

---

# Book of Abstracts

---

International Conference on Tourism and  
Business ICTB

Lucerne, 24 -27 August 2022



Co-Hosted by

**HSLU** Lucerne University  
of Applied Sciences  
and Arts

Edinburgh Napier  
UNIVERSITY



Mahidol University  
International College

## Table of Content

Introduction.....	4
Session 1 .....	5
A Measure of the Economic Dependence of Countries on Tourism .....	6
The contagious effect of Covid-19 on residents' perceptions of tourism impacts. The case of Algarve, Portugal .....	7
The Impact of COVID-19 Pandemic towards Inbound Tour Operators in Thailand .....	8
Impact of Covid-19 on the tourism industry of Uzbekistan and state support during the pandemic.....	9
Session 2 .....	10
Resilience at Pattaya: modelling a destination support .....	11
Impact of Covid-19 and coping strategies of social enterprises in the GMS.....	12
Community Supports and Measures to Promote Country Tourism Post Pandemic: A Study with Dhofar Region, Oman ...	13
COVID-led consumption displacement: a longitudinal analysis of hotel booking patterns.....	14
Session 3 .....	15
Carbon footprint of a hostel in the Camino Lebaniego in Cantabria (Spain): should we bet on responsible and sustainable tourism after COVID-19? .....	16
TOWS analysis for sustainable ecotourism development and state support during the pandemic: The Aral Sea region of Uzbekistan.....	17
The (de)motives to conserve the environment among small independent hotels in a resource scarce destination .....	18
Swisstainable. The sustainability programme of Swiss tourism .....	19
Session 4 .....	20
The 'Pandemic Governmentality' of Indonesia's Tourism COVID-19 Pandemic Recovery.....	21
The impact of Covid-19 on redefining the role of health security in the tourism industry: A case study of the Croatian Opatija Riviera .....	22
Predicting Swiss Tourists' preventive health behaviour during Covid-19: a structural equation modelling approach .....	23
Human resource management in Thailand's hotel industry during COVID-19 .....	24
Consumer demand in digital marketing and sustainable business development .....	25
Session 5 .....	26
Exploring humorous travel-related UGC created during COVID-19 pandemics .....	27
Sustainable Image and Self-identity as Predictors of Consumers' Perceived Value and Willingness to Pay Premium Price at Restaurants.....	28
Guilt or Pride? Factors Enhancing Consumers Emotional Value And Purchase Intentions of Plant-Based Foods.....	29
Psychological factors affecting customer engagement of using mobile self-ordering applications at restaurants .....	30
Session 6 .....	31
A nudge is not enough? A field experimental study on the reduction of private motorized transport.....	32
All You Have to Do Is Ask: A Nudge Strategy for Reducing Sweetness in Coffee Shops .....	33
The Persuasion of Message Framing Enhances Consumer's Decision to Purchase a Plant-Based Menu Item .....	34
Effects of Generational Perceptions of Altruistic and Egoistic Motives on "Warm Glow" towards Sustainable Restaurants	35
Session 7 .....	36

Exploring the digitalization opportunities for tourism micro entrepreneurship in South Africa .....	37
Leveraging the use of visualization as a vehicle for knowledge integration in a transdisciplinary research setting.....	38
Benefits and Barriers of Digital Procurement: Lessons from an Airport company .....	39
Tourism data landscapes and inventories – comparison of approaches in selected countries .....	40
Session 8 .....	41
Exploring responsible tourism experiences in a National Park: differences between business and leisure travellers.....	42
The Influences of Homestay Standards in Sustainable Tourism of Community Enterprise: A Case Study of Baan Rimklong Homestay Community Enterprise, Sumut Songkhram, Thailand.....	43
Resident-tourist interaction: a systematic review of contact hypothesis in tourism research .....	44
Ecotourism for sustainable development: case study from Uzbekistan .....	45
Employing Ecotourism Opportunities for Sustainability in the Aral Sea Region: Prospects and Challenges.....	46
Session 9 .....	47
Convention Servicing. The new beginning of event experiences. ....	48
Visitor food festival experience and customer engagement behaviour intention: the moderating effect of health consciousness .....	49
Do Charity or Non-Charity Sport Events Influence Attendances' Warm Glow More? An Experimental Survey.....	50
Thailand's coffee culture and its transformation in the COVID-19 pandemic .....	51
Session 10 .....	52
Experiential marketing and its relationship with memory and behavioral intentions: An empirical study at a Sea and Sun destination under Covid-19 pressure .....	53
The impact of Central Asian tourists' risk perception on their travel intentions during the COVID-19 pandemic .....	54
The tourists' experience and behavioural intentions in reopened tourism destinations: exploring effects of real-time emotions .....	55
Do price reductions attract customers in urban public transport? A synthetic control approach .....	56
Session 11 .....	57
Tourism amid Covid-19 pandemic: analysing the effects and prospects for recovery. Case of the Republic of Moldova ...	58
Impacts of the Covid-19 pandemic over hostels in Bangkok: adaptation strategies and economic survival .....	59
From tourism and recreation to residential dynamics in Ajjic, Jalisco. Proposal for a multi-criteria analysis of the effects on the territory and on local development. ....	60
Preference and Satisfaction of Chinese Tourists in Airports under Cross-Culture Perspective Text Mining .....	61

# Introduction

The 4<sup>th</sup> International Conference on Tourism and Business (ICTB), jointly organized by Lucerne University of Applied Sciences and Arts (Switzerland), Mahidol University International College (Thailand) and Edinburgh Napier University (Scotland), is an international forum for the presentation of research findings in the broad fields of tourism and business. The conference is an opportunity for academics, consultants, and professionals to present their research and practical experiences in the tourism and hospitality sectors on the international forum.

The ICTB 2022 conference topics evolved around one central question: *From Over-Tourism to Zero-Tourism: Opportunities for a New Beginning?* The conference participants in their research and papers submitted for the ICTB 2022 addressed key changes and current opportunities in tourism and business, covering a wide range of topics related to negative external shock caused by the COVID-19 pandemic. Although the fact that the Covid-19 pandemic is still a central and important topic for research and discussions in tourism and business, the participants of ICTB 2022 did not limit themselves to this topic only. Papers submitted and presented during the conference included other current issues and trends such as digitalization, customer experience, customer behaviour, tourism management, event management or sustainable tourism. The authors tackled the research problems from different perspectives, concentrating on local, regional and international perspectives on tourism recovery and resilience, with special attention to comparison of different regions of countries. All submissions were grouped into 11 thematic sessions.

ICTB 2022 organizers are pleased to welcome the scholars, practitioners, experts from 18 countries to discuss the current issues of tourism and business and wish that the Book of Abstracts will help to arise interest, lively discussions and international exchange of experience.

In the name of the Conference Organizers

Prof. Dr. Jürg Stettler



Prof. Dr. Timo Ohnmacht



Dr. Anna Para



# Session 1

---

## The Impact of Covid-19 on tourism in selected countries and regions

---

Day 1

25 August 2022

11.00am-13.00pm

## A Measure of the Economic Dependence of Countries on Tourism

**Bienvenido Ortega**

University of Malaga, Department of Applied Economics

**Jesús Sanjuán**

University of Malaga, Department of Applied Economics

### **Abstract**

The first and main aim of this study was to construct a tourism economic dependence index (TEDI) for a sample of 144 countries and the period 1995 to 2019. Next, we analysed convergence in TEDI levels. The TEDI calculated shows a mild trend toward higher levels of dependence on tourism of economies since the end of the global financial crisis. However, we did not observe a clear reduction in cross-country dispersion in TEDI levels. Moreover, the estimation results suggest that the absolute convergence hypothesis can be rejected and that there are four final convergence clubs and two diverging countries (Albania and Macao). Further analyses indicated that geographic factors play a major role in determining the corresponding probability of club membership. In addition, large economies and more resource-dependent economies have a lower probability of belonging to the most dynamic and high-level TEDI club of countries.

**Keywords:** economic dependence on tourism; composite index; club convergence; ‘log-t’ regression model.

## The contagious effect of Covid-19 on residents' perceptions of tourism impacts. The case of Algarve, Portugal

**Patrícia Pinto**

University of Algarve Research Centre for Tourism, Sustainability and Well-being (CinTurs) and Faculty of Economics

**Manuela Guerreiro**

University of Algarve Research Centre for Tourism, Sustainability and Well-being (CinTurs) and Faculty of Economics

**Ana Renda**

University of Algarve, Centre for Tourism Research, Development and Innovation (CiTUR) and School of Management, Hospitality and Tourism

**Célia Ramos**

University of Algarve, Research Centre for Tourism, Sustainability and Well-being (CinTurs) and School of Management

**João Filipe Marques**

University of Algarve, Research Centre for Tourism, Sustainability and Well-being (CinTurs) and Faculty of Economics

**Luís Nobre Pereira**

University of Algarve, Research Centre for Tourism, Sustainability and Well-being (CinTurs) and School of Management, Hospitality and Tourism,

**Milene Lança**

University of Algarve, Research Centre for Tourism, Sustainability and Well-being (CinTurs)

**Hio Kuan Lai**

University of Algarve, Research Centre for Tourism, Sustainability and Well-being (CinTurs)

### **Abstract**

In 2020, the pandemic situation dramatically changed the tourism flows, even in the most well-known destinations such as the Algarve, in Portugal. The effect of this phenomenon in tourism started to be studied during 2020, mainly among those who used to travel before the pandemic crisis, i.e., in the potential tourists' perspective. However, there is still a lack of research regarding the way it is affecting residents' perceptions of tourism impacts on local communities. Thus, the objective of this study is to explore this question by focusing on the economic, sociocultural and environmental impacts of tourism and using data collected before and during the pandemic of Covid-19 in the 16 municipalities of the Algarve. Results from this study can assist destination management organizations in taking pro-tourism decisions that better consider the residents' interests regarding how tourism is impacting their communities.

**Keywords:** residents, Sustainable Tourism Development, Impacts, Covid-19.

## The Impact of COVID-19 Pandemic towards Inbound Tour Operators in Thailand

**Tanaporn Pooprueksachat**

University of Phayao, School of Business and Communication Arts

**Niramol Promnil**

University of Phayao, School of Business and Communication Arts

**Warach Madhyamapurush**

University of Phayao, School of Business and Communication Arts

**Chompunuch Jittithavorn**

University of Phayao, School of Business and Communication Arts

### **Abstract**

Tour operators are the first point of interest in attracting tourists to travel and taking care of making a good impression on tourists. Tourism businesses are among the first to be affected in the time of crisis, however, few organizations are prepared to deal with crises in advance. By analyzing the impacts that will be affected by the crisis, the researcher is interested in studying the impact of tourism businesses in Thailand during the COVID-19 crisis from a sample group of tourism businesses in Thailand. This paper is qualitative research by interviewing more than 10 contributors from different sized tour operators serving European tourists in Thailand. It identifies the major impact that tourism businesses can have. It was found that in the economic point of view, the number of tourist seats has decreased, resulting in a decrease in business income. As a result, business must reduce the number of employees due to the impact of lower revenues. The organisations must adjust the work of personnel to have a variety of work skills. As a result, the organizational structure was eventually restructured for continued operations.

**Keywords:** COVID-19 Pandemic, Crisis, Tour Operator, Thailand.

## Impact of Covid-19 on the tourism industry of Uzbekistan and state support during the pandemic

**Olimjon Saidmamatov**

Urgench State University, Faculty of Tourism and Economics

**Umidjon Matyakubov**

Urgench State University, Faculty of Tourism and Economics

**Jonathon Day**

Purdue University, School of Hospitality and Tourism Management

**Peter Marty**

Zurich University of Applied Sciences

**Elbek Khodjaniyazov**

Urgench State University, Faculty of Tourism and Economics

**Ergash Ibadullaev**

Urgench State University, Faculty of Tourism and Economics

**Dilmurad Bekjanov**

Urgench State University, Faculty of Tourism and Economics

**Murodjon Matniyozov**

Urgench State University, Faculty of Tourism and Economics

**Bunyod Matyusupov**

Urgench State University, Faculty of Tourism and Economics

### **Abstract**

Tourism as an emerging sector in Uzbekistan has been facing consistent reforms since 2016, aiming to diversify business opportunities. But the unexpected COVID-19 pandemic has disturbed the plans. This study is to understand the current situation of the tourism business suffering from the pandemic and discloses the priority needs of tourism entities to survive during the crises. A structured questionnaire consisting of 15 questions is used to assess the issues of interest. Two hundred seventy nine valid questionnaires collected from tourism stakeholders are analyzed. The study results reveal that business revenue shows a significant decline during the pandemic and stakeholders are expecting a short-term financial support from the government. The role of the government in terms of assisting the tourism industry to revive after the pandemic is critical. Further, it is necessary to build strong cooperation between governments and tourism establishments to cope with adverse consequences due to the pandemic.

**Keywords:** tourism, Covid-19, Uzbekistan, state support, emerging economies.

# Session 2

---

## Building a more resilient tourism industry

---

Day 1

25 August 2022

11.00am-13.00pm

## Resilience at Pattaya: modelling a destination support

**Pattarachit Choompol Gozzoli**

Mahidol University

**Roberto B. Gozzoli**

Mahidol University International College

### **Abstract**

Covid-19 pandemic has seriously impacted tourism business worldwide, but it goes together with climate changes, pollution and overtourism. Therefore, an analysis of how local political institutions and tourism organisations have been dealing with both the pandemic and longer terms shock stressors such as pollution and overtourism have been done for the site of Pattaya. Using one-to-one interviews, local governments and tourism organisations have been asked about how they dealt with the Covid-19, its impact over the local tourism industry, their actions for relieving tourism industry from collapsing, as well as their major concerns for the future. Based on a thematic analysis, the interviewees highlighted that roughly 20% of the actual tourism activities had survived the pandemic, and the relative economic losses. The difference between the two groups of organisations were the actions they could take: the local governments were unable to overcome national policies, therefore simply seeing activities collapse. The tourism organisations instead, even at the level of individual owners, were able to make their activities survive the situation and support their workers. Based on the results of the interviews, a new resilience framework is also be offered for similar scenarios.

**Keywords:** Pattaya, sustainable development, destination life cycle, resilience, Covid-19.

## Impact of Covid-19 and coping strategies of social enterprises in the GMS

**Walanchalee Wattanacharoensil**

Tourism and Hospitality Management Division, Mahidol University International College,

**Sompong Amnuay-ngerntra**

Tourism and Hospitality Management Division, Mahidol University International College

### **Abstract**

Social enterprises are struggling to maintain their social missions and financial sustainability during the Covid-19 pandemic. This article aims to investigate impacts of the pandemic on tourism & hospitality social enterprises in the Greater Mekong Subregion and their coping mechanisms employed to respond to the Covid-19 crisis. In-depth interviews with six selected showcases of the year 2020 revealed that all the six selected social enterprises have been facing with financial, operational, and social difficulties during the COVID-19 period, but in different degrees. Moreover, there are four different but relating coping mechanisms being employed by these enterprises including

- 1) applying market-based strategy
- 2) adjusting employment policies
- 3) increasing operational efficiency and
- 4) adapting or alter the operations.

These chosen coping mechanisms, along with different business operations, network collaborations, operational adaptability, and specific country advantages lead to a different degree of resilience. Future research relating to resilience of tourism & hospitality social enterprises is also recommended.

**Keywords:** social enterprises, tourism and hospitality, Covid-19, coping strategies, The Greater Mekong Subregion.

## Community Supports and Measures to Promote Country Tourism Post Pandemic: A Study with Dhofar Region, Oman

**Sangeeta Tripathi**

University of technology and Applied Sciences – Salalah

**Muna Al Shahri**

University of technology and Applied Sciences – Salalah

### **Abstract**

The Covid-19 outbreak and prolonged pandemic have affected global tourism the most. Due to worldwide travel restrictions, domestic and international tourism has been hit by unprecedented challenges. Due to the pandemic precautions, the economic downturn has become more significant to Gulf Cooperation Council (GCC) countries because they were already facing a downturn due to a drastic drop in oil prices. Like other countries, the pandemic has profoundly impacted Oman's tourism. The tourism industry has recorded a direct loss of half-billion Omani Rial at the end of September 2020. Due to the increasing rate of Covid-19 infection worldwide, a 53.9 percent drop-down had been registered in the number of visiting guests' in Omani hotels. The ease of Covid restrictions and reopening of international borders brought a glimmer of hope to boost Oman tourism. With the rebounding of domestic activities, Oman tourism is witnessing a recovery as the revenue of 3 to 5-star Omani hotels recorded an increase of 135 percent with the rise in guests' numbers by 79.1 percent. The current study has following objectives. Firstly, to identify the mechanism of public participation and intentional behavior in-country tourism post-pandemic, secondly to discover the community attachment, involvement, and engagement to promote destination image. Thirdly, to examine the role of communication in encouraging and motivating the community to support the country's tourism in recovery drive post-pandemic. Lastly, to understand the factors that positively impact community involvement to respond to the crisis.

The qualitative research design has been used to address key objectives and reach out to the research findings. A semi-structured interview has been designed and conducted with the Salalah, Dhofar tourism community, for example, Hotel administrations, Travel agencies, tourists guides, entertainers, and adventure facilitators. Six variables have been devised: cognitive attitude, motivation and benefits, opportunities, awareness, ability to participate, and community participation. Desk reviews have been done to collect secondary data from several sources such as research journals, websites, and media reports. The research findings will enrich the tourism and hospitality literature regarding community participation and intention to support country tourism.

**Keywords:** social enterprises, tourism and hospitality, Covid-19, coping strategies, The Greater Mekong Subregion.

## COVID-led consumption displacement: a longitudinal analysis of hotel booking patterns

**Bartolomè Deyà Tortella**

University of the Balearic Islands, Department of Business Economics

**Veronica Leoni**

University of the Balearic Islands, Department of Applied Economics,

**Vincente Ramos Mir**

University of the Balearic Islands, Department of Applied Economics

### **Abstract**

COVID-19 affected the tourism sector both in terms of tourist flows and consumption patterns. This study analyzes weekly bookings of a representative sample of Balearic Islands' hotels between 2018 and 2021. The objective of this work is to offer a longitudinal analysis and a critical comparison of bookings before and after the crisis, focusing on the *booking window*, *length of stay*, and *booking channel*. Results indicate that COVID-19 has led to a drop in the volume of bookings and a remarkable change in booking patterns, with important managerial implications at industry and destination levels in the recovery phase. Specifically, results indicate a temporal shift in booking behavior, characterized by lower anticipation, as well as changes in the tourism supply chain, namely a decrease in the share of bookings made through intermediaries. This research adds to the literature on consumption displacement by exploring the pandemic-led shift in hotel booking patterns.

**Keywords:** Covid-19, consumption displacement, hotel bookings, booking patterns, tourists' behavior, hotel management.

# Session 3

---

## Responsible and sustainable tourism during and after Covid- 19

---

Day 1

25 August 2022

11.00am-13.00pm

## Carbon footprint of a hostel in the Camino Lebaniego in Cantabria (Spain): should we bet on responsible and sustainable tourism after COVID-19?

**Cristina Campos**

**Jara Laso**

**María Margallo**

**Rubén Aldaco**

University of Cantabria, Department of Chemical and Biomolecular Engineering

**Jaume Albertí**

**Alba Bala**

**Pere Fullana-i-Palmer**

**Margalida Fullana**

UNESCO Chair in Life Cycle and Climate Change ESCI-UPF

### **Abstract**

Under an economic point of view, the tourism sector is one of the most important sectors in the world being the religious tourism, such as the pilgrimage, a growing type of tourism. However, these tourism activities also contribute greatly to CO<sub>2</sub> emissions. The results show that after the COVID-19 pandemic, the carbon footprint (CF) on pilgrimage routes as well as in hostels has been reduced due to changes in pilgrims' practices (less overnight stays and shared showers). Nevertheless, there has been an increase in plastic waste and in the use of cleaning and personal care products. Hence, it is urgent to support a responsible recovery of COVID-19 in the tourism sector in order to achieve the desires of sustainable and responsible tourism.

**Keywords:** carbon footprint, sustainable tourism, hostel, pilgrimage, Life Cycle Impact Assessment, COVID-19.

## **TOWS analysis for sustainable ecotourism development and state support during the pandemic: The Aral Sea region of Uzbekistan**

**Olumjon Saidmamatov**

Urgench State University, Faculty of Tourism and Economics

**Umidjon Matyakubov**

Urgench State University, Faculty of Tourism and Economics

**Elbek Khodjaniyazov**

Urgench State University, Faculty of Tourism and Economics

**Jonathon Day**

Purdue University, School of Hospitality and Tourism Management

**Ergash Ibadullaev<sup>e</sup>**

Urgench State University, Faculty of Tourism and Economics

**Sanat Chuponov**

Urgench State University, Faculty of Tourism and Economics

**Dilmurad Bekjanov**

Urgench State University, Faculty of Tourism and Economics

**Murodjon Matniyozov**

Urgench State University, Faculty of Tourism and Economics

**Bunyod Matyusupov**

Urgench State University, Faculty of Tourism and Economics

### **Abstract**

Evaluating the current ecotourism situation in the Aral Sea region of Uzbekistan and offering strategies for its sustainable development are the main objectives of the study. The threats, opportunities, weaknesses and strengths (TOWS) analysis was applied to identify the required management strategies. The article aims to review the literature on ecotourism promotion in the Aral Sea region. Based on TOWS, the results show that state support during the pandemic should be strategically coordinated to secure the sustainability of the ecotourism industry in Uzbekistan.

**Keywords:** ecotourism, sustainable development, pandemic, Aral Sea region, Uzbekistan, exploratory study

## The (de)motives to conserve the environment among small independent hotels in a resource scarce destination

**Umidjon Matyakubov**

Urgench State University, Faculty of Tourism and Economics

**Viachaslau Filimonau**

University of Surrey

**Vladimir A. Ermolaev**

Plekhanov Russian University of Economics

### **Abstract**

Environmental conservation should be closely integrated in hotel operations management. Many small, independent hotels fail to demonstrate such integration, especially if they operate in developing and transitional economies. The (de)motivations of managers of such hotels to embrace the environmental sustainability agenda remain insufficiently understood. This study explores the (de)motivations of small, independently-owned, hotels to conserve the environment in the Aral Sea region of Uzbekistan. This destination provides an interesting case study as it represents one of the world's most deprived regions with a scarce resource base. This resource scarcity should prompt hotels to conserve the environment. However, this resource scarcity may prevent environmental conservation as the limited resources can be spent on other operational tasks. By interviewing senior hotel managers, this study showcases their limited motivation to save the environment. The short-term financial benefits of meeting immediate tourist demand offset the long-term advantages of environmental conservation. Unavailability and inaccessibility of affordable finance prevents investment in environmental sustainability. The study highlights the role of various stakeholders in encouraging hotels to save the environment. Recommendations are made on policy and management interventions required to incentivise environmental conservation by hoteliers.

**Keywords:** nvironmental sustainability, energy efficiency, water consumption, solid waste, hospitality sector, sustainable management, Central Asia.

## Swisstainable. The sustainability programme of Swiss tourism

**Fabian Weber**

Lucerne University of Applied Sciences and Arts, Institute of Tourism and Mobility

**Juerg Stettler**

Lucerne University of Applied Sciences and Arts, Institute of Tourism and Mobility

### **Abstract**

The promotion of sustainable tourism development is a central focus of both the federal government's tourism strategy and Switzerland Tourism's strategy. To support these efforts, the Lucerne University of Applied Sciences and Arts, together with the industry, has developed the Swisstainable sustainability programme for Swiss tourism. The programme is aimed at tourism service providers and contains three levels. These enable participation in the programme, considering the different starting points and the already existing sustainability engagement.

The programme does not represent a new certification but is based on existing credentials of sustainability (certificates, programmes and initiatives) in tourism. Within the framework of the project, a methodology was developed to assess sustainability credentials in terms of their thematic breadth, level of ambition and management requirements. Depending on the assessment, the credentials are recognised at the different levels of the programme.

**Keywords:** sustainability, programme, Swiss tourism, certification, Switzerland.

# Session 4

---

## Tourism management in (post-) pandemic times

---

Day 1

25 August 2022

14.30pm-17:00pm

## The 'Pandemic Governmentality' of Indonesia's Tourism COVID-19 Pandemic Recovery

**Mohamad Robbith Subandi**

Wageningen University & Research

### **Abstract**

Since the beginning of the covid-19 pandemic, Indonesian central government especially through the Ministry of Tourism and Creative Economy (MOTCE) has launched several strategies and policies to sustain and subsequently revive the tourism industry in Indonesia. In this paper we focus on three central and interrelated government interventions namely *Lockdowns (Mobility restrictions)*, and *Cleanliness, Health, Safety, Environmental Sustainability (CHSE)* standardization and certification for tourism destinations and business and how it is instigated as institutionalization of the notion of 'New Normal' and the departing point for government resources mobilization to recuperate the tourism industry. This paper employed a discourse analysis to reveal how power operates through and around the Indonesian tourism industry recovery, particularly how different 'biopolitical governmentality' influence its processes and outcomes. Data for analysis are collected from Indonesia's Ministry of Tourism and Creative Economy (MOTCE) policies and other governmental communications and documents, news from Indonesian leading news portal and relevant webinars on Indonesian tourism recovery which are publicly accessible, particularly which are related with government's interventions in the forms of *Lockdowns (Mobility restrictions)*, and *Cleanliness, Health, Safety, Environmental Sustainability (CHSE)* standardization and certification for tourism destinations and business. The initial findings of this study revealed that different government interventions which are supposedly based on different modes of 'governmentalities' generates different responses from the Indonesian tourism stakeholders, the amalgamation of *sovereign, disciplinary* and *neoliberal* modes of governmentality has resulted in the increasing level of tourism stakeholders internalization of the 'New Normal' through top-down obligatory mobility restriction and regulations, internalization of new hygiene & sanitation protocols, and promotion of economic incentive of CHSE certifications for tourism businesses and destinations.

**Keywords:** tourism recovery, Covid-19 pandemic, biopolitics, governmentality, Indonesia.

## The impact of Covid-19 on redefining the role of health security in the tourism industry: A case study of the Croatian Opatija Riviera

**Romina Alkier**

University of Rijeka, Faculty of Tourism and Hospitality Management

**Vedran Milojica**

PAR University College

**Vasja Roblek**

Faculty of Organizational Sciences

### **Abstract**

Within the framework of tourist safety and assessment of the tourism destination, it is necessary to include health and hygiene in the research as a newer safety paradigm. The number and type of outbreaks of infectious diseases have increased over the last 30 years, and as global trade and travel increase, international disease spread is expected to grow. All stakeholders in a tourist destination must continuously work together to improve decision-making, coordination, and communication within and between the public and private sectors in terms of risk, travel advice and border measures.

The study's main objectives are to investigate the impact of Covid-19 on the changes in business models in the tourism industry of the Opatija Riviera and to create health safety paradigms that will play an influential role in protecting tourists and residents on the Opatija Riviera also in the post-Covid-19 period. Up until the development of COVID-19 pandemic Opatija Riviera was registering growing tourism turnover, mostly achieved by foreign tourists. Due to the current pandemic, it is necessary to rethink for the future in which direction to go, and how to adapt in order to attract tourists, and profile Opatija Riviera as a safe and healthy destination. As part of the case study, semi-structured interviews will be prepared with managers of tourist firms and public officers in Opatija riviera destination. Managers and officers will be questioned about the impact of Covid-19 on changes in health security strategies and their new role in business models (of touristic firms and riviera as an administrative region), implementations of solutions for protection and security, organisational changes, as well as future approaches to providing health care to tourists and hosts in the post-Covid 19 periods, when new outbreaks of previously unknown viruses or bacteria may occur.

The study aimed to critically examine the Covid-19 phenomenon and its impact on health security and the changes in business models, security strategies and development policies of both tourism concepts and the destination itself, also due to possible new pandemics in the future.

**Keywords:** Covid-19, case study, healthcare, Opatija Riviera, tourists, healthcare strategy.

## Predicting Swiss Tourists` preventive health behaviour during Covid-19: a structural equation modelling approach

**Andreas Hüsser**

Lucerne University of Applied Sciences and Arts, Institute of Transport and Mobility

**Timo Ohnmacht**

Lucerne University of Applied Sciences and Arts, Institute of Transport and Mobility

### **Abstract**

Lorem ipsum We combined the Health Belief Model (HBM) constructs with the Theory of Planned Behavior (TPB) constructs and the Domain-Specific Risk-Taking scale (DOSPRT) in recreation and leisure to predict Swiss tourists' intentions to adopt non-pharmaceutical interventions (NPIs) while travelling during COVID-19. The proposed hypotheses were tested based on a random sample of the Swiss population (N = 1,683) using structural equation modelling. In accordance with prior research, we found that the proposed constructs significantly influenced Swiss tourist's preventive health behaviour. Moreover, the effects of health beliefs and risk-taking attitudes in the domain of leisure and recreation on preventive behaviour intentions were mediated through attitudes towards the preventive behaviour of implementing NPIs while travelling. This is consistent with the Theory of Planned Behavior which postulated that attitudes are formed based on behavioural beliefs and evaluations about the behaviour in question.

**Keywords:** tourist's preventive behaviour; risk perceptions; DOSPRT; Health Belief Model; Theory of Planned Behavior; COVID-19; non-pharmaceutical interventions (NPIs).

## Human resource management in Thailand's hotel industry during COVID-19

**Niramol Promnil**

University of Phayao, Unit of excellent in innovative hotel and tourism

**Warach Madhyamapurush**

University of Phayao, Unit of excellent in innovative hotel and tourism

### **Abstract**

Knowledge on HRM in the hotel industry during the COVID-19 pandemic is predominated by a holistic research approach. The study undertakes with different types of hotels, such as sizes and service offers is limited. This paper applies qualitative research to explore and compare how different types of hotels in Thailand manage their employees during the COVID-19. We found that the size of the hotel may not be significantly influential in the implementation of HRM, however, the level of service is considered to be a critical factor influencing the management of the human resource in the Thailand hotel industry during the COVID-19 pandemic.

**Keywords:** HRM, hotel type, COVID-19, Thailand.

## Consumer demand in digital marketing and sustainable business development

**Liton Barua**

Mahamakut Buddhist Univeristy

### **Abstract**

The research aimed to analyze the factors related to consumer demand and digital marketing, and to draw the research results that modern internet marketing strategies that use digital marketing with consumer demand could help companies promote sustainable business development. This article used literary research methods. Based on the research of consumer demand, it was found that the development of modern Internet technology has made consumers' shopping and consumer demand diversified, personalized and multi-layered. Consumer psychology has created consumers with higher expectations for shopping. The emergence of digital marketing was to meet the changing shopping needs of consumers. Green marketing, low consumption and high efficiency not only enhanced the consumers' shopping experience, but also met the future sustainable business development of enterprises. So digital marketing strategies formulated through consumer demand were effective for promoting sustainable business development of enterprises. Understanding consumer demand could provide guidance and recommendations for sustainable business development of enterprises.

**Keywords:** digital marketing, consumer demand, sustainable business development.

# Session 5

---

## Tourism marketing and pricing strategy

---

Day 1

25 August 2022

14.30pm-16.30pm

## Exploring humorous travel-related UGC created during COVID-19 pandemics

**Tomaž Kolar**

University of Ljubljana, School of Economics and Business

**Walanchalee Wattancharoensil**

Mahidol University International College, Tourism and Hospitality Management Division

### **Abstract**

Among other Covid-19 pandemic has a number of detrimental psychological effects, which are experienced as a lockdown stress. Humour is proven to be effective stress-alleviating mechanism, yet was so far underexplored in terms of Covid-19 *travel* issues and deployed types of online humour. In order to redress this gap present study employed qualitative research design and content analysis to analyse 120 visual jokes on the topic. Thematic analysis revealed four recurring topics, namely making sense of *New Travelling Realities*, experiencing *Rising Feelings of Travel Urges*, surprising realization that *Infected People Like to Travel*, and indignation over *Irresponsible and Hypocritical Tourism Providers*. In terms of humour types findings suggest that Covid-19 travelling humour cannot be simply categorized as a disaster (negative) humour, nor explained by single mechanism or theory (e.g. incongruity, disparagement or relief). Derived implications suggest that crisis humour can be beneficial in terms of diverse functions that need to be properly understood and facilitated.

**Keywords:** Covid-19, humour, tourism, crisis.

## **Sustainable Image and Self-identity as Predictors of Consumers' Perceived Value and Willingness to Pay Premium Price at Restaurants**

**Chompoonut Suttikun**

Khon Kaen University, Faculty of Business Administration and Accountancy, Hospitality and Event Management Department

**William Hamilton Bicksler**

Khon Kaen University, International College, Communication and Media Division

**Patcharaporn Mahasuweerachai**

Khon Kaen University, Faculty of Business Administration and Accountancy, Hospitality and Event Management Department

### **Abstract**

With the effects of Covid-19 and trends toward sustainable consumption, restaurant operators increasingly pursue strategies to match customers' needs. The objective of this study is to examine how a restaurant's image of sustainable practices and consumers' self-identity influence perceived value, and how that relationship influences willingness to pay more for eco-friendly products. The results of this study show that restaurants with a sustainable image and consumers with environmental concerns have an effect on consumers' perceived value of the restaurants, which in turn influences their willingness to pay premium prices for sustainable products and services.

**Keywords:** sustainable image, self-identity, perceived value, sustainable restaurant, willingness to pay premium price.

## **Guilt or Pride? Factors Enhancing Consumers Emotional Value And Purchase Intentions of Plant-Based Foods**

**Patcharaporn Mahasuweerachai**

Khon Kaen University, Faculty of Business Administration and Accountancy, Hospitality and Event Management Department

**Chompoonut Suttikun**

Khon Kaen University, Faculty of Business Administration and Accountancy, Hospitality and Event Management Department

**William Hamilton Bicksler**

Khon Kaen University, International College, Communication and media Division

### **Abstract**

As consumers are becoming more interested in sustainable and plant-based diets, restaurant operators seek to respond by offering more plant-based options to match customer demand. This study aims to investigate a conceptual model of the effect of feelings of guilt and pride on purchase intention of plant-based food. This relation is mediated by emotional value applied to plant-based foods. The results revealed that guilt and pride have a positive influence on consumers' perceived emotional value, which in turn leads to purchasing intention of plant-based foods. The findings offer implications for marketing strategies by offering plant-based food options to attract consumers dining in restaurants.

**Keywords:** self-conscious emotions, emotional value, plant-based foods, pride, guilt.

## Psychological factors affecting customer engagement of using mobile self-ordering applications at restaurants

**Jutikarn Na Nongkhai**

Khon Kaen University, Department of Hospitality and Event Management

**Chompoonut Suttikun**

Khon Kaen University, Department of Hospitality and Event Management

**Patcharaporn Mahasuweerachai**

Khon Kaen University, Department of Hospitality and Event Management

### **Abstract**

Consumer behavior has changed due to lifestyle changes. Nowadays, people choose to dine out more. Since the Covid-19 pandemic started, technology has become a substantial tool in the restaurant industry by using technologies to provide safety services. The restaurant industry uses mobile self-ordering applications which allow consumers to order food via a mobile application. This study investigated psychological factors (restaurant image, self-identity, and social norm) influencing customer engagement and their overall experience with the use of mobile food ordering applications in restaurants. 699 responders who an experience of using a mobile self-ordering application at a restaurant in Thailand were used to analyze the data. The conceptual model and all of the hypotheses tested by using structural equation modelling (SEM) under a two-step approach. The results show that social norm significantly effects customer engagement. Additionally, customer engagement affects their overall experience with using self-ordering application.

**Keywords:** mobile self-ordering application, restaurant image, self-identity, social norm, customer engagement, and overall experience.

# Session 6

---

## Understanding the consumer decision making process

---

Day 1

25 August 2022

14.30pm-16.30pm

## A nudge is not enough? A field experimental study on the reduction of private motorized transport

**Jörn Basel**

Lucerne University of Applied Sciences and Arts, Institute of Tourism and Mobility

**Timo Ohnmacht**

Lucerne University of Applied Sciences and Arts, Institute of Tourism and Mobility

**Luzia Zimmerman**

Lucerne University of Applied Sciences and Arts, Institute of Tourism and Mobility

### **Abstract**

How can a sustainable mobility solution succeed in the field of outdoor tourism in Switzerland? Facing the global climate crisis, this question becomes particularly relevant. Against the backdrop of the dominance of private motorized transport as the largest CO<sub>2</sub> driver, the challenges must also be met through individual action. To reduce the travel-related ecological footprint in terms of CO<sub>2</sub> emissions, the Swiss climate protection NGO Protect Our Winters Switzerland (POW) has developed a mobility concept that focuses on psychological aspects and interventions to break established patterns of behavior and thinking. It is an open question to what extent mobility campaigns and interventions aimed at sustainability should be understood as an individualized strategy in which certain groups of people should be selectively addressed with specific content. It is necessary to find out which contents must be communicated to which group of people from the outdoor sector so that a change in behavior becomes more likely. Which incentives work for which group and where do they not work? A financial incentive may be the main reason for some groups to choose a certain mode of transport, for others it may be the issue of luggage transport or the orientation to peers who engage in the same activity.

However, an individualized approach also requires that not only individual measures such as nudging are used, but that a broad spectrum of intervention options can be considered. Even if several interventions are examined, the research area of nudging is of particular. Thaler and Sunstein define nudging as choices that change people's behavior in predictable ways without proscribing options and without resorting to prohibitions or changing economic incentives. Such measures aim at voluntary behavioral change, achieved without the hitherto common but controversial means of rules, controls and punishments.

This research question was addressed by means of a field experiment and a systematic survey. During winter 22 psychological interventions from the areas of habitus formation, social influence and information presentation were tested in the destination of Engelberg (Switzerland) on selective target groups regarding acceptance and impact potential. In addition, a QR code provided the opportunity to participate in a detailed socio-demographic survey with the aim of precisely identifying the relevant target groups.

**Keywords:** nudge, transport, sustainable behaviour.

## All You Have to Do Is Ask: A Nudge Strategy for Reducing Sweetness in Coffee Shops

**Phumsith Mahasuweerachai**

Khon Kaen University, Faculty of Economics

**Patcharaporn Mahasuweerachai**

Khon Kaen University, Faculty of Business Administration and Accountancy, Hospitality and Event Management Department

### **Abstract**

This study employed a mandated choice technique to persuade consumers to reduce the sweetness of their iced beverage in coffee shops. The results from the field experiment revealed that participants in the experimental group were likely to order less sweet and unsweet drinks than those in the control group. Coffee shops can implement a nudge strategy with a mandated choice to reduce customers' sugar consumption without compromising their experience and satisfaction.

**Keywords:** nudge, sugar consumption, default option, mandated choice.

## The Persuasion of Message Framing Enhances Consumer's Decision to Purchase a Plant-Based Menu Item

**Chonladaporn Jitsawaeng**

Khon Kaen University, Faculty of Business Administration and Accountancy, Hospitality and Event Management Department

**Patcharaporn Mahasuweerachai**

Khon Kaen University, Faculty of Business Administration and Accountancy, Hospitality and Event Management Department

**Chompoonut Suttikun**

Khon Kaen University, Faculty of Business Administration and Accountancy, Hospitality and Event Management Department

### **Abstract**

Sustainable foods such as plant-based meat have received much attention recently, especially during the Covid19 pandemic. However, changing consumers' eating behaviour from conventional meat to plant-based meat is still challenging. Thus, this study investigated the effects of message framing on consumers' choice of plant-based foods. Using an online experimental survey, logistic regression results showed that framing a plant-based menu item with animal welfare benefits increased consumers' likelihood of purchasing a plant-based menu item almost three times more than no message frame.

**Keywords:** plant-based meat, vegetarian, meat alternatives, message framing, food choice.

## Effects of Generational Perceptions of Altruistic and Egoistic Motives on “Warm Glow” towards Sustainable Restaurants

**William Hamilton Bicksler**

Khon Kaen University, International College, Communication and media Division

**Patcharaporn Mahasuweerachai**

Khon Kaen University, Faculty of Business Administration and Accountancy, Hospitality and Event Management Department

**Chompoonut Suttikun**

Khon Kaen University, Faculty of Business Administration and Accountancy, Hospitality and Event Management Department

### **Abstract**

The tourism and restaurant industries are increasingly employing sustainable practices as strategies to integrate customers' environmental concerns with their patronage. This study aims to investigate motive types leading consumers across four generations (Generation Z, Generation Y, Generation X, and Baby Boomers) to feelings of warm glow resulting from intentions to support sustainable restaurants. The results show that perceptions of an altruistic motive toward sustainable practices increases the likelihood of feelings of warm glow for all generations. However, perceptions of an egoistic motive lead to different levels of warm glow in consumers depending on their generation.

**Keywords:** altruism motive, egoism motive, warm glow, sustainable restaurant, generations.

# Session 7

---

## Digitalization and new technologies in tourism

---

Day 2

26 August 2022

11.15am-13.15pm

## Exploring the digitalization opportunities for tourism micro entrepreneurship in South Africa

**Portia Pearl Siyanda Sifolo**

Department of Tourism Management, Tshwane University of Technology, South Africa,

**Philasande Sokhela**

College of Business Economics, Johannesburg Business School

### **Abstract**

The aim of the study is to evaluate digitalisation opportunities that could be explored by the tourism micro-entrepreneurs in South Africa. Framed within the technology determinism and diffusion of innovation (DOI) theory. This study is conducted through a systematic review of the literature around digitalisation of micro-entrepreneurs in an African context. The study reviewed 50 publications in peer-reviewed journals between 2017 and 2020. The study also considers digital adoption index (DAI) as the main source indicating the rate of digital technology penetration country specific. The analysis of the literature revealed that there's value in digitalisation of tourism micro-entrepreneurs. Digitalisation opportunities exist but can only be realised through coordination and collaboration with relevant stakeholders. This paper contributes towards adding to the limited academic gaze on tourism micro-entrepreneurship in Africa by identifying strategic prospects that exist in digitalisation.

**Keywords:** tourism micro entrepreneurship, digitalisation, technological determinism, tourism 4.0, diffusion of innovation, digital adoption index.

## Leveraging the use of visualization as a vehicle for knowledge integration in a transdisciplinary research setting

**Luzia Zimmermann**

Lucerne University of Applied Sciences and Arts, Institute of Tourism and Mobility

**Nicole Stuber-Berries**

Lucerne University of Applied Sciences and Arts, Institute of Tourism and Mobility

**Melanie Wyss**

Lucerne University of Applied Sciences and Arts, Institute of Tourism and Mobility

**Lucienne Wyss**

Lucerne University of Applied Sciences and Arts, Institute of Tourism and Mobility

### **Abstract**

Due to the digital transformation, tourism as a traditionally information intensive sector can draw on an ever-increasing wealth of information. To make use of this often complex data and to enhance knowledge integration among the various stakeholders, the data must be made understandable for all involved. This research paper explores the enhancement of knowledge integration through visualizations in a transdisciplinary research process. Within the Lake Lucerne region, academics and tourism practitioners work together to improve (data) cooperation and to develop regional strategies and products, and improve customer experience. To achieve a common understanding of such a cooperation, a pilot project was launched to visualise tourism flows in the Smart Region Lab and jointly analyse the data by the academic team and tourism practitioners. These visualizations indeed made the data more understandable, fostered active participation, and provided a regional perspective to strengthen cooperation.

**Keywords:** visualization, transdisciplinary research, knowledge integration, tourism flows, cooperation.

## Benefits and Barriers of Digital Procurement: Lessons from an Airport company

**Joel Motaung**

Milpark Business School

**Portia Pearl Siyanda Sifolo**

Tshwane University of Technology

Implementing a well-integrated, procurement systems and applying uniform practices to achieve the strategic goals of any company is a complex phenomenon. Navigating the digital procurement systems in achieving supply chain resilience remains a predicament, not only for the airport companies only, but the entire airline industry, aircraft manufacturers, research companies, military aviation, and much more. Moreover, there is limited literature on airport companies in the African continent.

This study explored the benefits and barriers of digital procurement at Airports Company South Africa (ACSA). A qualitative approach in a form of a single holistic case study design was adopted. This research is exploratory in nature. The sample involved 18 employees and individuals who were Supply Chain Management (SCM) professionals, Information Technology (IT) and Programme Management Office (PMO) professionals. Semi-structured interviews were conducted with those with extensive experience on procurement, digital technologies, procurement automation or implementing transformation programmes.

Digital procurement is a value-adding function at ACSA with the possibilities of providing cost reduction in the supply chain. However, the participants highlighted job losses, cyber security, lack of interoperability, lack of skills and system downtimes as obstacles affecting adoption of digital procurement and as organisational barriers.

The infusion of digital technologies into various aspects of organisational processes and outcomes remains the complex, dynamic, fluid and volatile phenomenon. A framework highlighting critical focus areas when it comes to the adoption of digital procurement of digitalization is presented.

**Keywords:** digital procurement, digital technologies, disruptive trends, Airports Company South Africa definitions of procurement.

## Tourism data landscapes and inventories – comparison of approaches in selected countries

**Anna Para**

Lucerne University of Applied Sciences and Arts, Institute of Tourism and Mobility

**Andreas Liebrich**

Lucerne University of Applied Sciences and Arts, Institute of Tourism and Mobility

### **Abstract**

Tourism industry development is nowadays related to use of new technologies and digitalisation and data is perceived to be one of the key resources used for optimizing processes, decision making, generating new business models or new tourism products. Data infrastructure is needed in order to access, process, analyse and use the data. As other examples of infrastructure its creation entails financial costs and requires know-how. There are several collaborative initiatives that focus on building data landscapes and inventories for tourism industry purposes. The aim of this research is to describe and compare selected projects aimed at collecting, sharing, and using various data relevant for tourism industry. For research purposes examples from Germany, Spain, France, Australia, and Switzerland were selected and analysed.

**Keywords:** smart tourism, data, data space, data infrastructure, digitalisation, open data.

# Session 8

---

Prospects and challenges of  
sustainable tourism in selected  
countries and regions

---

Day 2

26 August 2022

11.15am-13.15pm

## Exploring responsible tourism experiences in a National Park: differences between business and leisure travellers

**Anneli Douglas**

University of Pretoria, Department of Marketing Management

**Jan-Albert Wessels**

University of South Africa, Department of Environmental Sciences,

### **Abstract**

Responsible tourism uses tourism for sustainable development and implies that all actors, including governments, businesses and people take responsibility for their actions so that the positive economic, socio-cultural and environmental impacts of tourism can be maximized. According to Eichelberger et al. (2021) the COVID- 19 pandemic has given the tourism industry a time to reflect and become more sustainable in the future.

The aim of this paper was therefore to explore the responsible tourism experiences of business versus leisure travellers in a National Park. Specifically, this paper investigated the differences between the importance that business travellers and leisure travellers attach to specific items related to responsible tourism, and then compare their performance ratings of these items. The paper also set out to investigate whether the responsible tourism items that influence behavioural intentions differ between leisure and business travellers.

Convenience sampling was used to collect self-administered paper-based questionnaires from visitors to two camps in the Kruger National Park, as well as from delegates attending conferences at a conference centre within the Park. A total of 201 responses were obtained from leisure travellers and 89 from business travellers. First, an importance/performance analysis was carried out to measure the level of importance that visitors attached to each item of the 38 items, where after the Kruger National Park's performance on the items was evaluated.

The results showed that leisure travellers attached the highest importance to items related to the preservation of the biodiversity and geology of the Park, followed by the safety and security of the Park. Business travellers also attached the highest importance to the preservation of the geology of the Park, the safety and security of the Park, and the quality of water available for human consumption. In terms of performance, there were marked differences, where business travellers rated the availability of electricity followed by sufficient game viewing routes and sufficient parking the highest, whereas leisure travellers rated adequate fencing, protection of biodiversity and presence of indigenous species the highest. The results of the study contribute to an enhanced understanding of how business and leisure travellers differ in terms of their responsible tourism experiences.

**Keywords:** business travellers, leisure travellers, National Parks, responsible tourism experiences.

## The Influences of Homestay Standards in Sustainable Tourism of Community Enterprise: A Case Study of Baan Rimklong Homestay Community Enterprise, Sumut Songkhram, Thailand

**Santidhorn Pooripakdee**

Silpakorn University, Faculty of Management Science

**Sebastian Huber**

Lucerne University of Applied Sciences and Arts, Institute of Business and Regional Economics

### **Abstract**

Homestay tourism has grown considerably in recent years. With the rise in budget travel and an increased interest in cultural and community tourism, homestay have popped up all over the world. Homestay tourism is a tourism that has been developed into another system that operates on the concept of cultural and ecotourism. This type of tourism can meet the needs of tourists appropriately; a tourism model that emphasizes quality over quantity; giving more value to the culture and ecosystem in the community.

Homestays in Thailand have become increasingly popular in the Thai tourism industry for many years, and their development is expected to continue according to the economic and social developing plan of the Thai government.

The purpose of this research was to study the influence of homestay standard factors on sustainable tourism. This research used mixed method with both quantitative and qualitative research. The quantitative data, the sample group was 220 tourists who came to visit Ban Rimklong Homestay Community Enterprise, Samut Songkharm, Thailand. The statistics used to analyze the data were frequency, percentage, mean, standard deviation and multiple regression by using a stepwise selection of variables into the equation. Qualitative data was collected from in-depth interviews with the chairman and the management of Ban Rim Klong Homestay Community Enterprise. The quantitative results showed the six elements of homestay standards that influence sustainable tourism which were standards of public relations, standards of creating values of community products, standards of courtesy of the host, standards of homestay management, standards of natural resources and environment, and standards of safety which were significantly at 0.05 respectively. In addition to the results of research on homestay standards, the researchers also found about the operation of Ban Rimklong Homestay Community Enterprise for sustainable tourism in achieving economic, social, cultural and environmental goals that community enterprises were working together to create sustainable tourism through mutual cooperation as community-based tourism (CBT) concept between local residents and tourists as the operation would not be successful without the cooperation among two parties.

**Keywords:** homestay tourism, Thailand, sustainable tourism.

## Resident-tourist interaction: a systematic review of contact hypothesis in tourism research

**Luciana Machado Purper**

University of Las Palmas de Gran Canaria

**Jorge E. Araña**

University of Las Palmas de Gran Canaria

### **Abstract**

Contact between residents and tourists is a key factor of tourism industry and contact hypothesis is a promising theory to examine it. However, the evidence of the effect of resident-tourist contact is ambiguous. To shed some light on this ambiguity, we evaluate contact hypothesis in the tourism field from a residents' perspective. We assemble and systematic review studies that applied contact hypothesis, of which there are 43 in total. We find evidence that contact typically has positive outcome in resident-tourist interaction, a result consistent with contact meta-analyses in other contexts; but our analysis also shows that contact effects contradict some previous studies. Furthermore, we uncover important gaps, which must be addressed empirically before contact hypothesis can reliably guide policy to improve tourism development, especially post-COVID-19 pandemic.

**Keywords:** contact hypothesis; resident-tourist interaction; tourism; systematic review.

## Ecotourism for sustainable development: case study from Uzbekistan

**Murodjon Jumaniyazov**

Islambek Travel

### **Abstract**

In recent years, the government is paying a huge attention to promote ecotourism with complex approach. This case study presents the results of UNICEN project that supported visit to 18 ecotourism destinations to conduct tourism research.

**Keywords:** tourism, ecotourism, Aral Sea region, sustainable development.

## Employing Ecotourism Opportunities for Sustainability in the Aral Sea Region: Prospects and Challenges

**Olimjon Saidmamatov**

Urgench State University, Faculty of Tourism and Economics

**Umihjon Matayakubov**

Urgench State University, Faculty of Tourism and Economics

**Inna Rudenko**

Urgench State University, Faculty of Tourism and Economics

**Viachaslau Filimonau**

Bournemouth University, Faculty of Hospitality Management

**Jonathon Day**

Purdue University, School of Hospitality and Tourism Management

**Tobias Luthe**

Swiss Federal Institute of Technology, Department of Civil, Environmental, and Geomatic Engineering

### **Abstract**

The paper examines ecotourism in the Aral Sea region of Uzbekistan, an area with a fragile environment that has faced ecological crises and requires careful sustainable development. It looks at the supply side of ecotourism by examining Uzbekistani tour operators' awareness of benefits derivable from promoting ecotourism in the region, and the local tourism industry's motives to engage in this development. As a research methodology, the results of an exploratory survey of travel agents and tour operators highlight the policy-making and management interventions required for the more effective promotion and development of ecotourism in the Aral Sea region. The paper analyzes the challenges and opportunities associated with promoting ecotourism activities in the Aral Sea region in pursuit of sustainable regional development, improved livelihood for the local population, employment opportunity and income source creation, and enriched service exports. Key findings from the study show that stakeholders are aware of ecotourism's value and are motivated to implement ecotourism in the region, but they have limited experience, competence, and international networks to promote and market ecotourism products and services. Local stakeholders have raised the issue that infrastructure development and access to microfinance are their greatest needs from local authorities in Uzbekistan.

**Keywords:** ecotourism, sustainable development, Aral Sea region, explorative study.

# Session 9

---

## Event management in the post pandemic world

---

Day 2

26 August 2022

11.15am-13.15pm

## Convention Servicing. The new beginning of event experiences.

**Krzysztof Celuch**

Vistula School of Hospitality

### **Abstract**

Marketing is the process of creating, communicating and delivering offers which prove valuable to the customers, clients, partners and community focused on a given brand, product, service, person, event or place. It is the process consisting in the identification, prediction and delivery of the strategic benefits expected by the recipients as well as management of profit-generating relations with clients.

In the events industry which is such a dynamic environment dependent on numerous factors, situation analysis seems necessary each time the plan is to be developed. It is an investment which should be made by bureaus annually. It constitutes an attempt at explicating the influence the past has on the future based on events that occur at present. Projecting the future has always been a challenge, but if the aim of planning is to establish reasonable and realistic objectives for the entire sales and marketing team, the challenge must be met. The annual plan must also consider the possible risks. They should be considered from the perspective of probability of occurrence and their influence on the plan realisation. Practice shows that most of the planned activities will face at least one of the above-indicated risks.

The purposefulness of the establishment of industry-related services is usually expressed in their mission and industry vision which they intend to implement thanks to various strategic activities. This helps in identifying their role, field of operation and its scale. The meetings industry services most frequently are defined as striving towards, however the most important aspect could be described as: increasing the standard of services provided by the members of a given organisation or other sectors of the meeting's industry by continuous education in this area.

To design the convention servicing is like maintaining credibility and integrity of the organisation irrespective of internal influences.

**Keywords:** service, service design, conventions, event experiences, conferences, events industry, design thinking.

## Visitor food festival experience and customer engagement behaviour intention: the moderating effect of health consciousness

**Supawat Meeprom**

Khon Kaen University, Faculty of Business Administration and Accountancy, Hospitality and Event Management Department

### **Abstract**

Food plays an important role in providing a basic daily need of human life and a base requirement for human survival. However, food may play a greater role than just in contributing life specifically in festival and tourism service settings. Food is not only a functional aspect of a vacation trip, but can also be highly experiential, sensual, symbolic and new flavours and ingredients with a destination-specific food and culinary heritage. For instance, food is regarded as an crucial element of the vacation experience as it provides visitors with memorable and agreeable pastimes. In recently, food festival has become a crucial market of special event to the extent that they are now seen as the fastest growing market within the service and tourism industries. Specifically, food festival allows visitors to receive a distinctive and unique experience of tasting a variety of local foods and interacting in other special event activities in that host destination.

Thailand is one of the destinations which present Thai culture as eating unique and exotic food and offer a glimpse of the rich Thai heritage. The country also is a place full of diverse culture and ethnicity that let visitors have a fascinating interaction with the locals.

The benefits from food experience may foster sensory, affective, behavioural, and intellectual experience and consumer decision making about the food consumption. However, these proposition remains limited in hospitality and food festival literature.

Many previous studies are widely test tourist motivation, quality, and satisfaction, and loyalty. Thus, the present study is one of the first attempts aim at measuring the experiential marketing of food festival, especially emerging countries such as Thailand and how they trigger positive marketing results, testing how experiential variables, status consumption, and customer engagement behaviour intention towards a food festival.

This study considers health consciousness as a contingency role to understand its impact the relationship between experiential variables and status consumption. The results of this provide food festival with new experiential event products, in line with international visitors' expectations. Partial least square (PLS) is expected to test the causal paths connecting the constructs of interest in this study.

**Keywords:** food festival, health consciousness, food experience.

## Do Charity or Non-Charity Sport Events Influence Attendances' Warm Glow More? An Experimental Survey

**Watchara Chiengkul**

Khon Kaen University, Faculty of Business Administration and Accountancy

**Patcharaporn Mahasuweerachai**

Khon Kaen University, Faculty of Business Administration and Accountancy

**Chompoonut Suttikun**

Khon Kaen University, Faculty of Business Administration and Accountancy

### **Abstract**

This study aims to investigate the effect of attending a charity run event and a marathon event (non-charity run event) on the attendees' warm glow of giving by having altruism as a control variable. A scenario-based experiment was used in this study. A total of 180 completed questionnaires were analysed by using ANCOVA. The finding indicated that attending a running event for charity significantly influenced the attendees' warm glow higher than attending a marathon event under the control variable of altruism.

**Keywords:** Charity event, sport event, warm glow, altruism, running event.

## Thailand's coffee culture and its transformation in the COVID-19 pandemic

**Suwadee Talawanich**

Mahidol University International College, Tourism and Hospitality Management

**Rangson Chrakranout**

Mahidol University International College, Tourism and Hospitality Management

### **Abstract**

Despite the continuous evolution of coffee culture in Thailand, the theme of Thailand's coffee culture that has been sought by coffee consumers remains unclear. Identifying the coffee culture has recently become challenging because the coffee culture tends to be transformed by the current COVID-19 crisis due to risk management measures imposed by the government. To address the need for Thailand's coffee culture identification, this research aims to fulfill the objectives of 1) exploring Thailand's coffee culture theme that has evolved over time, 2) identifying the salient elements that influence the formation of coffee culture in Thailand and 3) describing the impacts of the COVID-19 on Thailand's coffee culture from the perspectives of consumers and practitioners. The findings could reveal cultural elements that influence the formation and evolution of Thailand's coffee culture. The findings could also guide practitioners to offer coffee products and the identity that are in demand.

**Keywords:** coffee culture, coffee consumption, Thailand's coffee industry, Covid-19 pandemic.

# Session 10

---

## Exploring customer experience in tourism

---

Day 2

26 August 2022

14.00pm-16.00pm

## Experiential marketing and its relationship with memory and behavioral intentions: An empirical study at a Sea and Sun destination under Covid-19 pressure

**Ana Bender**

University of Algarve, Research Centre for Tourism, Sustainability and Well-being (CinTurs) and Faculty of Economics

**Patrícia Pinto**

University of Algarve, Research Centre for Tourism, Sustainability and Well-being (CinTurs) and Faculty of Economics

**Manuela Guerreiro**

University of Algarve, Research Centre for Tourism, Sustainability and Well-being (CinTurs) and Faculty of Economics

**Dora Agapito**

University of Algarve, Research Centre for Tourism, Sustainability and Well-being (CinTurs) and Faculty of Economics

### **Abstract**

Customer experience acts as a crucial driver of competitiveness and can be considered a pivotal advantage for differentiating the marketing strategies of tourism destinations that choose to focus their strategic efforts on consumer experience. Despite that, there is a gap regarding an approach of experience marketing that take into consideration the strategic experiential dimensions advocated by Schmitt (1999) – act, feel, sense, think, and relate – and its impacts on memory and behavioral intentions towards tourism destinations. This research aims to study these relationships by using data collected during the Covid-19 pandemic in the region of the Algarve, a sea and sun tourism destination. Structural equation modeling is used. The moderation role of the Pandemic (COVID-19) Anxiety Travel is considered. Practical implications for tourism organizations are offered.

**Keywords:** experiential Dimensions, memory, behavioral intentions, sea and sun tourism destination, Covid-19.

## The impact of Central Asian tourists' risk perception on their travel intentions during the COVID-19 pandemic

**Olimjon Saidmamatov**

Urgench State University, Faculty of Tourism and Economics

**Elbek Khodjaniyazov**

Urgench State University, Faculty of Tourism and Economics

**Umidjon Matyakubov**

Urgench State University, Faculty of Tourism and Economics

**Ergash Ibadullaev**

Urgench State University, Faculty of Tourism and Economics

**Dilmurad Bekjanov**

Urgench State University, Faculty of Tourism and Economics

**Jonathon Day**

Purdue University, School of Hospitality and Tourism Management

**Peter Marty**

Zurich University of Applied Sciences (ZHAW); Institute of Natural Resource Sciences

**Jinlin Zhao**

Florida International University, Chaplin School of Hospitality & Tourism Management

### **Abstract**

Central Asian (CA) countries (Kazakhstan, Kyrgyzstan, Turkmenistan, Tajikistan, Uzbekistan) are assumed to be one of the most attractive tourist destinations since this particular geographical location holds immense potential in tourism products. Due to the COVID-19 pandemic, the flourishing tourism sector of these countries has been immensely affected. The aim of this study is to examine the impact of Central Asian tourists' risk attitudes toward traveling during the COVID-19 pandemic through consideration of sociodemographic characteristics. The research was conducted during January through April 2021 based on a sample of 966 respondents via an online questionnaire. In the survey, risks are divided into four main categories: health, psychological, financial and travel destination. Nominal regression was used to identify the way in which risk perception affected travel intentions during COVID-19 and the research findings indicate that Central Asian tourists' risk perception has done so. Hygiene, disinfection and a reliable health system in destinations (21%) will be leading factors in future travel.

**Keywords:** pandemic, tourism, Central Asia, risk perception, travel attitude, exploratory study.

## The tourists' experience and behavioural intentions in reopened tourism destinations: exploring effects of real-time emotions

**David Piedade**

University of Algarve, Faculty of Economics

**Manuela Guerreiro**

University of Algarve, Research Centre in Tourism Sustainability and Well-being (CinTurs) and Faculty of Economics

**Patrícia Pinto**

University of Algarve, Research Centre in Tourism Sustainability and Well-being (CinTurs) and Faculty of Economics

### **Abstract**

Tourism is an industry-driven by tourists' experiences in destinations, and emotions play a key role in impacting visitors' loyalty. The COVID-19 pandemic has been the cause of strong disruptions in the sector and affects this pleasure-driven activity. Following an Experiential Marketing approach, this study investigates the relationships between the tourist experience, emotions and behavioural outcomes in a tourist destination reopened under COVID-19 pressure. The empirical study took place in the Algarve, an internationally recognized Sun and Sea tourism destination in Europe. Data were collected during the summer and under strong sanitary measures. Structural equation modelling is performed, and the moderation role of Pandemic (COVID-19) Anxiety Travel is assessed. Practical implications for practitioners are offered.

**Keywords:** tourist experience, positive and negative emotions, Behavioural intentions, COVID-19.

## Do price reductions attract customers in urban public transport? A synthetic control approach

**Hannes Wallimann**

University of Applied Sciences and Arts Lucerne, Institute of Tourism and Mobility

**Kevin Blättler**

University of Applied Sciences and Arts Lucerne, Institute of Tourism and Mobility

**Widar von Arx**

University of Applied Sciences and Arts Lucerne, Institute of Tourism and Mobility

### **Abstract**

In this paper, we assess the demand effects of lower public transport fares in Geneva, an urban area in Switzerland. Considering a unique sample based on transport companies' annual reports, we find that, when reducing the costs of annual season tickets, day tickets and short-distance tickets (by up to 29%, 6% and 20%, respectively), demand increases by, on average, about 13%. However, we also show that the effect of the policy intervention did not occur immediately after the price reduction. To the best of our knowledge, we are the first to show how the synthetic control method can be used to assess such (for policy-makers) important price reduction effects in urban public transport. To assess the demand effects, we propose an aggregate metric that inherits extensions of networks, namely passenger trips per vehicle kilometre. Therefore, we can isolate the impact of price reductions, ensuring that companies' network extensions do not affect estimators of interest. In addition, we show how to investigate the robustness of results in similar settings using recent statistical methods and different study designs. Finally, as far as we know, it is the first causal estimate of price reduction on urban public transport initiated by direct democracy.

**Keywords:** policy evaluation, price reduction, urban public transport, synthetic control method.

# Session 11

---

Various topics, online session

---

Day 2

26 August 2022

14.00pm-16.00pm

## Tourism amid Covid-19 pandemic: analysing the effects and prospects for recovery. Case of the Republic of Moldova

**Alina Ianioglo**

Moldova State University

### **Abstract**

In the Republic of Moldova, tourism represents a significant tool for promoting national culture and heritage. There are over 15 thousand anthropic tourist attractions, over 300 important natural areas, over 1000 protected architectural monuments, about 50 Orthodox monasteries, massive forest areas, medieval places, fortresses, wineries, etc. Actions towards tourism development should be implemented taking into account numerous factors that affect the sector, global trends that shape the future of the tourism and local conditions and peculiarities that determine the current and potential state of the development.

The paper aims at exploring the impact of the Covid-19 pandemic on tourism industry and determine the directions for tourism recovery and development in the Republic of Moldova.

In order to achieve the purpose of the paper, the following scientific methods were used: quantitative analysis of data, analysis of statistical data, synthesis, induction and deduction. The information base of the article includes the works of foreign and local researchers in the field, analytical reporting data and data collected from national and international organizations: World Tourism Organisation, National Bureau of Statistics.

Based on conducted analysis of the effects of Covid-19 pandemic on tourism, identified challenges and trends in the sector, there were determined main directions for tourism development in the country: rural and agrotourism, enotourism, gastronomic tourism, cultural tourism, religious, balneary tourism, event tourism, etc. Republic of Moldova has magnificent nature, which represents a good premise for the development of hiking trails, birdwatching routes, etc. Taking into account existing challenges in the sector, a set of measures should be taken to foster tourism growth, specifically to ensure the development of infrastructure, accommodation facilities and routes, training of employees, accessibility of information, strengthening of marketing activities to promote inbound and domestic tourism, advancement of innovation and digitalisation of services, etc.

**Keywords:** tourism, domestic tourism, travel, arrivals, overnights, pandemic.

## Impacts of the Covid-19 pandemic over hostels in Bangkok: adaptation strategies and economic survival

**Santi Srisongkram**

Mahidol University

### **Abstract**

The unprecedented spreading of the Covid 19 pandemic has had a devastating effect on the hospitality industry globally. This study aims to explore how hostel owners adjust their firms to survive this pandemic economically and strategically with an effective result. Qualitative methodology implemented by using semi-structured interview with all 11 multi-case of hostels owner in different Bangkok area. The results revealed the resilience of hostel 6C adaptive strategy: 1) cost reduction, 2) core value re-evaluation 3) complementary business 4) creation of facilitators 5) connecting with the demands 6) capturing hostels' competitive advantages. Besides, the external factors from government and solid pandemic prevention are also crucial for recovery. Thus, the integration of adaptive strategies with external factors has the potential to contribute overall reconstruction and a long-term recovery. Hopefully, this study could propose practical implications to help hostel owners to formulate strategies for their own business survival in the post-epidemic future.

**Keywords:** hostel, Bangkok, Covid-19, adaptive strategy.

## From tourism and recreation to residential dynamics in Ajijic, Jalisco. Proposal for a multi-criteria analysis of the effects on the territory and on local development.

**Lucia Gonzàles Torreos**

University de Guadalajara

**Miguel Iñiguez McCormick**

University de Guadalajara

### **Abstract**

Ajijic is a small village located in Lake Chapala's lakeshore just about 55 km from Guadalajara, Mx. Since the XIX century is perceived the presence of a floating population with a recreational, tourist, and residential motivation. Geographical characteristics such as climate and location, the supply of amenities, and low cost, have become the main attraction factors for both nationals and foreigners. An important impulse is due to a tourism and real estate process promoted since the 1960s, which has caused different environmental, cultural, and socio-spatial integration effects. Local development seeks to improve the living conditions of the inhabitants. To reduce the disadvantages compared to large cities, the smaller territories must achieve strategies based on the environmental and cultural assets, among others, that are at reach, intending to satisfy local needs. Those territories have the basic elements to become tourist destinations, but it is not enough. Also, it is needed to upgrade the quality of life by improving the economy directly from tourism. Allowing the land to be transformed into real estate opportunities. And then, becoming second homes, let web platforms take advantage and turned those places into listings for residential tourism carrying a big load of ex-pats (mainly) in a residential migration phenomenon. Short term rental apps are said to bring economic support to those who offer hosting in their homes, but it has evolved into a new business model and in most cases the owners don't live where those houses are located, leaving a small percentage of the gross income to the local community. Through a multicriteria analysis applied to GIS, it is possible to run a *reverse optimal location model* and then measure how much those "str" listings bring to the community compared to other negative variables to find improvement areas and forecast the zoning ordinance changes as the territory evolves as the population of the second home grows.

**Keywords:** tourism, residential, migration, Ajijic.

## Preference and Satisfaction of Chinese Tourists in Airports under Cross-Culture Perspective Text Mining

**Junyu Yang, Shanshan Shang**  
Shanghai International Studies University

### **Abstract**

Nationality makes us who we are. Tourists from different countries have dissimilar national backgrounds. Nowadays, China has become one of the motive powers in the global outbound tourism industry, and specifically, the airport industry. The purpose of this paper is to understand Chinese tourists' preferences and differences, which will help tourism practitioners better improve their customer satisfaction and sales.

Reviews and ratings of 8 international airports collected from 4 mainstream review sites were text-mined using Latent Dirichlet Allocations, frequency analysis, and regression analysis under Fodness and Murray's model to make a comparative study between tourists from China and other countries.

The results show that Chinese tourists are inclined to assign higher ratings and extreme low ratings to airports, and are less interested in interactional factors, and diversional factors. But the Chinese tourists show greater interest in airport locations and shopping.

The study makes a further and deeper analysis of both the factors affecting the satisfaction of both Chinese and Non-Chinese tourists in airports and identifies the similarities and differences between the two groups. And explains the underlying reasons from a cross-cultural perspective.

**Keywords:** airport service quality, topic modeling, sentiment analysis, text mining.