence facilitated by smartphones did show a positive effect. Hypothesis #2 states the quantity of social presence derived from smartphone-facilitated work-related communication will negatively moderate the effect of PDRQ on vacation recovery. It was accepted, as increased frequency of contact via smartphones was shown to have a negative effect on recovery. Hypothesis #3 states the quality of social presence derived from smartphone-facilitated non-work related communication will positively moderate the effect of PDRQ on vacation recovery. It was accepted, as high-quality non-work related social presence via smartphone was shown to enhance recovery. Hypothesis #4 states the quantity of social presence derived from smartphone-facilitated non-work related communication will positively moderate the effect of PDRQ on vacation recovery. It was rejected, as having no effect one way or the other.

Discussion

The quantity (frequency) of smartphone usage by vacationers who answer emails, make phone calls, and chat online with their workplace does negatively influence the destination's restorative qualities on their vacation recovery. However, the quality (psychological distance) of smartphone usage for work purposes can have a positive influence on tourists' vacation recovery when communication is with a colleague of equal status who appears to be caring and likeable and who motivates them to willingly be contacted about work. These findings agree with previous research that shows some tourists who are habituated to constant contact gain peace of mind by staying informed. The researchers found that tourists view their smartphone as a resource, rather than an inhibitor. It allows them to remain up-to-date on important matters, which reduces their anxiety and allows them to enjoy a worry-free vacation.

The quantity of non-work social communication had no effect on tourists' vacation recovery, while the quality, or immediacy, of that contact was quite positive, as expected. People are social animals with a need to belong to groups of kin or co-workers. They need interpersonal attachments, and they want to be remembered by those back home when they are on vacation. Social presence via smartphone is conducive to vacation recovery when it comes from people who exhibit care, emotional involvement, and closeness whether they are from the tourists' social network or business environment.

Conclusions and Implications

This research provides important insights for destination planners and hospitality property managers who aim to design and deliver recuperative experiences. It also provides insights for tourists in search of wellness experiences. It elaborates on the debate as to whether there still exists a threshold beyond which tourists can separate themselves from their normal social circle and work routine. Its findings show that modern tourists are digitally elastic. The liminal divide is gone. They no longer need to be encapsulated to gain the recuperative powers of tourism. They not only accept the positive and negative effects of remaining connected to their everyday life, they deem it essential to share their experiences and stay in touch with their everyday world.

This study challenges the long-standing premise that psychological detachment is necessary to create the proper conditions for vacation recovery. It shows that smartphones, and other forms of ICT, have changed all that when connectedness are meaningful. It also shows that abstaining from smartphone connectedness, whether voluntary or forced, can reduce vacation recovery. Hospitality properties, such as the Little Palm Beach Resort in the Florida Keys, which is designed to discourage smartphone use by its guests, may have to rethink their liminality policy. Rather than attracting guests and expediting their wellness experience, they might be repelling those who wish to stay connected and diminishing the wellness value of those who do visit.

POINTS TO NOTE:

- Modern tourists expect to remain connected.
- Social communication helps tourists share.
- Work communication can reduce stress.
- Tourism facilities must facilitate connectedness.

Kirillova, K., and Wang, D. (2016). Smartphone (Dis)Connectedness and Vacation Recovery. *Annals of Tourism Research*, 61, 157-169.

The Conflicting Influences of Length of Stay on Tourist Expenditure

Common sense tells us that visitors who stay longer, such as in the world-class gaming destination of Macao, spend more money. But would you like to bet on it? In a recently published article, researchers Liang Wang of Zhejiang University, Davis Ka Chio Fong of University of Macau, Bin Fang of Xiamen University, and SHTM's Rob Law found that factors such as the determinants of length of stay and a concept known as the "saturation effect" challenge this widely-held assumption by producing divergent, but scientifically-discernible, results.

Length of Stay and Saturation Effect

Length of stay, the nights visitors stay at a destination, is the most important determinant of tourist expenditure. The current trend towards frequent short holiday stays has made identification of drivers to extend visitors' length stay a priority for destination marketers and hoteliers in order to enhance tourism income. But critics call for discretion in assuming that the extended duration can naturally improve a destination's economic performance. Some researchers have suggested a negative relationship between length of stay and expenditure based on their findings that tourists with a short length of stay are prone to spend more than those who stay longer. Additional researchers have proposed nonlinear effects showing either a convex and concave relationships. This study credits two possible reasons for these conflicting views: ignorance of the saturation effect and model configuration.

Lengthy stays and repeated visits might engender a saturation effect and negatively affect expenditures and future holiday stays. If tourists stay at a destination too long, then an initially attractive stimulation could eventually lessen, as they have discovered what intrigues them and have satisfied their curiosity. This would diminish their perceived quality of the destination. Consequently, their visitor satisfaction and intentions to revisit and recommend might also suffer. Under these circumstances, the extent of visitor satisfaction is likely to vary inversely with length of stay. The turning point, which is the number of days or fractions of days tourists visit a destination after which expenditures begin to decline, is also addressed in this study.

Determinants of Length of Stay

Among the many factors mentioned in previous research that impact length of stay in various destinations are nationality, income, age, gender, education, occupation, life cycle, experience, reservation timing, daily spending, spending patterns, number of annual vacations, repeat visits, familiarity, gambling addiction, motivation, VFR, destination type, geographic area of destination, accommodation type, mode of transport, climate, season of travel, and activities. For Macao, the determinants of length of stay are identified as the trip characteristics of previous visits, information sources, transportation mode, destination status, and companion composition.

Research Objectives

Few studies have considered the possible existence of saturation effect in analyzing the effects of length of stay and its turning point. Verification of the possible saturation effect, especially the turning point, is the first research objective in this study. Differences in model configurations adopted by previous studies could be another possible reason for divergent results concerning length of stay. This study comprehensively examines various model configurations adopted by previous researchers concerning length of stay in a comparative manner as its second research objective. Few studies have attempted to identify the determinants that lead visitors to extend their length of stay in a gaming destination. Thus, exploring the influences of visitors' selected trip characteristics in the world-renowned gaming destination of Macao is this study's third research objective.

Methodology

A two-part questionnaire survey was used in this study. Part 1 contained questions on visitors' travel patterns, including length of stay, overall expenditure, tourist satisfaction, and intentions to revisit and recommend Macao. Part 2 contained questions about respondents' demographics, including their gender, age, educational background, marital status, and monthly salary. Researchers administered the survey among tourists waiting to depart Macao in 2013 at the Macao–Zhuhai border gate, outer harbor, Taipa Harbor, and international airport. Convenience sampling was employed, and self-administered questionnaires were distributed to individuals who were guaranteed confidentiality and agreed to participate. A total of 5,855 valid questionnaires were collected. Female respondents numbered 52.2% compared to males at 47.8%. A substantial majority, 64.7%, had completed tertiary education, and over half, 54%, were married. The primary source markets were Mainland China, 59%, and Hong Kong, 23%.

Survey Results

In regard to this study's first research objective, the existence of a saturation effect on length of stay was supported and its primary turning points were measured. Per the second research objective, findings concluded that logarithm forms provided the best fit for measuring the length of stay on overall tourist expenditures. And, per the study's third research objective, findings revealed that a number of prominent trip characteristics are significant predictors of length of stay in Macao.

Discussions and Conclusions

Although destination marketers have traditionally attempted to attract visitors who would stay longer, they should exercise discretion in extending visitors' duration because of the possible saturation effect of extended length of stay. The divergent results found in previous research on the effects of length of stay were also partially due to model specifications. Thus, their findings should be reexamined by considering different model specifications. The findings obtained from the models used in this study supported the existence of a curvilinear, concave-shaped relationship that verifies the proposed saturation effect of the extended length of stay.

The turning point was also examined for expenditures, visitor satisfaction, and intention to revisit and recommend. For tourist expenditures, it was 21.4 days. Prior to the 21st day, length of stay had a positive influence on expenditure, and afterwards, when the saturation effect is activated, it had a negative influence. Since typical trips are less than 21 days, the longer tourists stay in a destination, the more they will spend. Many visitors who stay more than 21 days stay in long-term accommodations and participate in fewer tourist activities, both of which reduce their overall spending. For visitor satisfaction, the turning point was 2.33 days, for intention to recommend, it was 1.33 days, and for revisit, it was 5 days. Further analysis revealed that efforts to extend length of stay at the expense of increased expenditure depend on visitors' satisfaction and intention to recommend, as well as intention to revisit in a few cases. Therefore, striving to balance between financial expenditure and nonfinancial indicators of service quality deserves attention when designing products and services for divergent markets.

This study clearly indicates that in a gaming destination the trip characteristics are significant predictors of visitors' length of stay, especially their choice of information source. Visitors utilizing magazines, the Internet, and word of mouth tend to stay longer than those who search in other external sources, with word-of-mouth staying the longest. Repetition is another predictor of length of stay, as first-time visitors stay shorter than their repeaters. Destination marketers should track repeat visitation based on the position of advertising the destination to specific segmented markets.

Destination status also significantly influences length of stay, as Macao serves as a gateway for many long-haul markets. Tourists who treated Macao as the last destination before returning home stayed the longest, meaning the egress destination may also be the main destination. Macao should be aware of its role as an egress destination and develop products and services to benefit it. Per transportation mode, tourists who arrive in Macao by air stay longer.

Visitors from long-haul markets stay longer than those from short-haul markets, who are mainly from Mainland China and Hong Kong and visit by land or sea. This study also discovers a negative correlation between the number of companions and length of stay. However, when the number of people below 18 is considered, the negative connection becomes positive, implying families traveling with children tend to maximize their time spent in a single destination.

POINTS TO NOTE:

- For most trips, the longer tourists stay, the more income the destination will earn.
- Destination marketers should exercise discretion in extending visitors' duration due to the saturation effect on extended length of stay.
- Balancing financial expenditure and nonfinancial indicators of service quality deserves attention when designing products and services for divergent markets.
- Trip characteristics are significant predictors of visitors' length of stay in gaming destinations such as Macao.

Wang, L., Fong, D.K.C., Law, R., and Fang, B. (2018). Length of Stay: Its Determinants and Outcomes. *Journal of Travel Research*, 2018, 57(4): 472-482.

The Distributional Effect of Events on Rural and Urban Households in China

International tourism is a popular means of economic development for countries all over the world. It earns foreign exchange, brings in foreign investment, and stimulates local economic growth, including job creation. Festivals and events, known in their broader context as special events, are a form of planned tourism attractions that provide a short-term boost to the economy. Another type of large-scale event; however, can deliver just the opposite impact. Crises, either natural or manmade, are one-off, unplanned events that often generate severe economic, socio-cultural, and environmental consequences. These two types of high-visibility events can have negative effects on tourism-related sectors of the economy. In 2008, China experienced both types of events simultaneously by hosting the Beijing Olympics and experiencing the global financial crisis which negatively affected China's economy, including its tourism industry.

A recent study by Zheng Cao of University of Surrey, ShiNa Li of Leeds Beckett University, Shujie Shen of University of Westminster, and SHTM's Haiyan Song applied a unique approach to studying the distributional effects of both of these events in China by examining both their positive and negative impacts using a combination of an econometric model and a two-household computable general equilibrium model. Its three aims were: 1) to determine how much China's inbound demand was changed by the Beijing Olympics and the financial crisis, 2) How much those changes in demand affected China's entire economy, and 3) How the welfare effects of these two events were distributed between rural and urban households.

Economic Effects of Events

The expectation for hosts of mega-events, such as the Olympics, is they will build a positive image for the host city and country, attract tourists and media from all over the world, and generate substantial economic benefits. But several recent studies have found this is not always the case, especially in terms of their crowding out effects and visa restrictions imposed for security reasons. China's lost millions of US dollars from its potential economic windfall from the Olympics when tourists cancelled or postponed their visits to avoid the crowds, congestions, and higher prices. China lost even more economic benefits due to changes in its visa rules before and during the Olympic period which caused arrivals to decrease sharply from ten of its major source markets. Those changes included suspension of multi-entry visas and increased fees.

There are many types of crises that can create a negative image for a destination and cause economic loss. The two main types are natural and manmade, with manmade being either financial or security-related. China was beset with several internal crises, such as the torch-relay protests, an alleged terrorist plot, and the Sichuan earthquake. But the global financial crisis, which began in the United States, and spread to China and its source markets, engulfed the Beijing Olympics and its subsequent halo period afterwards that was expected to produce an additional surge in tourist arrivals and spending.

Hukou and Unbalanced Distribution of Economic Effects

Hukou is the household registration system in China that designates whether people live in an urban area or a rural one. Hukou status is inherited from one's parents and is a form of internal migration control that makes it difficult for anyone born into a rural hukou to convert to an urban status. People living in rural areas have less desirable education, housing, medical care, employment opportunities, and living conditions. They mainly work in agriculture and other unskilled or semi-skilled jobs. People with urban status, which is now the majority, have more opportunities to work in higher-paying jobs in manufacturing and services, including tourism.

Although rural areas have more natural resources for tourism, China's urban-biased policies ensure that the capital available for tourism development still mainly benefits cities and those who live there. Urban areas have cultural attractions, and they are the beneficiaries of enhanced infrastructure and better tourist facilities. As a result, urban households are more likely to benefit from the income earned from inbound and domestic tourism. Hukou is criticized for creating population immobility, economic irrationality, and market segmentation. Since 2014, some reforms have taken effect.

Results of Study

The studies' econometric model projected that the Beijing Olympics and the global financial crisis caused a major loss in international tourism arrivals and earnings. For the Olympics, the loss from ten major sources countries was an estimated 1.238 million arrivals and US$1.174 billion in receipts. For the financial crisis, the loss from the ten major source markets was 530 thousand arrivals and US$520.5 million. Furthermore, the model estimates that China's inbound tourism suffered a total loss from the Olympics, the related visa restrictions, and the financial crisis of 3,115,400 arrivals and over $US3 billion in receipts. This is on top of the $US40 billion spent on infrastructure improvements in Beijing since winning the bid to host the games in 2001.

A key aim of this study was to determine the distribution of the welfare effects of these two events between rural and urban households. The studies' Computable General Equilibrium Model revealed that before and during the Olympics total household welfare decreased by US$415.7 million, of which US$338.2 million came from the change in visa policy and US$77.5 came directly from the Olympics. Since the two events decreased tourism demand, this, in turn, decreased the use of labor and capital in tourism-related businesses. Because most tourism activity and expenditures take place in Chinese cities, the decrease in the use of labor and capital caused a shift from jobs in tertiary industries, including tourism, to secondary industries, such as manufacturing. Although the Olympics were supposed to bring economic benefits to China, and, in particular to Beijing, they actually brought welfare loss to urban households 3.6 times as much as to rural households.

Policy Implications

In the event, the Beijing Olympics' economic goals were not met, the organizers and the government should have had contingency plans in place. Additional measures should have been taken to generate income from tourism activities in a manner which would distribute income more equally between rural and urban households. With international tourism down, they could have implemented measures to attract domestic tourists to Beijing. Local authorities could have used the Olympic Stadium and other venues to host concerts and other events with tourist appeal. International marketing efforts could have been made to attract tourists from existing and emerging markets. The government could have also provided subsidies to tourism-related businesses so they could survive until normal tourism flows continued. As people are forced to change jobs, the government could provide new skills training, especially to people in rural areas.

As tourism is seen as an industry that can help alleviate poverty, it can also be used in China to help alleviate the rural-urban divide. The government needs to ensure that tourism is pro-poor in China, or it can deepen social and economic inequities. It should expedite the accumulation of capital and the creation of jobs in rural areas, invest in tourism infrastructure, facilities, and promotion, and provide tourism education and training.

Concluding Remarks

In China, the economic effects of changes in tourism demand are unevenly felt by rural and urban households. Balancing the distribution of economic effects would significantly benefit the overall welfare of society as would measures that reduce the rural-urban divide. Future research can apply the methods of this study to conduct pre-event evaluations of their probable distributional effects in order to generate suggestions for event management contingency plans.

POINTS TO NOTE:

- Expected benefits of special events may not materialize.
- Different groups in society receive different tourism impacts.
- Spatial tourism development should be a government priority.
- Contingency plans are critical components of event planning.

Cao, Z., Li, S., Song, H., and Shen S. (2017). The Distributional Effect of Events on Rural and Urban Households in China. *Journal of Travel Research*, 2017, Vol. 56(7), pp. 881-892.

The Effects of Culture and Social Considerations in a Service Failure Situation

Anyone who has traveled to foreign lands knows that people of different cultural backgrounds react differently to the same situation. This is also true in regard to service expectation, service delivery, and service failure. Unless handled properly, service failure can lead to dissatisfied customers, frustrated employees, and loss of business. Service failures among consumers and providers who share a common culture and service script can often be identified and settled on the spot. But service failures among individuals of dissimilar cultural backgrounds are more difficult to recognize and resolve. Researchers Karin Weber and Cathy Hsu of SHTM and Beverley Sparks of Griffith University found that service failures become much more complex when acculturation and other social considerations are considered whether the parties involved are inter-cultural or intra-cultural. So, let's examine these concepts and their impacts on service failure.

Acculturation

Acculturation theory states that when people from dissimilar cultural backgrounds come into continuous firsthand contact, one or both of the groups will eventually experience some degree of cultural change. Two key dimensions in the degree of change are the concepts of "cultural maintenance", which is the extent that people maintain their cultural identity and characteristics, and "contact and participation", which is extent that people interact with other cultural groups.

Based on these two dimensions, people's degree of acculturation can be classified into four categories. Assimilation describes people who seek regular interactions with their host culture and allow it to replace their original cultural identity. Separation is just the opposite. It is when people avoid interacting with the host culture and continue to maintain their original cultural identity. Integration combines some aspects of both assimilation and separation. People who integrate maintain their original cultural identity while also seeking regular interaction with the host culture. This group gradually changes the nature of the host culture by becoming one of its constituent parts. Marginalization describes people who are either uninterested or unable to maintain their original cultural identity but have little interaction with the host culture. This latter group has little value for marketers.

Social Considerations

In this study, the social setting of the service failures take place in restaurants, and the social presence of the service failures take place within two distinct groups: family members and business associates. This also incorporates the effect of "face" or "mianzi", a traditional Chinese cultural value, in service failure and recovery. Social distinctiveness theory states that people are more attuned to the characteristics that differentiate themselves from others than they are to those characteristics they have in common. The feeling of being a member of an ethnic subgroup is even more pronounced when that subgroup is considered a minority. Cultural distance is another important factor. It refers to how different or similar one culture is to another as shaped by variations in language, religion, values, customs, norms, and standard of living. In terms of cross-cultural service failures, cultural distance can serve as a cultural cushion or provide the basis for cultural conflict. Inter-cultural service failures with a longer cultural distance are often seen as less serious because the customers can attribute them to a lack of understanding between the cultures, resulting in lower service expectations and a higher degree of tolerance. However, the shorter the cultural distance, the more critical customers are in evaluating their service quality and dining experience.

Methodology

This study was developed using extensive literature review, pre-testing, modifications, and iterations. It was designed in English, translated into Chinese, and translated back into English. It was administered online in both English and Chinese, with 92% completing the English-language questionnaire. The study used a sample of 300 (224 were usable) Chinese-Australians who had resided in Australia for at least the last five years. They were selected by a professional research firm which also classified them into one of the three pertinent acculturation categories. A scenario method was used. It asked respondents to imagine they were victims of service failures while hosting a dinner to celebrate a special occasion. The service failures consisted of several embarrassing incidents; plus another dinner party seated nearby received preferential service. Respondents were randomly assigned one of four scenarios which were identical except for the manipulation of two independent variables. Those variables were restaurant location, either in Australia (CCR: country of current residence) or in China (CEO: country of ethnic origin), and social presence, either dining with family members (in-group) or with business associates from a Chinese partner firm (out-group). After the service failure and recovery scenario was completed, respondents were asked questions about dependent variables that included face, satisfaction, and repeat purchase intentions. These questions were measured on 7-point scales.

Hypotheses and Findings

The findings of the study were applied to four hypotheses. Hypothesis number 1 stated there would be significant differences in perceptions and behavioral responses to a service failure among individuals (Chinese-Australians) adopting different acculturation strategies, with those who adopt a separation strategy having a significantly higher rating than those who adopt an assimilation strategy. It was rejected. Hypothesis number 2 stated that perceptions and behavioral responses of customers are less negative when the service failure is witnessed by family members (in-group) than by business partners (out-group). It was rejected. Hypothesis number 3 states that perceptions and behavioral responses of assimilators are more negative than those of separatists for a service failure that is witnessed by family member. However, their perceptions and behavioral intentions are not significantly different regardless of their acculturation level for a service failure that is witnesses by business associate. It was rejected. Hypothesis number 4 states that in a service failure situation in the CCR (Australia), assimilators will have more negative perceptions and behavioral intentions than assimilators. It was rejected.

Although all four of the hypotheses involving various two-way interactions between restaurant location, social presence, and acculturation were rejected, interaction that included all three variables (which was not hypothesized) did produce significant interaction. An examination of the data for each acculturation group provides additional findings. Assimilators do not like being treated differently in Australia on the basis of their ethnicity. In China, they do expect to be treated with respect as they consider themselves different from locals. In a business context they focus on business matters with dining as secondary. They may also differ from their family members on their approach to acculturation and be critical of not maintaining closer ties with Chinese culture.

Separators expect restaurants in China to serve them well and in an equal manner as they do residents. They feel they are in their own country with little cultural distance, so they are less forgiving of service failures, especially when family members are present. When separators experience service failure in Australia, there is no significant difference in their ratings regardless of whether they are dining on a family or business occasion. They normally live in Chinese communities with few acceptable alternatives. But location did matter when dining with business associates, as separators had much lower satisfaction ratings when service failures took place Australia than in China.

Managerial Implications

The complexity of cultural affiliation between their host country and their home country highlights the need for marketers to understand that Chinese-Australians (or any other migrants) cannot be treated as a single group due their individual degree of acculturation. Service providers must be sensitive to the differences in individuals and whether they are dining with family members or business associates. They must also focus on immediate service recovery,

especially for family occasions. Both culture-specific and intra-cultural training are necessary to ensure ethnic groups are treated well and according to their sensibilities. This should include training managers and service providers about what Chinese customers from different parts of the world consider important in their service encounters. This type of training is important in an increasingly globalized world where migration produces multi-cultural societies and tourists arrive from an ever-increasing variety of distant source markets.

POINTS TO NOTE:

- Service failure can lead to dissatisfied customers, frustrated employees, and loss of business.
- Social setting, social presence, and acculturation effect reaction to service failures.
- Ethnic markets are not always homogenous.
- Service failures can be minimized with cultural training.

Weber, K., Sparks, B., and Hsu, C.H.C. (2016). The Effects of Acculturation, Social Distinctiveness, and Social Presence in a Service Failure Situation. *International Journal of Hospitality Management*, 56, 44-55.

The Impact of Stereotyping on Consumers' Food Choices

Ample evidence from previous research shows that the food choices of people eating in restaurants are influenced by the choices made by other customers. But, is it just monkey see, monkey do? Are people on-the-go simplifying over-choice menus by opting for whatever the customer next to them orders? Or, is there a hidden nuance somewhere that helps explain this mimicking behavior? In their recently published article, researchers Lisa Gao of SHTM and Anna Mattila of Pennsylvania State University revealed that socio-economic status is a key factor. They found that an individual's food choice switch is often activated by the perceived competence or status of others present in the setting. They argue that consumers use cues of wealth as signs of competence and are likely to model their food choices accordingly in all but one important and profitable section of the menu. What could that be?

Stereotyping

The stereotype content model suggests that people use two fundamental dimensions of social perceptions - warmth and competence - to categorize specific individuals and social groups. This article focusses on the dimension of competence which is closely related to status. High-status individuals are considered capable, ambitious, and intelligent and are worth emulating. Low-status individuals, on the other hand, lack such qualities and are perceived as incompetent. Research on consumer behavior has even shown that people on government assistance are perceived as less moral when choosing ethical products. The status of strangers is often categorized by their appearance, behaviors, and choices. In this study, Yixing and Mattila argue that consumers' payment method, ranging from Platinum Amex cards to government-issued food stamps, provides an observable signal that influences other consumer's perception of their competency.

Social Modeling and Eating

Modeling behavior is similar to the effect of conformity in consumer research. It creates convergence and predicts that choices made by Consumer A might induce a similar choice by Consumer B. Modeling is particularly relevant when the other consumer is perceived as highly competent and capable of making better choices. It is also a primary factor that influences people's eating behavior. Research has shown that people model other people's food choices to affiliate or ingratiate themselves with others. Sometimes people copy food choices even if they expect no further interaction with those being modeled. The modeling effect is also linked to perceived similarity with other customers. It shows that people believe that similar others have similar preferences, including consumer decisions such as food choices. Research shows that source similarity has a positive impact on persuasion.

The effect of other consumers on eating and food choice is complex, and it gets murkier when indulgent foods are examined. Indulgent food choices are hedonistic in nature and an exercise in self-control. They satisfy short-term, irresistible cravings while compromising long-term, healthy eating habits. People intuitively believe they taste better than healthy foods. Indulgent foods, including snacks, are not bound by the same social norms and are less prone to social modeling effects.

Hypotheses

Based on a review of previous research, this study tests four hypotheses involving the influence of others and how people think they relate to them in making their food choice decisions. The four hypotheses are: Hypothesis #1 (accepted): Consumers stereotype others who pay with a Platinum Amex (vs. food stamps) as more competent. Hypothesis #2 (accepted): Consumers are more likely to order what the competent other (paying with a Platinum Amex) chose, while no such modeling is expected when the other consumer is paying with food stamps. Hypothesis #3 (accepted): Competency cues mediate the impact of payment type on perceived similarity with the other customer. Hypothesis #4 (rejected): The social modeling effect will be observed in the context of indulgent food choices regardless of the perceived competence of the other customer.

Methodology

The researchers conducted two studies, both utilizing between-subjects experimental designs. Study #1 involved 150 U.S. adults. Their average age was 37, 64% were male, 82% were Caucasian, 55% held a Bachelor's degree, and 26% had household incomes over $60,000. Participants were randomly assigned to four experimental conditions involving a dining experience. In each situation, the customer in front of them in the line placed an order for an organic chicken wrap or a standard chicken wrap and paid with either a Platinum Amex card or food stamps. Participants were asked about their likelihood of ordering either of the chicken wraps and their opinion on whether the customer in front of them was competent, intelligent, confident, competitive, and independent. Final sample size was 120, as 30 participants were filtered out after failing the attention check based on recalling what the customer in front of them had ordered and their method of payment.

Study #2 dealt with perceived similarity perceptions and highly indulgent food choices. It also involved 150 U.S. adults. Their average age was 38, 64% were male, 76% were Caucasian, 57% held a Bachelor's degree, and 30.8% had household incomes over $60,000. As in Study #1, these participants were randomly assigned to four experimental conditions involving a dining experience. In each situation, the customer in front of them in the line placed an order for a Death-by-Chocolate ice cream or a Fat-free Raspberry Frozen Yogurt and paid with either a Platinum Amex card or food stamps. Participants were asked about their likelihood of ordering either the ice cream or the frozen yogurt and their opinion on the whether the customer in front of them was competent, intelligent, confident, competitive, and independent. Then they were asked three questions to measure similarity: "To what extent do you feel similar to the customer in front of you? To what extent do you feel dissimilar (reverse scored) from the customer in front of you? And to what extent do you feel different (reverse scored) from the customer in front of you?" Final sample size was 133, as 17 participants were filtered out after failing the attention check based on recalling what the customer in front of them had ordered and their method of payment.

Results and Findings

Study #1 confirmed the stereotyping literature that suggests affluent people (customers who pay with Platinum AMEX) are perceived as competent, and that people are influenced by social others who are perceived as competent, but not by those who are perceived as incompetent. Study #2 also confirmed the stereotyping effect of competence, as participants perceived the customer who paid with a Platinum AMEX card as more competent. The effect of payment types was also significant in regard to perceived similarity, as participants perceived themselves as more similar to the other customer when payment was made with a Platinum Amex card. This finding strengthened the stereotyping effect. However, regardless of payment type, the effect of the other customer's choice of food was not significant when ordering indulgent items. As expected, the power of social modeling was nullified in the context of indulgent foods, and no mimicking behaviors were observed.

Managerial Implications

Findings of this research provide important implications for food service operators. Restaurant marketers can emphasize the competence cues of their typical customers when advertising new signature menu items. Displaying ads featuring typical customers paying with a premium credit card might induce competence perceptions, thus influencing customers' food choices. Restaurants can also collaborate with credit card companies to recognize loyal customers who pay with a premium credit card. Such customers are likely to order expensive menu items and be perceived as competent, thus inducing mimicking behaviors among other diners. As for indulgent foods, the social influence doesn't seem to matter; therefore, focusing on sensory cues might be more effective.

POINTS TO NOTE:

- People's food choices are influenced by social others in their dining setting.
- People mimic the food choice of other people they perceive as competent.
- Observable signs of affluence, such as use of premium credit cards, are signs of competent people.
- People are not influenced by competent people when ordering indulgent items.

Gao, Y., and Mattila, A. (2017). The Impact of Stereotyping on Consumers' Food Choices. *Journal of Business Research*, 81, 80-85.

The Politics of Tourism Statistics

Every business in every industry uses statistics to state its case and provide unassailable proof that a certain situation or relationship exists. But are statistics reliable, especially if we do not know how they were collected, crunched, or analyzed? Furthermore, do the statistics actually represent what we think they do, and when we compare what we assume are similar statistics, such as international arrivals from various countries, are we really comparing apples and apples, or are they apples and oranges? In their recently-published study SHTM's Stephen Pratt and Denis Tolkach took a hard look at national tourism statistics around the world, with an especially critical eye on how the United Nations World Tourism Organization reports them.

Introduction

Tourism statistics are essential for policymakers to make prudent decisions and for researchers to conduct rigorous research. However, despite their value-free appearance, statistics are often political. The type of statistics and their format can be presented in a manner that supports a specific side of an argument. Tourism statistics also provide fuel for boosterism, showing the industry in its most favorable light as it competes for resources and stakeholder support. This research article looks at three areas where international tourism statistics seemingly serve as means to highlight the benefits of the tourism industry or to support a political position. They are the delineation of political boundaries so that domestic tourists can be treated as international tourists, the misrepresentation of trips for tourists, and anomalies in statistics due to changing politics and international relations.

International Tourism versus Domestic Tourism

For its tourism statistics, UNWTO classifies many dependent territories, dependencies, free associations, and special administrative regions as independent states, often in contradiction to the United Nations, its parent body. Most of these geographic regions have some sort of autonomy and self-governance, but they are not independent states. UNWTO also counts the arrivals from the metropoles to their dependent territories as international tourists. This is not only inaccurate but also misleading in terms of their tourism appeal.

China is a prime example. Three territories that UNWTO counts separately from the People's Republic of China but are internationally recognized as part of China are Hong Kong, Macau, and Taiwan. In 1997, Hong Kong reverted to the PRC under the "One Country, Two Systems" principle. This would make Mainland Chinese visiting Hong Kong domestic tourists. China is trumpeted as the world's largest outbound market. However, in 2014, 62.6% of its outbound market visited its dependencies in Hong Kong, Macao, and Taiwan, all reported by UNWTO as international departures. Inversely, arrivals to Palestine are separated from Israel's arrivals, even though Palestine only has observer status in the UN. France has many overseas territories whose residents are French nationals. However, UNWTO treats them as independent states and includes tourists from France in their international arrival statistics. The United Kingdom, United States, Australia, Netherlands, and New Zealand also have territories and dependencies where arrivals from the metropole are counted as international tourists. These practices inflate the total number of international tourist arrivals.

Trips versus Tourists

On December 13, 2012, UNWTO heralded the arrival of the 1 billionth international tourist, the first time that milestone was reached in a calendar year. UNWTO promoted the event on its webpage by stating "1 billion tourists, 1 billion faces" and highlighting the tourism's achievements by stating: "A transformative force, tourism brings livelihood opportunities and helps alleviate poverty, making a genuine difference in the lives of millions of people." In 2012, the world's population was a little over 7 billion, so UNWTO's claim could lead one to think that over 14% of the world's population took an international trip that year.

However, the concepts of gross travel propensity and net travel propensity highlight the difference between tourists and trips, as well as the inaccuracy of how international arrivals are reported. Gross travel propensity is the total number of trips as a percentage of the population, making trips the unit of analysis. Net travel propensity refers to the percentage of the population that takes at least one trip in a given period of time, making tourists the unit of analysis. Net travel propensities are difficult to find, and due to factors such as level of income and geographic location, they vary dramatically from country to country. They are also much higher in developed countries.

By reporting trips as tourists, UNWTO portrays international tourism as more inclusive and with a wider range of individuals traveling abroad than it actually is. In reality, a smaller subsection of individuals is taking an increasing number of trips. The difference between number of trips and number of tourists may not be important for many planning and development decisions, such as for airport capacity. Thus, it may be perceived as an unnecessary burden to estimate the exact number of people taking international trips. However, if international tourism is seen as a social phenomenon that impacts positively on individuals and societies, it is important to know how many people participate in international travel and who they are. Lack of disposable income and visa restrictions still make international tourism prohibitive for the vast majority of people throughout the world, but the exact total is lost amid inaccurate statistics.

Dynamics of Politics and International Relations

The world is dynamic. Changes in politics, international relations, country borders, and dependent relationships, as well as unreliable data, make compiling tourism statistics problematic, understanding them difficult, and comparing year-to-year results challenging. The former Soviet Union, which officially dissolved in 1991, is a prime example. Kazakhstan did not provide any visitor statistics before 1998 and all visitors to Georgia from the Commonwealth of Independent States (nine former Soviet Union republics) were reported together until year 2000. Until 1998, UNWTO visitor arrivals data for Belarus contained a "USSR (former)" row, but they also included separate numbers for nine of the 16 former Soviet republics. In 2008 Russia recognized the independence of two part of Georgia: Abkhazia and South Ossetia and many of those residents obtained Russian citizenship, but trips between those two breakaway republics and Russia do not appear in UNWTO statistics. After a referendum in 2014, Crimea joined the Russian Federation, but the international community still considers Crimea as a part of Ukraine. However, Crimea is administered as part of Russia, and statistics from the Ministry of Resorts and Tourism of Crimea does include non-Russian arrivals.

Since 2000, there have been 11 other changes in national borders and four new countries: Timor-Leste, Montenegro, Kosovo, and South Sudan, and there are ongoing conflicts over territories, such as Western Sahara, Transnistria, Northern Cyprus, Nagorno-Karabakh, Kashmir and Jammu, and the Arab-Israeli conflict over Palestinian territories.

The unreliability of data even extends to well-resourced statistics agencies as evidenced by the international visitor surveys for Australia, Canada, New Zealand, United Kingdom, and United States which have differences in question wording, sample population, sample method, sample sizes, sampling error, and reporting. Although UNWTO has been used to illustrate the issue of politics in tourism statistics, this is not to suggest that UNWTO is wrong. It is important to use the statistics provided by any organization with caution as they may not reflect the complexity of reality and may lead to wrong conclusions.

Conclusions

Tourism statistics need to be interpreted critically. If the data seems too good to be true, or if the numbers seem "odd", then they probably are. Statistics represent the views of organizations and individuals reporting them. For policymakers and researchers using available, while not precise, data is better than no data at all. UNWTO should be encouraged to highlight the degree of data trustworthiness by proactively identifying statistical irregularities and assisting national authorities in resolving them. It should also adopt the definition of international travel as travel between United Nations member states.

POINTS TO NOTE:

- Despite their value-free appearance, statistics are often political in nature and subject to boosterism.
- UNWTO classifies many dependent, non-sovereign territories as independent states which counts domestic tourist arrivals as international.
- Gross travel propensity and net travel propensity highlight the difference between tourists and trips.
- UNWTO should adopt the definition of international travel as travel between United Nations member states.

Pratt, S., and Tolkach, D. (2018). The Politics of Tourism Statistics. *International Journal of Tourism Research*, 20: 299-307.

The Trickle-down Effect of Abusive Supervision

Abusive supervisory behavior remains a problem in the hospitality industry in China and elsewhere around the world, although with different characteristics. A recently published article by SHTM's Alice Hon and Lin Lu of Shanghai Jiao Tong University, found that abusive supervisory behavior has a negative effect on subordinate behavior but not necessarily on subordinate work performance. Furthermore, the extent of its effect on employee behavior and performance depends on the employee's cultural background and values, as these factors can mitigate the spread of abusive behavior and its severity. The study's findings provide human resource managers with insights on the need to reduce the consequence of abusive supervisory behavior by enacting appropriate policies and improving their recruitment and training procedures.

Definition and Consequences

This study emphasizes the importance of respectful and trusting relations between supervisors and subordinates, as the hospitality industry relies on cheerful, courteous, well-trained, and highly-motivated employees to create exceptional guest service, satisfaction, and brand loyalty. Positive interpersonal relationships between supervisors and employees, especially the front-line service providers who experience the most frequent guest contact, are critical to bolstering a hotel's image, competitiveness, and profitability.

Abusive supervisory behavior refers to subordinates' perceptions of the extent to which their supervisors engage in the sustained display of hostile verbal and nonverbal behaviors, excluding physical contact. Consequences of abusive supervisory behavior on employees include low morale, perceptions of injustice, negative work attitudes, psychological distress, work-to-family conflict, turnover intentions, and workplace deviance.

Trickle-down theory posits that individual perceptions and behaviors at one hierarchical level are likely to be reflected in the perceptions and behaviors at the next lower level, as subordinates tend to imitate the behavior and control methods of their supervisors. Previous research on the trickle-down effect of abusive supervisory behavior took a cognitive approach. It explained the transmittal of abusive behavior as it trickled down from one level of an organization to another as a form of social learning with revenge as a frequent motive. But that approach failed to address two important issues. One was how it related to employee performance, and the other was how and when it could be stopped or reversed.

Cultural Values

Current research ignores the role of cultural values in the causes and effects of supervisory abusive behavior. Two cultural values prominent in Chinese culture that are pertinent to the study of abusive supervisory behavior are power distance and traditional values.

Power distance is the extent to which an individual views the hierarchical difference between authorities and subordinates as legitimate and acceptable in organizations. Chinese people, steeped in the Confucian ideology of relationships, are high on power distance. They are sensitive to power and respect and trust their supervisors. They more readily follow their supervisors' instructions and accept abusive treatment from autocratic supervisors than employees in low power distance societies.

Traditional values also have ancient roots in Chinese culture. These include respect for customs and norms, such as fatalism, guanxi (interpersonal reciprocity), filial piety, ancestor worship, male domination, and a sense of powerlessness. Their adherence to the mandates of authority, social harmony, rules, personal modesty, tolerance, and forgiveness, and their prohibition against challenging the status quo, criticizing entrenched behavior, and resisting authority create the conditions for dutiful acceptance of abusive behavior from their supervisors.

Questionnaire Survey

Based on an extensive literature review of previously-conducted research on the topic and their current research questions, Dr. Hon and Dr. Lu developed four hypotheses to be tested via survey questionnaire. The survey was conducted with the help of human resource managers at 36 hotels in Beijing from an original pool of 50 hotels. The hotels were identified for participation by a hospitality management graduate program at a university in Beijing.

Separate questionnaires were developed for supervisors and for their subordinates. All respondents were guaranteed anonymity and assurance their results would be kept confidential with no individual results given to hotel management. The final sample included 266 subordinates, an 88% response rate, and 36 supervisors, a 72% response rate.

The questionnaire for subordinates asked about their perceptions of abusive supervision, their abusive behaviors toward others, power distance, and traditional values. It used a 15-item scale of abusive supervision to report how often their immediate supervisors performed different types of abusive behavior, such as reminding them of past mistakes and expressing anger at them even though he or she was angry for another reason. Another 5-item scale asked subordinates to assess their own abusive behavior toward others at work, such as blaming others to avoid embarrassment, expressing anger when they were angry for another reason, making negative comments about themselves, being rude to others while performing tasks, and telling others they are incompetent.

The questionnaire for supervisors asked them to rate their subordinates service performance using a 7-item scale. Sample items included asking whether the employee is friendly and helpful to customers, able to help customers when needed, and approaches customers quickly.

The questionnaire for both supervisors and subordinates asked about power distance and traditional values. Power distance was assessed using a 6-item scale. Sample questions asked whether manager should make most decisions without consulting subordinates and whether it was frequently necessary for a manager to use authority and power when dealing with subordinates. Traditional values used a 5-item scale. Sample items asked whether top management was just like the head of a household, should citizens obey decisions on all state matters, and should people ask the senior person to decide when they are in dispute. A variety of sophisticated research methods were used to create the questionnaire and analyze its results, including hierarchical linear modeling (HLM) to analyze the four hypotheses.

Hypotheses Results

Hypotheses are suppositions made by scientists and learned scholars that have yet to be thoroughly investigated. The researchers in this study formulated four hypotheses that were tested in their questionnaires. Following are the results.

Hypotheses 1 predicted abusive supervision is positively related to subordinates' abusive behavior. It was supported. Hypotheses 2 predicted subordinates' abusive behavior is negatively related to service performance. It was supported. Hypotheses 3 predicted power distance value moderates the positive relationship between abusive supervision and subordinates' abusive behavior such that the relationship will be weaker when power distance is strong. It was supported. Hypotheses 4 predicted traditional value moderates the positive relationship between abusive supervision and subordinates' abusive behavior such that the positive relationship will be weaker when traditional value is strong. It was supported.

Managerial Implications

This study provides suggestions to managers and supervisors in the service and hospitality industries. It suggests several ways to decrease the effect of abusive supervision on service performance. First, take steps to decrease abusive supervision. This includes discouraging abusive behavior by requiring managers to treat their subordinates justly and politely, show concern for their well-being, and decrease their job-related stress and negative perceptions. Second, create a zero-tolerance policy, provide abuse-prevention training, develop manager's interpersonal relationship and communication skills, and implement transparent human resources management procedures. Third, recruit employees with strong traditional values and encourage senior workers to mentor their subordinates and transfer traditional values to them. One drawback to promoting traditional values; however, is that it can inhibit creativity and innovation.

The researchers also noted that the two cultural values of power distance and traditionality were examined in the context of a single country – China - and suggested caution in generalizing their finding in other cultures. In addition, the economic reforms and opening-up of China have created some change in the people's value systems and the influence of traditional culture.

POINTS TO NOTE:

- Abusive supervisory behavior does have a negative effect on subordinate behavior.
- Abusive supervisory behavior does not always have a negative effect on subordinate work performance.
- When power distance is high, abusive supervision is higher, but it is tolerated by subordinates.
- When traditional value is high, abusive supervision is higher, but it is tolerated by subordinates.

Hon, A.H.Y., and Lu, L. (2016). When Will the Trickle-down Effect of Abusive Supervision Be Alleviated? The Moderating Roles of Power Distance and Traditional Culture. *Cornell Hospitality Quarterly*, Vol. 57(4), 421-433.

Value Co-creation and Innovative Behavior in Restaurant Service

Have you ever thought some aspect of a restaurant could be improved or tweaked a bit to create a more satisfying, value-packed experience? If so, did you mention it to an employee, maybe someone you know and trust as a repeat customer of that restaurant? Then, according to recently published research by Minglong Li of Zhongnan University and SHTM's Cathy Hsu, your "participation" may have had a positive influence on that employee's innovative behavior and on that restaurant's competitiveness.

Customer Participation and Interpersonal Trust

Hospitality firms, including restaurants, are increasingly recognizing the importance of value co-creation between customers and employees. Customer participation is expressed in emotional, physical, and informational engagement during service production and delivery. The inseparability of service production and consumption in restaurants implies that customers will automatically participate to some extent in these processes. Customer participation may also lead to information exchanges which enable employees to acquire updated knowledge and skills.

The interpersonal trust felt in a customer-employee relationship is a key factor in customer participation and employee innovative behavior. Interpersonal trust involves reliance on the other person's behavior and confidence in their character and knowledge. Interpersonal trust between customers and employees emerges when customers offer information, actions, or emotions that affect service. Social exchange theory states that interpersonal trust develops when a person senses a positive attitude of support or acceptance by another person. In return, this person takes actions that benefit the other, such as information provision and knowledge sharing which enables employees to generate and implement new ideas.

The influence of customer participation in service processes on employee innovation is an issue yet to be addressed by researchers, and few studies have investigated the trust derived from service co-creation and its role in employees' innovation. Therefore, this research establishes the following objectives: 1) to analyze the direct effect of customer participation on employee innovative behavior; and 2) estimate the indirect effect between the two via interpersonal trust. In addition, this research reveals how employees gain trust and support from customers when customer participation occurs.

Employee Innovative Behavior and Hypothesis 1

Employee innovative behavior involves idea creation, support seeking from others, and implementation. In hospitality, customer demand is a driving force toward innovation. A good relationship induced by customer participation may relieve the tension felt when introducing an innovation; thus, reducing the cost and the risk of innovative behavior. Previous studies by the current researchers suggest that customer participation presents opportunities that encourage employee to generate ideas and foster their idea-realization behaviors. Therefore, this study presents hypothesis H1: Customer participation positively influences employee innovative behavior.

Customer participation can be categorized as emotional, behavioral, and information. Employee innovative behaviors are successful when the service expectations of customers are met and service quality has improved. Customer participation also involves information exchange which lies at the center of service innovation. Therefore, H1 is split into sub-hypotheses H1a: Customers' emotional participation in services positively influences employee innovative behavior; H1b: The behavioral participation of customers in services positively influences employee innovative behavior; and H1c: Customers' information participation in services positively influences employee innovative behavior.

Interpersonal Trust and Hypothesis 2

Customer participation generates emotional interactions with employees which, in turn, build trust. Interpersonal trust has affective and cognitive foundations. Affective trust implies an emotional bond and reveals mutual concern for the other's interests, whereas cognitive trust relates to the assessment of the other's performance. Both influence knowledge sharing. Interpersonal trust also facilitates innovation by increasing the probability that new ideas can be understood and accepted. Affective trust induces employees to expect that the innovation can be achieved with customer support, and this encourages their risk-taking behaviors. These considerations give rise to hypothesis H2: Affective trust has a mediating effect on customer participation and employee innovative behavior.

Research indicates that the three dimensions of customer participation (emotional, behavioral and information) may lead to predictable behaviors or appropriate expectations for employees and may enhance the emotional connections between customers and employees. Thus, H2 is split into the sub-hypotheses H2a: Affective trust has a mediating effect on emotional participation of customers and employee innovative behavior; H2b: Affective trust has a mediating effect on behavioral participation of customers and employee innovative behavior; and H2c: Affective trust has a mediating effect on information participation of customers and employee innovative behavior.

As customers participate in service processes, both customers and employees gradually perceive the other can perform tasks well. This knowledge builds cognitive trust which facilitates innovative behavior. These observations suggest hypothesis H3: Cognitive trust has a mediating effect on customer participation and employee innovative behavior.

A high level of customer participation in the form of emotion, behavior and information provides opportunities for employees to adapt to customers' expectations and to improve their relationships with customers. Thus, H3 is split into sub-hypotheses H3a: Cognitive trust mediates the association between emotional participation of customers and employee innovative behavior; H3b: Cognitive trust mediates the association between behavioral participation of customers and employee innovative behavior; and H3c: Cognitive trust mediates the association between information participation of customers and employee innovative behavior.

Methodology and Findings

Restaurants were selected as the survey setting because they provide a great diversity of services to customers, and employees are constantly interacting with them. Restaurant also attach great importance to employee innovation in response to rapid changes. This study focuses on frontline restaurant employees in Beijing. China is an emerging market in the hospitality industry, where change and development are ubiquitous. China has experienced more than 30 years of steady increase in the number of restaurants and their total revenue. However, the service quality of restaurants has not improved significantly. Meanwhile, customers with increased experiences are eager to be active participants rather than passive buyers.

The survey was conducted in Beijing's top restaurants in terms of revenue and customer ratings. A total of 80 managers and deputy managers from 65 restaurants were contacted, 34 of them in 25 restaurants agreed to cooperate. Customer-contact employees in these 25 restaurants (including 14 in hotels and 11 freestanding) completed the questionnaire anonymously. A total of 514 usable questionnaires were obtained.

Findings indicate that customer emotional and information participation did positively affect employee innovative behavior, whereas behavioral participation whether through affective or cognitive trust does not. In regard to type of trust, while affective trust does mediate emotional and information participation, cognitive trust does not mediate the impact of any type of customer participation on employee innovative behavior. Therefore, hypotheses H1a, H1c, H2a and H2c are supported, but H1b, H2b, H3a, H3b, and H3c are not supported.

Conclusions and Implications

This study finds the emotional participation of customers influenced employee innovative behaviors, and it may exert a stronger effect on innovation than the other two forms of customer participation. Customer and employee information exchanges are also positively associated with employee innovative behavior. Customers' behavioral participation failed to significantly affect employee innovative behaviors. Customer emotional and information participation in services influence employee innovative behavior via affective trust, which acts as the perfect mediator. Customer participation can achieve affective trust. Without it, more customer participation does not increase employee innovation. Cognitive trust appears to play an insignificant role in employee innovation.

Hospitality firms can offer opportunities for customers to engage in service creation and provision in terms of emotion and information. Organizational socialization and supportive behaviors can be adopted to further foster employee innovation.

Firms must pay attention to customers' emotional participation in services, and managers should show empathy for their customers to strengthen relationships. In turn, stimulating the positive emotions of customers can be rewarded with increased employee innovation. Employees can be trained to obtain beneficial information from customers and exchange information with customers. Activities, such as table setting contests and tea-making with customers as judges, can be provided to encourage customer participation.

POINTS TO NOTE:

- Customer participation generates emotional interactions with employees which build trust.
- The interpersonal trust felt in a customer-employee relationship is a key factor in employee innovation.
- The emotional participation of customers positively influences employee innovation.
- Cognitive trust does not mediate the impact of any type of customer participation on employee innovation.

Li, M., and Hsu, C.H.C. (2018). Customer Participation in Services and Employee Innovative Behavior: The Mediating Role of Interpersonal Trust. *International Journal of Contemporary Hospitality Management*, Vol. 30, No. 4, pp. 2112-2131.

When You Post Your Review on Social Media is a Game Changer

We all want fresh news whether it's politics, sports, or business. According to a recent study, it also applies to online reviews posted on social media…but not always. Last week's news is informative, but breaking news is actionable. That's what Laurie Wu of Temple University, Han Shen of Fudan University, Qian (Claire) Deng of University of Alberta, and SHTM's Mimi Li found in their recently published research on information sharing among hospitality consumers. Advancements in smartphone technology empower today's consumers to share information on their hospitality experiences as they happen. Some hotels and restaurants have begun to encourage their guests to post on-site reviews during their service encounters. This study tested the mostly unexplored question of whether an online review that uses temporal contiguity cues, such as "tonight" or "just got back from the trip today", in reference to the closeness of the post and the consumption experience it describes, will significantly enhance the purchase intention of other consumers toward the reviewed business. The answer is not clear cut because it depends on the product and its market.

Theory of Temporal Contiguity Cue

A temporal contiguity cue is a peripheral information cue that implies the closeness in timing of two events. In this study, it implies the temporal closeness between a person's consumption experience and the posting of an online review. Temporal contiguity cues are a key factor in causality, as social psychologists have found that people establish causal inferences based on the temporal closeness of two events where the first event is judged as causing the second event. Conversely, when a substantial amount of time takes place between two events, people believe forces other than the first event could have caused the second event. Research has also found that when people are exposed to a positive product review that contains a temporal contiguity cue, they exhibit a significantly higher level of purchase intention because they perceive it was posted due to the positive consumption experience rather than other causes. But, not all customers react the same, meaning their personal traits could moderate the effect of temporal contiguity cues.

Theory of Social Power

Personal sense of power is defined as the perception of a person's ability to control or influence other people in social interactions. People's status as powerful or powerless also shapes their response to online reviews. This study examines how personal sense of power moderates the impact that temporal contiguity cues have on consumers' purchase intentions toward a reviewed business. Consumers with high personal sense of power, known as agentic-oriented, are people who control other people's behavior, dominate group decision making, act selfishly, and disregard the needs of others. Powerful people are seen as distrustful and regard other people's actions as selfish, such as thinking people who post a review do so for a reward or for ego purposes. Conversely, consumers with low personal sense of power, known as communal-oriented, include people who are more attentive to others, spend money on others, share resources, and listen to opinions. Powerless people tend to be trustful and act in the best interest of others. They are also more prosocial in their perceptions of other people's motivations and exhibit positive responses to the kindness of others.

Factor Interaction

Temporal contiguity cues in online reviews are still unusual, so they grab the reader's attention. Powerful people and powerless people react to them differently. Therefore, this study posits that the same temporal contiguity cues should trigger opposing reactions by powerful people versus powerless people.

Powerful people are in control of resources and wish to remain in control, so they focus on their resources and avoid trusting others which could lead to exploitation and loss. Powerful people tend to make cynical attributions to others' kindness, as they see it only as a means to gain access to their resources. They perceive positive online reviews the same way. Powerful people focus on reviewers' competence rather than their warmth, and they may regard temporal contiguity cues as a sign of overexcitement or lack of expertise. Therefore, they are expected to show significantly lower levels of trust and purchase intentions when reviews include temporal contiguity cues.

Powerless people are more cooperative by nature, and trust is a form of cooperation. They have positive reactions to other people's behaviors, including the content of their online reviews. Their reaction to a review that included a temporal contiguity cue would be that the reviewer just couldn't wait to share the good news. Therefore, powerless consumers are expected to exhibit significantly higher levels of trust and purchase intentions toward online reviews that contain temporal contiguity cues.

Trustworthiness reflects the degree to which consumers believe online reviews truthfully depict the consumption experience. Consumers' personal sense of power influences their perception of review trustworthiness in regard to the presence or absence of temporal contiguity cues. Consumers' attitudes and behavioral responses toward a review are also directly influenced by the perceived motivations of the reviewer. Trustworthiness is shown to be a key indicator of purchase intention.

Methodology and Hypotheses

This study recruited a non-probability sample of 159 U.S. adult participants who had stayed in a resort hotel at least once in the past 12 months. The sample was 52% male, average age was 38, 79% were Caucasian, and 56% held a bachelor's degree. They began the study by completing a personal sense of power measure. Then they read a scenario which instructed them to select a hotel for an upcoming trip and read an online hotel review which did or did not include, by random assignment, a temporal contiguity cue. Then they completed a 5-section questionnaire that asked about their purchase intent, the perceived trustworthiness of the online review, the perceived realism of the scenario, personal demographics, and a filter question to see whether they recalled a phrase pertinent to the presence or absence of the temporal contiguity cue. Participants who failed to answer that question correctly were filtered out of further data analysis.

Results and Findings

The results were used to test six hypotheses. All were supported. Hypothesis #1: Consumers' personal sense of power, regardless of whether they were powerless or powerful consumers, would influence their purchase intention toward a reviewed business. Hypothesis #1a: The presence of a temporal contiguity cue would increase the purchase intention of powerless consumers. Hypothesis #1b: The presence of a temporal contiguity cue would reduce the purchase intention of powerful consumers.

Hypotheses #2: Perceived trustworthiness of the online review will mediate the effect of a temporal contiguity cue on consumers' purchase intention toward a reviewed business, regardless of whether they were powerless or powerful consumers. Hypotheses #2a: The positive effect of a temporal contiguity cue on powerless consumers' purchase intention could be caused by the fact that the cue enhances the online review's perceived trustworthiness among powerless consumers. Hypotheses #2b: The negative effect of a temporal contiguity cue on powerful consumers' purchase intention could be caused by the fact that the cue reduces the online review's perceived trustworthiness among powerful consumers.

Conclusions and Managerial Implications

The findings of this study revealed a mixed interaction effect of temporal contiguity cue and consumers' personal sense of power on their purchase intention toward a hospitality business after reading its online reviews. The study also revealed another psychological mechanism that explains why this mixed effect occurs by exploring the perceived trustworthiness of online reviews. It also explains that the reviewer's perceived motivation impacts the trustworthiness of the review. If the motivation is seen as selfless, rather than selfish, it is deemed to be more trustworthy.

This study provides managerial insights on the social media marketing practices of hospitality firms, especially the time point when consumers should be encouraged to share information (during vs. after) and which consumers should be encouraged to add a temporal contiguity cue in their review. For example, businesses that target powerless consumers, such as fast food chains, should encourage and assist consumers in review posting during their consumption experience. These businesses can encourage in-experience review posting by using mobile applications to send consumer review invitations. They can also provide templates and promotional rewards. However, businesses that target powerful consumers, such as luxury resorts, should encourage their guests to post reviews after returning home. Businesses that cater to a mix of consumers can tailor their promotional messages to include different types of reviews.

POINTS TO NOTE:

- Hospitality managers must know their customers to properly manage online reviews.
- Powerless consumers should be encouraged and assisted to post in-experience reviews.
- Powerful consumers should be encouraged to post their review after the experience.
- Reviewer's perceived motivation impacts the trustworthiness of the review.

Wu, L., Shen, H., Li, M., and Deng, Q. (2017). Sharing Information Now vs Later: The Effect of Temporal Contiguity Cue and Power on Consumer Response toward Online Reviews. *International Journal of Contemporary Hospitality Management*, Vol. 29 No. 2, pp. 648-668.

Wine Tourism Involvement and the Segmenting of Chinese Tourists

Embracing the Chinese wine tourist market is a two-way street for the Australian wine industry. It must learn the nuances of an enthusiastic and inexperienced heterogenous market, and Chinese tourists must learn about wines in general and Australian wines in particular. In their recently published article, researchers Qiushi Gu of Southeast University, Songsan (Sam) Huang of Edith Cowan University, and SHTM's Hanqin Qiu and Brian King profile the characteristics of Chinese wine tourists and provide suggestions for destination marketers, wineries, and wine distributors.

Introduction

As a form of special interest tourism, wine tourism is attracting an increasing number of lifestyle-oriented tourists from different nationalities and cultural backgrounds. According to Tourism Research Australia, tasting quality local cuisine, wine, food, and related products is a major travel motivation for wine tourists traveling to Australia. Asian wine tourists, including Chinese tourists, are an increasingly important source market for the Australian wine industry. Wine tasting has also become increasingly popular in China. Expatriates who have had wine experiences overseas have changed wine consumption patterns and helped spur a tremendous demand for wine purchases in China. There is also a greater awareness of wine's health benefits.

To date, little research has been conducted to explore Chinese wine tourists, and Australian wine producers have yet to examine the behavioral and engagement differences in wine tourists' preferences for destination-related products and activities. The concept of involvement is an important determinant of consumer behavior and an important factor in tourism marketing. The consumer involvement scale is widely used in tourism studies, but few studies have investigated special interest tourism activities such as wine tourism. To fill this information gap, this study segments and profiles Chinese wine tourists based on their level of involvement in wine tourism.

Definitions and WTI

In 1998, the Winemakers Federation of Australia's National Wine Tourism Strategy defined wine tourism as "visitation to wineries and wine regions to experience the unique qualities of contemporary Australian lifestyle associated with enjoyment of wine at its source – including wine and food, landscape, and cultural activities". As wine tourism further developed, a more inclusive definition encompassed activities such as attending wine festivals and wine shows, wine tastings, and experiencing the special attributes of wine-producing regions. Wine tourists were also categorized as being purposeful or chance visitors. Wine tourists are a heterogeneous market. Therefore, wine-related activities assume different levels of importance for different individuals.

For tourism, the psychological concept of involvement includes an individual's motivation, arousal, and interest in activities, destinations, or products. Involvement can be person/subject-centered, product-centered, or situation-centered, and is affected by behavior-centered variables. The person-or subject-centered perspective is the most relevant for analyzing consumer behaviors. The present study has adopted this perspective as a framework to analyze the influence of individual tourist involvements on their decision-making behaviors.

Methodology and Results

Involvement is one of the widely-used psychological variables in tourist market segmentation. Most wine tourism research has focused on tourist motivations and behaviors. No studies have examined wine tourism involvement (WTI) levels in conjunction with wine tourism activities, and few have investigated cross-cultural issues regarding tourists from "newer" wine-producing nations whose attitudes are likely varied. Destination-marketing organizations (DMOs) have only limited knowledge about possible segments of China's emerging market. This study segments Chinese wine tourists based on their involvement levels.

Data were collected from Chinese tourists at the conclusion of their visit to Australian wineries. A self-administered survey was performed to measure 12 engagement activities. A total of 503 usable questionnaires were collected, a response rate of

93.32%. Four clusters of WTI were identified. Although they were clearly differentiated by involvement profiles, no significant differences were found for demographic and socio-economic variables except region and occupation. For behavioral variables, significant differences were found amongst clusters for travel behaviors, including travel purposes and shopping behaviors.

Wine Tourist Clusters

Based on the involvement scale, this study identified four wine tourist clusters. They differed in behavioral characteristics and activity participation but had notably similar socio-demographic characteristics.

Cluster 1: Low-involvement wine tourists (LIWT) numbered 20.87%. Individuals from Hong Kong and Macau (41.90%), and Taiwan (15.24%) were the largest markets. LIWT had the highest number of students (17.65%), clerical workers (9.80%), services and sales (6.86%), and civil servants (3.92%). Their purpose of travel was for general experience (53.09%), and they regard wine tourism as an incidental activity.

Cluster 2: Highly-involved wine tourists (HIWT) numbered 27.44%, of which 67.74% stated their trip purpose was experiencing "excellent wine" rather than "general travel experience including wine". Many (45.65%) came from non-listed places, indicating diverse locations across Mainland China. They had the largest number of managers and administrators (13.14%) and professionals (17.52%) and a high engagement level of activity participation.

Cluster 3: Interest-driven wine tourists (IWT) was the smallest group at 18.09%. They regarded wine tourism as enjoyable and important and had the highest percentage (48.75%) whose main trip activity was wine tours and the highest percentage (78.69%) stating that trip purpose was to experience "excellent wine". They had the high number of freelancers (20.22%) and wine industry professionals (11.24%). They came from Shanghai (16.48%) and elsewhere in Mainland China (39.56%) and were interested in participating in wine tourism activities.

Cluster 4: High-risk perception wine tourists (HRPWT) was the largest group (33.6%) and most representative of the mainstream outbound Chinese wine tourists. They sought to lower risks when engaging in wine tourism activities. HRPWT had the highest number from Hong Kong and Macao (26.04%), followed by Taiwan (17.75%) and Beijing (9.47%). They had the largest number of civil servants (5.92%), other professionals (17.75%), clerical workers (8.28%), and technical workers (7.10%). They sought excellent wine as their travel purpose (58. 21%), but most regarded wine tourism as an incidental activity (63.80%).

This study indicates that wine tourism aligns with hedonic recreational activity rather than daily necessity consumption. Wine consumption and its related activities would be associated with some sign value in Chinese society. Sign is still a distinct dimension of involvement because of the multifaceted meanings (personal and social identity) associated with wine tourism. This study also identified that risk possibility and importance can be combined together to form a distinctive WTI dimension. The combination of risk possibility and importance provides further evidence that Chinese tourists are cost-sensitive. Chinese have a high degree of uncertainty avoidance preferring formal rules, strong social norms, and other ways of avoiding risks and uncertainty.

Practical Implications

This study shows quality of wine is important in the wine tourism experience. It found there are nearly twice as many chance wine tourists as serious wine tourists, indicating most tourists visit wineries as part of a wider attractions mix. Chinese tourists enjoy sharing their wine tourism experience with others. They view it as a way of showing off their lifestyle and taste. Although the Chinese wine tourism market is still inexperienced in selecting wine, they believe wines purchased overseas are quality gifts. Gift-giving is an important social function in China. To avoid purchasing a bad wine, wine tourists resort to external clues. Marketers should emphasize the feature of wine regions, grape categories, and brands when advertising to the Chinese. Wine distributors in China should also organize workshops and seminars to spread knowledge of wine so Chinese consumers will be more receptive to wine tourism activities during their travel. HRPWTs account for the largest market share. This group is sensitive to wine purchasing and to the wine tourism decision making process. They are, however, not knowledgeable about wine or wine tourism. It is important to provide them with sufficient information regarding wine purchasing and how to select the right wine. The cluster analyses indicated a high level of involvement heterogeneity among Chinese wine tourists. HIWT, in particular, were quite geographically scattered in China, making a uniform "China strategy" inadvisable.

POINTS TO NOTE:

- Wine tourism is growing in popularity among Chinese tourists to Australia.
- Most Chinese wine tourists are chance tourists and visit wineries as part of a wider attractions mix.
- Gift giving is important part of Chinese culture, and wine purchased abroad is considered a quality gift.
- It is important to provide Chinese tourists with sufficient information on various wines and wine purchasing.

Gu, Q., Qiu, H., King, B.E.M., and Huang, S. (2018). Wine Tourism Involvement: A Segmentation of Chinese Tourists. *Journal of Travel & Tourism Marketing*, 35:5, 633-648.

HKWS-X 2020

Free Registration Available

For the latest in Hospitality Management

2-17 December 2020

The Hong Kong PolyU Winter School (HKWS) has been running for 17 years and HKWS-X is a special version to support the hospitality and tourism industry in view of the COVID-19 situation in 2020. The HKWS-X programme offers 12 one-hour online modules in hospitality and tourism management related to or with an emphasis on the recovery from the pandemic:

- Digital Marketing in Hospitality and Tourism
- Technology Innovation and Digital Transformation in Tourism and Hospitality
- Wellness Tourism
- Purpose Driven Leadership: Six Steps for Self Development
- Crisis Management
- Tourism Big Data Analytics
- A Food & Beverage Operator's Best Practices During Pandemic
- Conflict Management
- Design Thinking: a Creative Approach to Problem-Solving
- Future of Luxury Services Management in post Pandemic Economy
- Human Resources Management: Opportunities and Challenges as a Result of the Shake Up
- Managing Change

For details, please check *https://www.polyu.edu.hk/htm/hkws-x* or email Ms Flora Ng at *flora.ng-ps@polyu.edu.hk*.

Co-organized by:

The Hong Kong Polytechnic University 香港理工大學
School of Hotel and Tourism Management

Hong Kong Hotels Association 香港酒店業協會

Sponsored by:

APTA Asia Pacific Tourism Association

Hotel ICON

PATA Pacific Asia Travel Association

The Hong Kong Polytechnic University 香港理工大學

School of Hotel & Tourism Management 酒店及旅遊業管理學院

Dr Alexander Grunewald
(Ph.D. 2010)
Senior Manager
Accenture

Dr Daisy Fan
(Ph.D. 2016)
Senior Lecturer
Bournemouth University

Dr Edward Roekaert
(D.HTM 2014)
Rector
Peruvian University of Applied Sciences

Mr Robben Luo
(MSc 2017)
Greater China Sales & Brand Ambassador
HINE Cognac

You might see some familiar faces because we're all graduates of the School of Hotel and Tourism Management (SHTM) at The Hong Kong Polytechnic University.

Rated No. 1 in the world in the "Hospitality and Tourism Management" category according to ShanghaiRanking's Global Ranking of Academic Subjects 2020, placed No. 1 globally in the "Commerce, Management, Tourism and Services" category in the University Ranking by Academic Performance in 2019/2020 and ranked No. 1 in the world in the "Hospitality, Leisure, Sport & Tourism" subject area by the CWUR Rankings by Subject 2017, the SHTM ensured that we would gain international recognition for the calibre of our learning. Over the years, we've put the knowledge and skills we gained into practice as proud professionals in the hotel, travel and tourism fields. The cosmopolitan mix of our classes - with participants hailing from Denmark, Korea, mainland China, Peru, Romania and the USA - is further testament to the SHTM's well-earned international reputation.

We invite you to advance your career in a dynamic global industry by enrolling in one of the SHTM's highly tailored programmes, led by a faculty of more than 70 talented academics from 21 countries and regions. The various programmes in hotel and tourism management lead to Doctor of Philosophy, Doctor of Hotel and Tourism Management, and Master of Science degrees.

Find out more about this world-class hotel and tourism school by visiting https://shtm.polyu.edu.hk .

You too can be recognised!

#PolyUSHTM

Follow us:

Opening Minds • Shaping the Future

THE HONG KONG POLYTECHNIC UNIVERSITY
香港理工大學

SCHOOL OF HOTEL AND TOURISM MANAGEMENT